Research shows 75% of your child's brain development occurs after birth. Play helps promote that development by stimulating the brain through the formation of connections between nerve cells.

It's never too early to introduce play, so why not try:

- Get close to your baby, give them time to study your face. Stick your tongue out or pull facial expressions and they may mimic these back.
- Sing or try nursery rhymes that involve touch e.g. 'round and round the garden'
- Talk to your baby, mirror the sounds they make, give kisses and use tickles and gentle touch.
- Play peek-a-boo using a sheet or your hands.
- Role play hand clapping and encourage your baby to try.
- Give your baby different objects to feel – soft toys, rattles or cloth books with pages of different textures – discovery is fun for babies.
- Use bath time as a relaxing way to introduce bubbles and water play.