

Babywearing Safety Guide for Content Creators

A simple, safe and supportive guide for
babywearing with confidence



Posting content online featuring baby carriers?

Please share babywearing content that keeps baby safe and influences others to do the same

We love that you babywear!

As a content creator, your babywearing influences what others see as safe and normal.

Showing safe carrying also means your comments section will be supportive of your content rather than critical of unsafe babywearing.

So please take a moment to do a quick check to ensure your content shows your baby carrier worn as safely as possible.

The essentials to always show in your babywearing posts:

- Carrier high on your body
- Baby's face visible, airways clear with head uncovered
- Carrier sits below baby's ears
- High, tight & secure

We're here to help make it easy!



Size matters!

Not all baby carriers can be used safely from newborn, despite what the marketing says. Many aesthetic style carriers are too wide and tall for newborns. If you can't get the panel below baby's ears, it's too big. Please ask us for a fit check if you're not sure.

Essential Babywearing Safety Tips

Newborns need extra care

Little babies need extra safe babywearing for the first few months. This is the key time to ensure your carrying is both safe for your baby and shown safely for others you may influence.

Wear your carrier high

Baby should be high on your body, so you can easily kiss the top of their head. This keeps baby's face from the squishy part of your chest. Your waistband will be just below your ribs, not down on your hips.



Baby's face must always be visible, with airways clear and head uncovered

Make sure you show baby's face with mouth and nose visible. Do not cover with muslin, carrier hood or neck support over the head. Your carrier panel should be below baby's ears, not up over baby's head. Many popular carriers are too tall for a newborn and cannot be worn or shown safely - ask us if you are not sure!

Support baby's natural position

Baby will be most comfortable and their hip health supported when with knees are higher than their bottom. Ask us how to do a pelvic tuck if you're not sure. Your carrier should be tight and baby's spine supported to avoid slipping down or slouching.

Fit Check for a buckle carrier

Unsafe fit of a buckle carrier



- Baby's face and airways are covered by the carrier
- Baby's face is pushed into the chest by the neck support
- Waistband is worn too low, making the carrier too long
- Baby's legs are dangling in uncomfortable position

Safe fit of a Carrier



- Baby's face and airways are in view and clear of fabric
- Baby is carried high, against the firm part of the chest - (close enough to kiss)
- Waistband is high and snug, holding baby securely
- Carrier is tight and supporting baby's spine
- Baby's legs are in a healthy M shape position

How do I make this safe?

Before



- Before putting on your carrier, hold baby in your arms, close enough to kiss. Feel under their bottom for where your waistband should be worn (It's usually just below the ribs for a newborn)
- Put your carrier on, tighten waist band so it's horizontal and tight
- Hold baby high with face against the firm part of your chest

After



- Lift the back panel up over baby's back to the base of their neck
- Fold the neck support down for little babies as these are designed for taller, older babies (Many carriers fit better with the neck support on the inside)
- Tighten your shoulder straps
- Ensure the carrier panel is sitting below baby's ears and airways are visible and clear of fabric
- Do a pelvic tuck to get baby's legs in the comfortable M position

Quick reference for getting the right fit

These key tips can be applied to all types of baby carriers



What are the TICKS guidelines?

'T.I.C.K.S' babywearing safely guidelines are commonly referred to in baby carrier instructions or online. They were developed in the UK but are used worldwide. They cover the same safety messages as above, just worded differently. The focus on airways is the same!



T = TIGHT

A firm fitting carrier means better support for your baby and less strain for you. It also makes sure that baby is secure and safe. Always double knot, thread properly or if using a buckle carrier listen for the 'click'.



I = IN VIEW AT ALL TIMES

Visibility is key. You should ALWAYS be able to see your baby's face to be able to monitor their breathing and emotions. This means no covering their face with hoods, blankets or the carrier.



C = CLOSE ENOUGH TO KISS

This all about ensuring your little one is positioned high on your body with their head resting on the firm part of your chest. Having them up high so that you can easily kiss means they are positioned above the squishy part of your chest.



K = KEEP CHIN OFF CHEST

This check is especially for younger babies who have not yet developed the muscle tone to be able to hold their head up well. When your little one is in the carrier it is important that you check that their head does not fall forward with their chin resting on their chest. This position can lead to restrictions in their airways.



S = SUPPORTED SPINE

Support in a carrier is everything! Having adequate support in a carrier is crucial for your little one's comfort and to ensure that they are safe in the carrier. Baby's spine should be in a natural curve with full support from the carrier.

Before You Post:

Please take a moment to check your photos or videos to ensure your baby is shown safely with their airways clear.

Send us a quick fit check if you're unsure - we're always happy to help via DM or zoom

- Waistband worn high on your waist/under ribcage (not down near your hips)
- Baby is upright and high on the firm part of your chest (close enough to kiss)
- Face is clear, mouth and nose are visible
- Baby's head is clear and not covered by the carrier or fabric such as a muslin
- Carrier is tight and secure with baby's spine supported in a gently curved position
- Baby's legs are in an M shape with knees above bottom - ask us about a pelvic tuck if not sure