



# SMS4dads

Sometimes things don't go to plan. This adds a whole extra layer of stress, pressure and challenges on new dads and mums.

We've been talking with dads about what they would have found useful to know while their baby was in NICU. Here's some answers to some common questions they had...

- Q** *How am I going to cope with this?*
- A** *This could be a real challenge. Start by showing up and being around as much as you can.*
- Q** *Will I be able to touch and hold my baby?*
- A** *It depends how robust your little one is today. The staff will let you know when it's OK.*
- Q** *Who are the key players in this place?*
- A** *You will get to know your baby's carers in a short time. Then you can fire away with your questions.*
- Q** *Are the SMS4dads messages different for babies in NICU?*
- A** *We have a set of messages for dads whose babies are born early. But most messages are relevant and useful for all dads.*

## SUPPORT FOR DADS

There's not a lot of parenting material that speaks directly to dads. SMS4dads has been designed especially for new fathers. It includes a set of tailor-made messages for dads if things don't go to plan.

**SMS4dads**  
**It's really simple and it's free**  
**JOIN UP SMS4dads.com**



## WHAT DADS SAY ABOUT SMS4dads

*It really helped in building that initial relationship with our baby*

*Words can't describe how useful this has been to me*

*Messages were reassuring, they made me more confident*

*I didn't know where to get support, especially for dads. Thank you so much - it's been such an epic service*

*Having a baby was the hardest thing I've ever been through, but I always felt validated when I read your SMSs*

*It's one of the best things I've ever accessed for any type of support*



SIGN UP,  
 IT'S SIMPLE & FREE

**SMS4dads.com**

