

# MICROBIRTH

## THE ESSENTIALS

Learn More





## STARTING A *Family?*

Congratulations! You are about to embark on an amazing journey.

You might already have a baby, or this might be your first time...

*Did you know...*

There are some simple things you can do during pregnancy, birth and beyond that can affect your baby's long-term health.

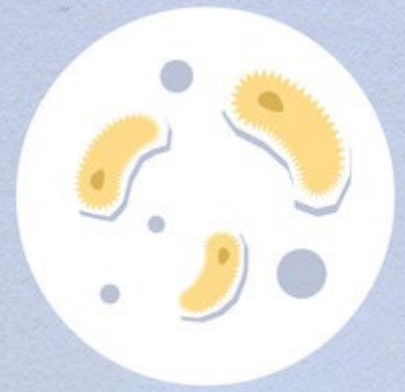
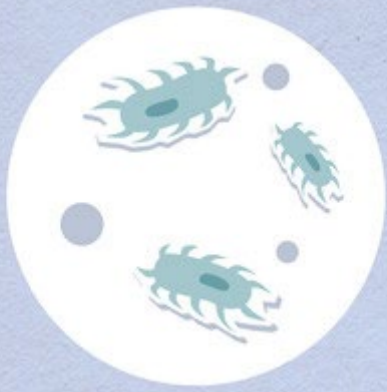
They can help reduce your child's risk of developing asthma, allergies, obesity and immune-related diseases.

You can start taking action today. The first step...  
To see the world in a whole new way.

Welcome to the world of the microbiome.

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## WHAT IS THE *Microbiome?*

The human microbiome describes the community of trillions of microscopic organisms (or microbes for short) living on and in YOU - including bacteria, fungi and viruses.

*Did you know...*

Everyone's microbiome is different.  
Even twins have a different and unique microbiome!

The microbes living on and in YOU play a really important part in your health, everything from digestion, to metabolism, to the immune system.

There's even evidence for a gut-brain connection, so what happens in your gut can even impact the workings of your brain.

And it all starts in birth. Or as we call it, a baby's **MICROBIRTH!**

Learn More





## WHAT IS *Microbirth?*

**MICROBIRTH** describes the critical microscopic processes that happen during pregnancy, labour, birth, breastfeeding and beyond.

*Did you know...*

An expectant mother has a unique set of beneficial microbes that are transferred to her child during vaginal birth.

These beneficial microbes are then fed by the special sugars in breast milk, ideally through breastfeeding, when possible.

This microbial transfer is a kind of maternal heritage, where beneficial microbes are passed down through the generations, from grandmother to mother to daughter and so on.

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## WHAT CAN PARENTS *Actually Do?*

01

### During Pregnancy:

There are simple things parents can do during pregnancy to optimise their own microbiome in preparation for birth. For example, eating a microbiome-mindful diet, getting good quality sleep, meditation, exercise, having pets and being in the natural world!

02

### During Birth:

There are also simple things parents can do during labour and birth to protect the microbial transfer, however a baby is born. For example, creating your own plan for your baby's **MICROBIRTH** that covers both vaginal birth and C-section, if needed.

03

### During The First Few Weeks:

There are also simple things parents can do after the baby is born, to help the development of the baby's gut microbiome, which impacts the infant immune system. For example, finding support to initiate and continue breastfeeding, and options for when this isn't possible.

Learn More





## WANT TO *Find Out More?*



*Ros McDonough*

**My name is Ros McDonough  
and I am an accredited  
MICROBIRTH APPROVED PROVIDER  
(M.A.P.)**

Hidden within your baby lies a secret superpower. This invisible army of tiny microbes will shape your child's health and future, but it needs your protection and nurturing.

YOU can learn the secrets by taking a **MICROBIRTH PRENATAL CLASS** with me.

- ✓ Evidence-based and fun to learn!
- ✓ Create your own **MICROBIRTH PLAN**
- ✓ Meet expectant parents from your local area
- ✓ Includes a full set of Parent Handouts

**FIND OUT MORE**

