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### Positive Touch and massage in the neonatal unit: a British approach

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#### Abstract

There is now a general trend towards a more baby friendly, family centred approach in the Neonatal Unit. Aspects of that approach – including positive touch and massage – are gaining in popularity. This has caused much debate due to the ambiguity surrounding the implementation and validity of the interventions. Here the impact of these complementary practices (not to be confused with complementary therapies) is discussed. A review of the author's approach and potential guidelines for implementation is provided.



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## Keywords

Positive Touch, massage, family, developmental care, preterm, infant, facilitation, NICU

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