

Other  
people's  
opinions  
don't matter.



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You don't have  
to have  
visitors until  
*you*  
decide you are  
ready.



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You are doing  
the best you  
can,  
*and that's  
enough.*



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It's okay  
to take  
a break.

(even when your baby is crying)



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If your child is  
fed, loved,  
sheltered, and  
supported,  
*they're going to be  
okay.*

(so don't sweat the small stuff too much)



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It's okay if you  
don't enjoy being  
a parent 100% of  
the time.

(no one does)  
(no matter what they say)



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Asking for help  
doesn't mean  
that you're  
failing.

*Everyone needs help.*

(no matter what they tell you)  
(or post on social media)



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*Every parent  
feels guilt.*

(about pretty much everything)

Allow yourself to  
let it go.



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# Your baby will be healthy if you:

1. Breastfeed.
2. Use formula.
3. Pump.
4. Combo feed.

(they're all excellent ways to feed your child!)



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# *You're a "real" parent if you:*

1. Gave birth vaginally.
2. Had a c-section.
3. Adopted.
4. Used IVF.
5. Used a surrogate.
6. Used a donor.

How you have your child isn't  
what makes you a parent, the  
bond that you form with them is.



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# You're doing it!

(a first-time-mom friend told us that this simple sentence was all she wanted to hear. So if you're feeling overwhelmed, but you've managed to keep your child alive and fed today, just remember, *you're doing it!*)



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You don't need to  
buy/have  
everything ever  
made for babies  
in order to be a  
good parent.

But there's a multi-billion  
dollar industry that wants you  
to *think* you do.



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*None of these*  
mean that you're a  
good *or* a bad  
parent:

1. Going to work.
2. Working from home.
3. Being a SAH parent.
4. Travelling for work.
5. Working more/less  
than your partner.



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Judging or  
shaming other  
parents doesn't  
make *you* a  
better parent.

So support each other!



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Things will not  
always go  
according to plan,  
*and that's okay!*

The best of intentions are  
often dashed by the reality of  
having a child, so don't be too  
rigid! Learn to let go when  
things don't go your way.



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# If you need a break after giving birth, *that's okay!*

There is nothing wrong with wanting/needing time to recover. That might mean a brief separation in the hospital (like sending them to the nursery), having someone hold them for an hour while you nap, or taking some time to yourself once you're home.

These things don't make you a bad mom!



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Immediate bonding  
with your baby  
doesn't always  
happen,  
*and that's okay.*

Sometimes, especially for  
secondary caregivers, partners, or  
adoptive parents (but also moms  
who give birth!), bonding might  
take a little bit of time. It doesn't  
mean that you are a bad parent or  
that you don't love your child.



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# Postpartum Depression (or Anxiety) does *not* make you a bad parent.

Please don't suffer this alone. Reach out to your pediatrician, therapist, best friend, partner, or us ([mel@mypiccoline.com](mailto:mel@mypiccoline.com)), and make sure you're getting the help you need!



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Don't be afraid to  
ask for the help  
you *need*,  
not the help others  
*think* you need.

People generally have good  
intentions, but make sure you're  
advocating for yourself and being  
assertive!



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You *will*  
sleep again.

We promise.



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# *Most* kids have *some* kind of something going on.

It could be eczema, diaper rash,  
blocked tear ducts, cradle cap, thrush,  
the stinkiest farts on earth...  
almost every baby has *something*. As  
long as they're cared for by a (board-  
certified) medical professional, they're  
most likely going to be just fine.\*

\*Not medical advice. See a doctor if you're  
concerned about anything.



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It's okay to  
parent in  
*your own way.*

Even if your neighbor, best friend, co-  
worker, dentist, random stranger,  
or even *your* parents,  
do it differently.

(as long as your child is safe, of course)



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Nobody knows  
everything about  
being a parent.

(Although they might just go ahead  
and *tell* you they do)



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If your child doesn't  
hit every single  
milestone on time,  
you are not a  
failure.

(If you're concerned, speak to a  
pediatrician, but most of the time,  
milestone timing varies from child to  
child! Try not to compare with others)



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# You have the right to breastfeed in public.

If someone doesn't like it,  
**that's too bad.**

Feel free to point them to the nearest  
police station, where they can be  
educated about  
local/ state/ national laws.

Or send them to us.  
We'd be happy to handle that for you...



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It's common to feel  
*sad or guilty*  
about going back to  
work.

It's also common to feel  
*excited or relieved!*

**All** of the emotions *are okay*, and  
none of them make you  
a bad parent!



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*It's okay* to use pacifiers to  
soothe your baby.

Even if you're exclusively breastfeeding!

The debate on this topic causes *a lot*  
of stress for *a lot* of parents.

A 2016 review of 1,300 babies  
demonstrated that **pacifier use had**  
***no impact*** on whether an infant was  
still breastfeeding by 3 or 4 months.

In fact, *restricting* pacifier use has  
been linked to a ***decrease*** in  
breastfeeding!



(the more you know. do dooo do dooo)



However you get your child to sleep is okay, if it is *safe* and *works for you*.\*

- Some people continue rocking/soothing their children to sleep until they're 5.
- Some people use gentle methods, like camping out.
- Some people choose quicker methods, like Ferber.
- All of these are okay, if they work for you and your family!

\*depending on age appropriateness and most importantly, safety! There's no scientifically sound evidence that any of these methods cause harm.

Contact us if you have any questions about safe sleep!



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Handy side-note:

# The Newborn Fussiness Hierarchy:

- Hunger
- Sleepiness
- Wet or Dirty Diaper
- Gas
- Boredom
- Over-stimulation
- Pain or illness
- Consistent issue (such as GERD)
- Colic

*(work your way down the list, addressing the  
issues in this general order,  
until you figure out the problem)*



**No**  
*is a complete sentence.*

If you set a boundary for yourself  
as a new parent, or for your child,  
you have the right to have  
that respected.



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## SAY IT WITH ME:

I did ***not*** stop being  
a *person* when I  
became a parent!

Your needs still matter!  
Don't let anyone tell you  
otherwise.



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(write something that you need  
yourself to hear)



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parenting and childcare  
education