



The Story of Early Ernie

**Pampers**

Supporting
Bliss
for babies born
premature or sick



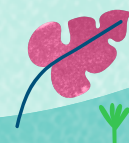
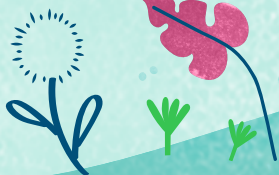
Touch is how they feel love

At Pampers, we are committed to help make the world a better place for every baby. Because giving babies a safe, happy and healthy start in life is what's driven us for more than 50 years.

But we know that not every baby has an equal start. In the UK 1 in 13* babies are born prematurely and it is our mission to support these babies, their parents and caregivers at the first stage of their journey, and at what can be an incredibly challenging time.

When a baby is born early, touch is extra important. It's the first sense developed in the womb. A gentle touch on babies' skin triggers the release of the hormones which help them bond and feel love.

This story focuses on how preemie babies feel love through touch, so please feel free to follow our characters and provide the same loving touch to your little one as you share the story with them. The same is true of every baby!





This is the tale of a cute bear called **Ernie**.
Who was born, not on time, but a little bit early.

In a warm incubator, he spends most of his day,
So he grows big and strong, in there he must lay

Wiggly wires are placed on his chest,
To continue to grow, he needs lots of rest

But his parents are close, just a small touch away,
Because touch equals love, that they show everyday.

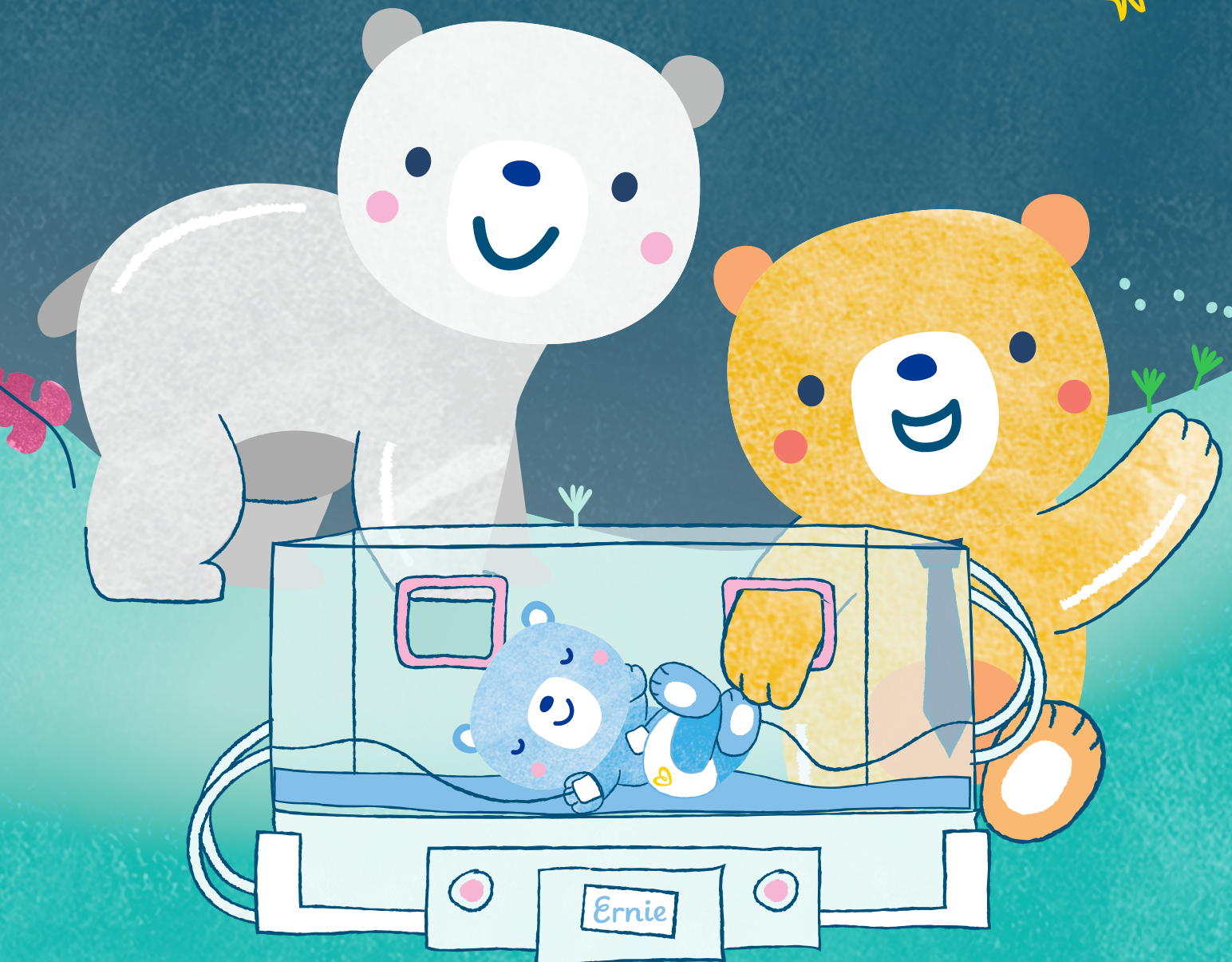




Sometimes, little Ernie, can get quite upset
The wires and the tubes, they can disrupt his rest

So Mummy or Daddy stroke his little feet
Make him feel all calm and send him to sleep

'Cause a soft little touch can soothe him right down
Feeling their presence, he's safe and he's sound





But for a young brother, or sister, it's tough,
To grasp what is happening and all of that stuff.

But the wires and the tubes are keeping him well,
If you have any questions, just ask and we'll tell.

So a sibling can give Ernie's back a soft touch
To show that they love him so very much.



Little Ernie must spend lots of time in his bed
But when he is able, Mum can cradle his head

So can Dad too, when Ernie's up and about
Creating a bond, that never fizzles out.

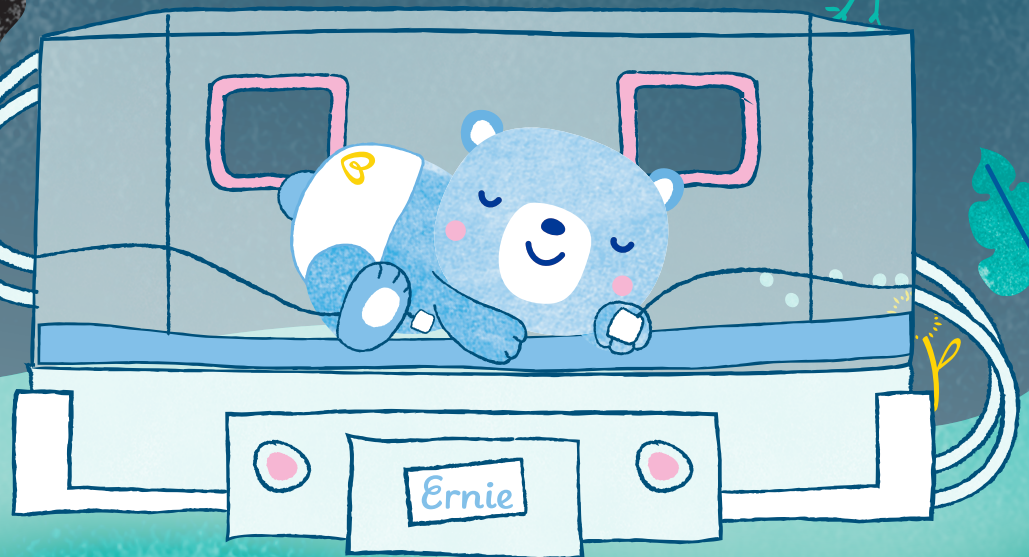
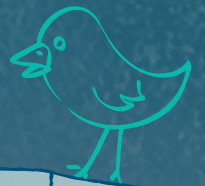
Skin to Skin contact, they cherish that time
When they're holding him close, everything feels fine



The one thing that touches his skin all day long
Is his Preemie nappy, so gentle but strong.

The wonderful nurses on the NICU
Show Mum & Dad, how to change it anew

A change that's so soft, he can be fast asleep
And they won't disturb him, not even a peep.



And so little Ernie, keeps growing and growing
And his family, their love, they keep showing and showing



Neonatal staff, they provide the best care
And the nappy so soft, for our little bear

Together they make him, as comfy as can be
He's safe and protected, all would agree



And Mum & Dad know, it fits like a glove
They shower him with touch, as their touch equals love.





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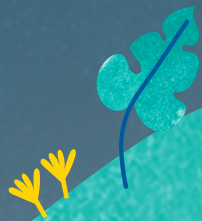
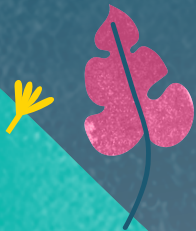
If your baby is on a neonatal unit, being able to touch them and get involved in their care can be helpful for you and for them.

But there can be many reasons why that isn't always possible or easy.

Bliss, the UK's leading charity for babies born premature or sick, exists to give every baby the best chance of survival and quality of life and supports babies and their families and caregivers at every stage of their neonatal journey.

Bliss champions the right of every baby born premature or sick to receive the best care by supporting families, and professionals, campaigning for change and enabling life-changing research – this is why Pampers is proud to support Bliss.

Bliss knows that not every family and every neonatal experience is the same, so to find the information and support that's right for you, visit support.bliss.org.uk





#PampersForPreemies

At Pampers, it is our mission to support premature babies, their parents and care givers at the first stage of their journey, at what can be an incredibly challenging time.

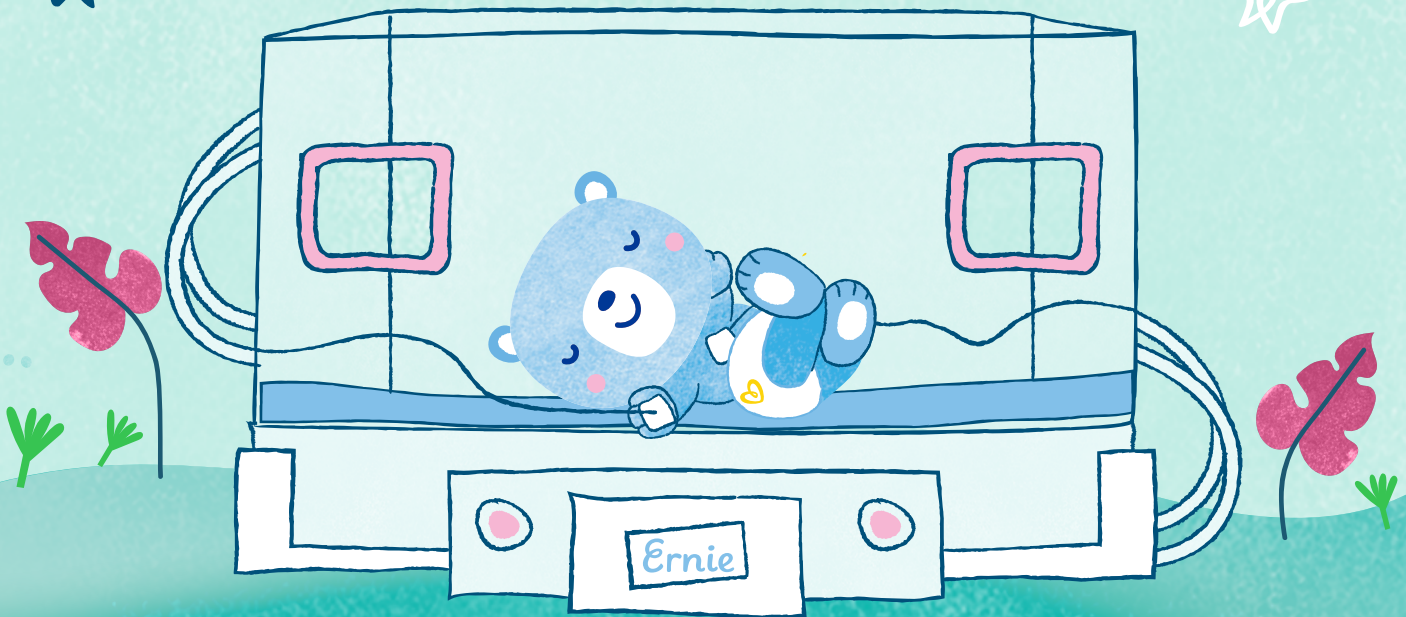
That's why we developed our smallest nappy and it's why we are dedicated to providing education, training and wider support to those who need it most.





To all preemie babies and their families and caregivers, we hope this book helps bring you comfort, support and smiles!

Love Pampers xx





**Pampers**®

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