



Infant Mental Health Awareness Week
13th-19th June 2022

Communications Pack

Version One 13th May 2022





INFANT MENTAL HEALTH AWARENESS WEEK

13-19 June 2022

Infant Mental Health Awareness Week runs every June. It is organised by The Parent-Infant Foundation.

The week provides an opportunity for everyone working in the sector to raise awareness of the importance of babies' social and emotional development, and to share work they are doing.

This **Communications Pack** is designed to help you make the most of Infant Mental Health Awareness Week, build understanding of infant mental health and campaign for change.

It includes details of this year's theme, branding, helpful resources to use and ideas of how you can get involved.

All text in **orange** is a hyperlink that you can click to access to useful resources.

An updated comms pack will be circulated on 3 June with some additional resources and updates.





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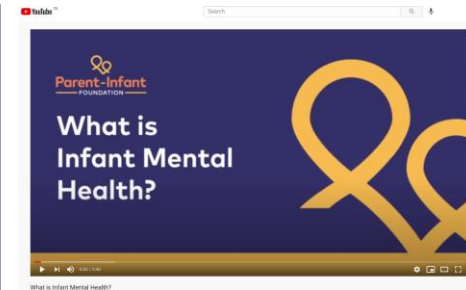
What is infant mental health and why does it matter?

Key messages about infant mental health:

- Infant mental health describes the social and emotional wellbeing and development of children in the earliest years of life.
- Sensitive, nurturing relationships between parents and their babies are fundamental to infant mental health.
- Supporting infant mental health and early relationships can have a positive impact on our children's lifelong wellbeing, mental and physical health.

Useful resources:

- This [infographic](#) explains what infant mental health is, and why it matters.
- We have made a short [film](#) 'What is Infant Mental Health?'





The #BabyBlindspot

Infant mental health awareness week is a good opportunity to raise awareness of, and challenge, the #BabyBlindspot in mental health services.

Despite our mental health services normally serving children from 0-25:

- In 2019, the **Rare Jewels** report found that children's mental health services in **42% of NHS Commissioning (CCG) areas in England would not** accept referrals for children 2 and under.
- In 2021, in a **survey of CAMHS** professionals around the UK, **only 36%** of reported that, in their area, there are mental health services that can work effectively with babies and toddlers aged 0-2.

Infant mental health awareness week is an opportunity to call for babies, children and young people's mental health services that meet the needs of all our children, from 0-25. Let's end the #BabyBlindspot.

Links to the research

- [Rare Jewels: Specialised parent-infant relationship teams in the UK \(2019\)](#)
- [Where are the infants in children's mental health? Findings from a survey of CAMHS professionals \(2021\)](#)



The theme for this year's Infant Mental Health Awareness week is **#UnderstandingEarlyTrauma.**

- This year's theme "understanding early trauma" focuses attention on babies' whose mental health is most at risk.
- Babies can experience psychological trauma when their environments are repeatedly harmful or threatening to them or to their parent or caregiver. Traumatic experiences might include physical and emotional abuse, neglect, exposure to domestic abuse or high levels of stress or conflict at home.
- A significant predictor of how adversity will impact a child is the strength and security of their relationship with their parent. A nurturing relationship can make a child more resilient to negative events. Without a nurturing relationship to support them, children experience negative events as more traumatic. If the relationship between parents and a baby is abusive or neglectful, this is particularly traumatic.
- Because the brain is particularly "plastic" and susceptible to influences in the earliest years of life, traumatic experiences in this life stage can have greater impact on its development and function. And because early development lays the foundations for what happens next, early trauma can have potentially widespread and long-term consequences.

It is important to understand early trauma so that policies and practice can:

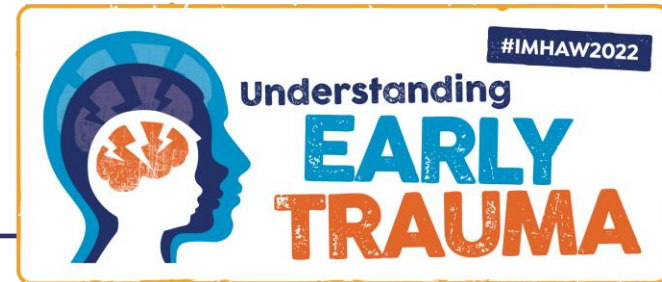
- Reduce trauma and adversity experienced by young children.
- Strengthen early relationships between babies and their parents.
- Provide timely support to those who have experienced early trauma to help them to recover, and be to respond appropriately to their needs.



#UnderstandingEarlyTrauma **Activity**

- During IMHAW we will be launching a **short film**, a **new infographic** and the first of a **podcast mini-series** about early trauma.
- We also have some **new survey findings** about public and professional understanding and experience of early trauma.
- **More details will be in the next version of this comms pack.**

Slide 14 contains other useful resources about early trauma that you might want to use and share during the week.



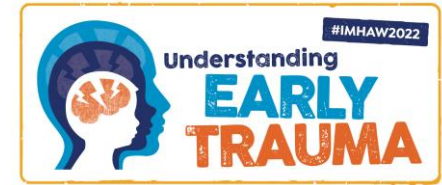


#IMHAW2022 Assets

We have created a number of assets for you to use and help you make the most out of IMHAW2022. These can be downloaded from [this folder](#). If you struggle to access the folder, please email sally@parentinfantfoundation.org.uk

Assets available include:

- The IMHAW and Early Trauma **logos**
- An **email signature** footer to add to your emails for the week
- **Social media images** to show support for the week available for Twitter, Facebook and Instagram
- **Twitter frames**. Please use this link via [Twibbon](#) and follow the instructions to add a frame to your profile picture and show your support for #IMHAW2022





Logos and branding

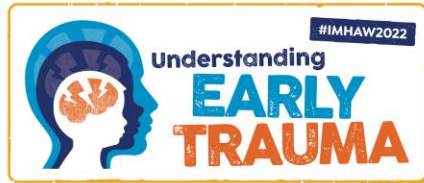
There are two elements to the branding for Infant Mental Health Awareness Week:



**INFANT
MENTAL HEALTH
AWARENESS WEEK**
13-19 June 2022

Infant Mental Health Awareness Week logo

This logo is to use when you are talking generally about the week or focussing on a topic that isn't clearly related to this year's theme.



Understanding Early Trauma logo

This logo has been created to highlight this year's theme. The three heads show the ripples of early trauma affecting the child over time.

For design and print purposes the main colours in the logos are:



Foundation blue
CMYK 95, 91, 26, 15
RGB 51, 48, 104



Foundation orange
CMYK 0, 63, 70, 0
RGB 239, 122, 78



Foundation yellow
CMYK 3, 30, 76, 0
RGB 246, 187, 79



Suggested tweets

Here are some generic tweets that you might want to schedule for IMHAW. Graphics to accompany these tweets, and a twibbon for your twitter profile picture are on slide 8.

- Infant mental health describes the social and emotional wellbeing and development of children in the earliest years of life. Find out more here: <https://www.youtube.com/watch?v=n-DgyinHL5c> #IMHAW2022
- We support action to support, strengthen and repair parent-infant relationships. This can have a positive impact on our children's lifelong wellbeing, mental and physical health. #IMHAW2022
- It is time to end the #BabyBlindspot in mental health services, there should be a comprehensive 0-25 mental health system in all areas of the UK #IMHAW2022
- Secure, nurturing parent-infant relationships protect children from the impacts of early adversity. It's time for specialised parent-infant relationship support in every area of the UK. #IMHAW2022
- Because the brain is particularly susceptible to influences in the earliest years of life, traumatic experiences in this life stage can have greater impact a child's wellbeing and development. #UnderstandingEarlyTrauma #IMHAW2022
- Early development lays the foundations for what happens next, so early trauma can have potentially widespread and long-term consequences. #UnderstandingEarlyTrauma #IMHAW2022
- It is important that policies and practice reduce trauma and adversity experienced by young children and strengthen protective early relationships between babies and their parents. #UnderstandingEarlyTrauma #IMHAW2022

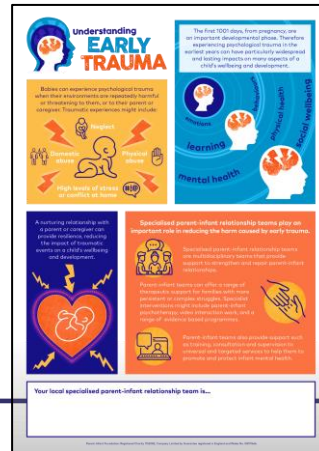




Information and ideas for parent-infant teams

If you are in an existing or emerging specialised parent-infant relationship team, then we have some additional resources for you to use in IMHAW.

- This [new infographic](#) explains about early trauma and how parent-infant teams play an important role. It's available in different formats and you can add your teams' contact details on the bottom.
- You can also share our [new film](#) 'What is a specialised parent-infant relationship team?'



In the past, parent-infant teams have used IMHAW to:

- Run market stalls in their local market, or in a public place such as a hospital lobby or council building to raise awareness of what they do
- Run "drop in" sessions for parents, perhaps with different local providers running different activities
- Invited MPs, councillors other local leaders to their service
- Hosted "lunch and learn" sessions or webinars
- Launched new resources, training or websites
- Emailed local stakeholders with news about their service and useful resources.
- Put a press release out to the local papers.



Planned activities

Calendar

We have a calendar of some of the planned events taking place during IMHAW21. **Have a look at the current version [here](#).** An updated version will be put on our website and circulated in the next comms pack.

Please let us know of any activity that should be on this calendar.

Social media

We will be using our twitter as our main social media channel during the week (@parentinfantfdn and @first1001days). There will also be content on the Parent-Infant Foundation LinkedIn page and our new films will be on [our youtube channel](#).

We will be using two main hashtags: **#IMHAW2022 #UnderstandingEarlyTrauma.**

Other communications

We are looking for blog and media opportunities to raise awareness of infant mental health, early relationships and early trauma. **If you have any communications opportunities that you think would help us please get in touch with Ben@parentinfantfoundation.org.uk**





Getting involved

From Monday 13th June onwards please get involved in whichever way you can to help raise awareness of infant mental health and increase understanding of early trauma.

- Please **use the branding** to help amplify your messages about IMHAW2022
- Please join in the conversation by **using your social media accounts to share key messages** and share the assets on slide 8.
- **Please use the hashtags** #IMHAW2022 #UnderstandingEarlyTrauma on any messages you put out on any social media channel.
- **Tell us what you're up to!** If you are organising any events or online activity, please let us know (sally@parentinfantfoundation.org.uk) so that this can be added to our calendar and shared.

An updated comms pack will be circulated on 3 June with some additional resources and updates.

Thank you for all you do!





Other useful resources

During IMHAW we will be launching a **short film**, a **new infographic** and the first of a **podcast mini-series** about early trauma. We also think these resources from other organisations are very useful. If you know of others that are not in this list, please let us know!

- [Developmental Trauma: Close Up](#) *Beacon House* (PDF guide)
- [Childhood Trauma and the Brain](#) *UK Trauma Council* (Youtube video)
- [ACES and toxic stress](#) *Harvard Centre on the Developing Child* (Infographic)
- [The impact of adversity on children's development](#) *Harvard Centre on the Developing Child* (briefing)
- [The impact of adversity on children's development](#) *Harvard Centre on the Developing Child* (video)
- [Trauma-informed practice in early child development Insights from The National Lottery Community Fund's A Better Start Programme](#) *NCB* (PDF report)