



Infant Mental Health Awareness Week

9th – 15th June 2025

Parent-Infant Foundation Communications Pack





Contents

3. IMHAW 2025 – What’s it all about?
4. Why ‘Who is holding the baby?’
5. Around the nations – Policy context
6. Our ‘Who is holding the baby?’ report
7. Key messages for commissioners and service planners
8. How to get involved – Contact your local politician
9. How to get involved – Social media
10. Example social media copy
12. How to get involved - Images to download and use
13. Other ways to get involved

Find clickable links highlighted in red throughout

Infant Mental Health Awareness Week 2025 – What's it about?

Infant Mental Health Awareness Week (IMHAW) provides an annual opportunity to discuss the importance of supporting babies' mental health and wellbeing.

The Parent-Infant Foundation has set the theme and co-ordinated Infant Mental Health Awareness Week since 2017.

IMHAW 2025 is taking place from 9th-15th June 2025

This year the theme is 'Who is holding the baby?'



Why 'Who is holding the baby?'

Not everyone bonds easily with their baby. Parents who are overwhelmed by trauma, or struggling with mental or physical health difficulties, need support.

More than one in ten babies in the UK today, are living in fear, confusion and distress.

Infant Mental Health Awareness Week 2025 will shine a light on gaps in services that support these vulnerable babies and their families.

Our research shows a growing number of parent-infant relationship teams. But in many areas, help is still not available.

We will urge commissioners, service planners and policymakers to make sure they know 'who is holding the baby'.

#IMHAW2025 will highlight the crucial job that specialised teams and services do, both supporting families and helping local services to join-up.





In England, the government is producing a new 10-year plan for the NHS, expected later this month. We recommend a new target to reach vulnerable babies is included in this plan.



The Scottish government committed in 2018 to improving perinatal and infant mental health. We are working with health boards across Scotland to support the development of parent-infant services.



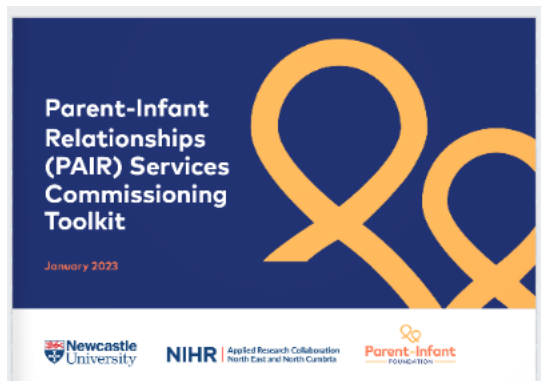
The Welsh Government's new Mental Health and Wellbeing Strategy recognises that, 'it is vital that effective interventions are offered at this young age to mitigate future emotional challenges and to support a happy and healthy childhood'. That should mean equitable provision of specialised parent-infant relationship teams across all seven regions.



On Monday 9th June we will launch our new report - ‘Who is holding the baby?’ - at a free webinar.

Book your place [here](#)

- The report uses research conducted by the Parent-Infant Foundation, including the findings of a questionnaire sent to teams in the Parent-Infant Network, and new Freedom of Information requests.
- It includes case studies and makes recommendations on best practice and policy.
- The report finds an increasing number of parent-infant teams, but also highlights persistent gaps in services. This raises an urgent question - ‘Who is holding the baby?’



Commissioners/service planners: Are your local services able to reach and support vulnerable babies?

- **More teams needed** - The new 'Who is holding the baby?' report by the Parent-Infant Foundation underlines the need to grow the number and capacity of parent-infant teams so that every baby and family that needs support can benefit from a local team.
- **Is your area 'on the map'?** - This Infant Mental Health Awareness Week we are asking commissioners and service planners to understand who is holding the babies in their local areas. Have a look at our [map](#) to find parent-infant services in your local area.
- **Commissioning Toolkit** - For commissioners and service planners looking to set up a team or develop services, the Parent-Infant Foundation's commissioning toolkit can support your journey. [Commissioning Toolkit.](#)



- **Invite your MP/MSP/AM to visit your service and learn about infant mental health.** Use our political visit guides to invite your local politician to visit your service. The guides will help you contact the most appropriate person in [England](#), [Scotland](#) or [Wales](#)
- **Ask your MP to sign a letter to the chancellor before the spending review**
If your service is in England, email your local MP to ask them to sign this [letter](#) to the chancellor. It calls for investment in babies and families in the 11 June spending review. Find out who your local MP is [here](#). Here is a [template email](#) you can use.

Support #IMHAW2025 on your social channels:



YouTube

- **IMHAW content on social media** - We will use LinkedIn, Bluesky and X to post content during the week. Please follow us, share and engage with our posts. Please use the hashtags #IMHAW2025 or #Whoisholdingthebaby and tag us where suitable. LinkedIn @parent-infant foundation or on Bluesky [@parentinfantfdn.bsky.social](https://bsky.app/profile/parentinfantfdn) and on X @parentinfantfdn
- **LinkedIn** – We will be sharing good practice examples of services that feature in our new report across the week. Please share.
- **Social media posts** – We have created suggested copy for social media you can adapt and pre-schedule (for use during IMHAW from Monday 9th June) - see pages 10 and 11 below.
- **Who is holding the baby? film**- On Tuesday 10th June we will share a new infographic film on LinkedIn and via our [YouTube](#) channel – please look out for this and share with your audiences.

Suggested social media posts – for pre-schedule or use during IMHAW from 9th June 2025

Short form for BlueSky, X or Instagram

- It's Infant Mental Health Awareness Week. With 1 in 10 babies living in fear, confusion and distress, it has never been more important to ask the question 'Who is holding the baby?' Get involved and find out more bit.ly/4mC14bY [#IMHAW2025](#)
[#Whoisholdingthebaby](#)



It's Infant Mental Health Awareness Week, so we are urging commissioners, service planners and policymakers to make sure they know [#Whoisholdingthebaby?](#) [#IMHAW2025](#) More details: bit.ly/4mC14bY

The Parent-Infant Foundation's new research shows a growing number of parent-infant teams across the UK. But in many areas, specialist support is still not available. Help us ask 'Who is holding the baby?' this [#IMHAW2025](#) Find out more: bit.ly/4mC14bY

More to follow including data from the report from Monday 9th June – Please re - share our content on LinkedIn and Bluesky during the week.

Suggested longer form content for LinkedIn / Facebook – for pre-schedule or use during IMHAW from Monday 9th June onwards

It's Infant Mental Health Awareness Week. This year's theme is 'Who is holding the baby?' Not everyone bonds easily with their baby. Parents who are overwhelmed by trauma, or struggling with mental or physical health difficulties, need support. More than one in ten babies in the UK today, are living in fear, confusion and distress.

Specialised parent-infant relationship teams support and strengthen relationships between babies and their parents or carers. They do a crucial job both supporting families and assisting local services to join-up and reach more babies in their area.

{insert copy about your service if desired}

New research from the @Parent-Infant Foundation shows a growing number of parent-infant teams. But in many areas, help is still not available. 'Who is holding the baby?' highlights excellent practice happening in many areas, but it also shows there are still gaps in services.

This week we are urging local commissioners, service planners and policymakers to make sure they know, 'Who is holding the baby?'

Find out more bit.ly/4mC14bY [#IMHAW2025](#) [#Whoisholdingthebaby](#)





Along with suggested copy, we have created images we would love you to use, to help raise awareness of infant mental health.

These can be downloaded from this Google [folder](#)

Inside the folder you'll find:

- The IMHAW 2025 logo – for use before and during IMHAW
- A selection of email signature footers to add to your emails – for before and during IMHAW
- Social media images for LinkedIn, Instagram, Facebook, X and Bluesky to show support for the week – **For use to pre-schedule or during IMHAW from 9th June onwards please.**



Other ways to support IMHAW:

- **Events calendar** - Get involved with events during IMHAW. There are many listed on our [IMHAW page](#). Please share details of any other events you want added to our calendar IMHAW@parentinfantfoundation.org.uk
- **Looking to set up a team or develop your service to support more babies? Check out our service development tools.** We have a range of service development tools for practitioners and professionals - service mapping and self-audit tools for example. And for commissioners, check out our commissioning toolkit. Take a look at our [Service development tools](#).
- **Join the Parent-Infant Teams Network** – If you are working in a specialised parent-infant relationship team (or working towards this) you are welcome to join our Parent-Infant Teams Network. Find out more [here](#)



Thank you for helping us ask ‘Who is holding the baby?’ this Infant Mental Health Awareness Week.

