



First 1001 Days Movement

IMHAW20 and First 1001 Days Movement Launch

7-12 June 2020

Stakeholder Toolkit



20:20 Vision

Seeing the world
through babies' eyes

#IMHAW2020

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This pack is designed to help you to prepare for Infant Mental Health Awareness Week. It sets out plans for the week, links to resources and ideas for how you can take part.

IMHAW 2020

- Infant Mental Health Awareness Week runs every June to highlight the importance of babies' emotional wellbeing and development.
- The week provides an opportunity for everyone to share work they are doing and to help raise awareness of this important part of early childhood development.
- This year Infant Mental Health Awareness Week will be running between 7-12th June.
- We are running IMHAW during the COVID-19 pandemic because protecting and promoting infant mental health is particularly important during this difficult time. The impact of the crisis on families is putting some babies' emotional wellbeing at risk and limiting the ability of vital services to support them. However we recognise that current pressures will make it hard for some organisations to take part in the week and will constrain what we can all do.



Key messages during IMHAW

- Infant mental health matters now more than ever.
- Decision makers need to do more to protect and promote babies' emotional wellbeing and development.

Definition: Infant mental health describes the social and emotional wellbeing and development of children in the earliest years of life. It reflects whether children have the secure, responsive relationships that they need to thrive.

The theme

The theme for this year's IMHAW is **2020 Vision: Seeing the world through babies' eyes.**

This theme enables us to talk about:

- **What are our babies seeing? How is this affecting them?**
We will be raising awareness of the factors that are currently putting babies' mental health at risk, and the impact of these adversities on babies' development.
- **When you see the world through the eyes of a baby, what will change?**
We will be encouraging professionals and policy makers to think about babies' needs and experiences.



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Planned activity

During the week we plan to:

- Write a open letter to the Prime Minister about the importance of babies' emotional wellbeing and development.
- Launch survey results about families' experiences of living through COVID during babies' first 1001 days.
- Launch a new infographic (What is IMH is and why does it matter?).
- Share key messages through various blogs and webinars with member organisations.
- Undertake a range of social media activity, including sharing videos from members on twitter.
- Showcase the work of member organisations and practitioners around the UK.

Timetable

On each day we will focus on a key topic:

- **Monday** – What is IMH and why does it matter?
- **Tuesday** – The First 1001 Days Movement – working together to drive change.
- **Wednesday** – Babies in the pandemic. What has it been like to be a baby during the COVID-19 crisis? How has it affected them?
- **Thursday** – Seeing the world through babies' eyes.
- **Friday** – Beyond IMHAW – Our commitments for the future.

Activity we know of so far includes...

Sunday 7 th	Monday 8 th What is IMH and why does it matter?	Tuesday 9 th The First 1001 Days Movement – working together to drive change.	Wednesday 10 th Babies in the pandemic	Thursday 11 th Seeing the world through babies' eyes.	Friday 12 th Beyond IMHAW
<p>Letter to Boris Johnson</p>	<p>NCB report launch.</p> <p>Yorkshire and Humber IMH Hub seminar with Suzanne Zeedyk.</p> <p>AIMHNI share blog on IMH and why it matters.</p> <p>Make Birth Better Julianne Boutaleb talking on social media about IMH.</p> <p>Anna Freud Centre launch Early Years in Mind Network.</p>	<p>Newcastle First 1001 Days event.</p> <p>Monika Celebi of Babies 1st Free introduction to VIG zoom session. ID 99730335237 PW 186506</p> <p>AIMHNI launch NI specific statement.</p>	<p>9am International Infant Mental Health Awareness Week webinar (including Sally Hogg and Jane Barlow from the UK).</p> <p>2:30pm Leap webinar.</p> <p>AIMHNI sharing mums' stories.</p> <p>Anna Freud Centre release new booklet for practitioners on working digitally with under 5s.</p> <p>Mental Health Foundation release new resource for parents.</p>	<p>9am WAIMH webinar.</p> <p>BabyCollege Q&A session with Gill Martin.</p>	<p>Parent-Infant Foundation launch new mapping of IMH training.</p> <p>Rochdale Early Attachment Service celebrate their first birthday.</p>

Available resources

Alongside this pack, you can access:

- IMHAW logos and social media frames.
- New Infant Mental Health Infographic.
- Newly branded versions of the two existing first 1001 days infographics.

If you need any of these resources again, please email sally@parentinfantfoundation.org.uk.

#IMHAW2020
Infant Mental Health
Awareness Week

You can download the IMHAW20 logo and these frames to use in any documents or social media images here:

<https://www.dropbox.com/sh/pydlc7zzwo2vhua/AAA04-dHLr9UqNmBZoKgXIVPa?dl=0>



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How you can help

If you can please:

- Share key messages about the Movement, and resources, including the letter and infographic on your website, social media feeds and through newsletters.
- Plan your own activity, such as a webinar, blog or social media campaign.
- Make a short video and share on social media (see next slide).

If you have any events or activity planned, please tell us what you are doing so we can add it to the calendar and amplify your activity ahead of and during the week.

IMHAW films

If you are able, it would be great if you could make a very short informal film to highlight either:

- Why infant mental health matters, or
- How babies experience the world around them and how this influences their mental health and emotional development.

You may want to make a personal film, do something with your colleagues, or to ask a senior person in your organisation to record a message.

Please keep your film under 30 seconds long and tweet it during IMHAW. Tag @first1001days and we will share it. We may also combine films to make a longer montage from the week.

Please ensure you have permission from anyone in your film.

If you'd like more advice or tips on making a video please get in touch.



If you have any questions, ideas or offers of support please contact sally@parentinfantfoundation.org.uk

Thank you!



First **1001** Days Movement