

Infant Mental Health Awareness Week

8th – 14th June 2026

Parent-Infant Foundation
Communications Pack



#IMHAW2026

Infant Mental Health Awareness Week 2026: Comms pack contents

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All links are highlighted in red



IMHAW 2026: 8th – 14th June

- This Infant Mental Health Awareness Week will focus on the theme of 'Attunement'. During the week we will highlight how attuned early relationships support babies' development.
- Attunement helps babies to feel safe and loved. It helps babies learn to regulate their emotions, supporting good infant mental health.
- IMHAW 2026 will explore how professionals and practitioners working with babies use the concept of attunement, and what more we can do to support families.



Why attunement?

- Attunement is the ability to tune in and connect with others on an emotional level. It is important for everyone, but particularly for babies and their parents or carers.
- The Royal Foundation Centre for Early Childhood explain that:
“Emotional attunement involves noticing, understanding and responding to another person’s emotional state in a sensitive and appropriate way. When adults are emotionally attuned to babies and young children they notice cues, validate children’s emotions and appropriately respond to them.”
- During pregnancy, most parents worry about their relationship with their baby and partner and want the opportunity to discuss their feelings. It is important we raise awareness of how important attuned relationships are and support families to have these conversations.



Information and resources

As part of IMHAW we will be adding resources about attunement to our website. Meanwhile, if you are looking for more information and resources to help plan your activity in the week, or resources to share, we recommend starting with these:

- **Royal Foundation explainer series and science briefing** –The [‘Noticing and Navigating feelings’ animation](#) from the Royal Foundation Centre for Early Childhood unpacks the concept of attunement. There is also an in-depth [science briefing](#) which brings together research and highlights why attuned relationships are so important for babies, and what can happen when a relationship is missing attunement.
- **‘Building Early Attuned Relationships (BEAR)’ Parent-Infant Foundation pilot project in Wales** - BEAR is a pilot project based in Wales, led by the Parent-Infant Foundation and supported by National Lottery funding. The aim is to increase knowledge across professional and community domains about the importance of early attuned relationships. There is more detail and a video showcasing why ‘BEARs’ are so crucial on our [website](#).



IMHAW 2026 Key messages

- **This Infant Mental Health Awareness Week we will focus on 'Attunement'**

This Infant Mental Health Awareness Week (8th–14th June 2026) will focus on the theme of 'Attunement'. During the week we will highlight how attuned early relationships support babies' development.

- **What is attunement?**

Attunement is the ability to tune in and connect with others on an emotional level. It is important for everyone, but particularly for babies and their parents or carers.



Key messages continued 2/3

- **Why is attunement important?**

Attunement helps babies to feel important, safe and loved. Attuned relationships are foundational to babies learning how to regulate their emotions, supporting good infant mental health.

Attuned relationships support both infant and parental wellbeing and help babies get off to the very best start in life.



Key messages continued 3/3

- **What do we need to do?**

During pregnancy, most parents worry about their relationship with their baby and partner and want the opportunity to discuss their feelings.

Services play a crucial role in supporting attuned relationships, and need to listen, and tune into families, and open up a conversation.

Everyone can benefit from learning more about attunement and there are lots of resources available to help.

(Services can share our attunement poster, their own content, and social media posts during the week linking to IMHAW webpage)



IMHAW 2026 – How to get involved?

- Use the IMHAW logo and assets in our [Google Folder](#)
- **Email signatures**
Show your support for IMHAW by adding an #IMHAW2026 image at the end of your email signature. These are in the Google folder.
- **Attunement poster**
We have created a poster to help explain what attunement is and why it is important for babies. There is a space at the bottom next to the IMHAW logo for services to add their logo if desired. There is a digital and print ready version, and a version for use on digital screens such as those in Best Start Family Hubs. Please use this from the start of IMHAW (8th June) onwards.
- **Read and share attunement resources with your wider network**
We will be bringing together a list of helpful resources to share learning on attunement. These will be available on our [IMHAW website](#) during the week.



IMHAW 2026 – How to get involved?

- **Support #IMHAW2026 on your website and social media channels**

We will be using our website and LinkedIn primarily, but also Bluesky, to post content during the week. Please keep an eye on our [website](#), follow us, share and engage with our posts on [BlueSky](#) and [LinkedIn](#). Please use the hashtag #IMHAW2026 and tag us where appropriate.

- **Use IMHAW to showcase how you are supporting babies and families**

Please use #IMHAW2026 to talk to your audiences about attunement and the work you do to support babies, families and attuned relationships.

- **Social media posts**

Please see some suggested social media copy for you to use and adapt on pages 11 - 13 of this pack. This updated comms pack will also be available on the [IMHAW website page](#) by 1 June. There are some images to support posts in the Google folder [here](#).



Support #IMHAW2026 on your social media channels

Short form copy suitable for BlueSky, Instagram or X

- It's Infant Mental Health Awareness Week. The theme is Attunement. Attunement is the ability to tune in and connect with others on an emotional level. Attuned relationships support both baby and parental wellbeing and help babies get off to the very best start in life. #IMHAW2026 #Attunement
- This Infant Mental Health Awareness Week the theme is 'Attunement'. Attuned relationships help babies to feel safe and loved. Attunement helps babies learn to regulate their emotions, supporting good infant mental health. Learn more about supporting attuned relationships: bit.ly/4mC14bY #IMHAW2026
- This #IMHAW2026 we're focusing on Attunement. When you tune into how a baby is feeling it helps with their brain growth and development. It helps them develop social and emotional skills, the building blocks for their lifelong wellbeing and mental health. More info: bit.ly/4mC14bY
- Attuned relationships are great for babies' brains and their overall development. These relationships help them develop social and emotional skills and to shape how they see people and the world around them. Attunement helps babies feel safe, build trust and gain confidence to explore. #IMHAW2026



Support #IMHAW2026 on your social media channels

Short form copy suitable for BlueSky, Instagram or X – continued 2/2

- It's Infant Mental Health Awareness Week and we are focusing on 'Attunement'. Attuned relationships help support a baby's brain development in the #first1001days. Attunement helps with sensory & motor skills, emotional regulation, attention and is also important for language development.
#IMHAW2026
- We're supporting Infant Mental Health Awareness Week. Our service works with babies and families and helps support attuned relationships by xxxxxxxx #IMHAW2026



Support #IMHAW2026 on your social media channels

Longer form suggested copy for LinkedIn/ Facebook/ Website

It's Infant Mental Health Awareness Week. This year's theme is 'Attunement'. Attunement is the ability to tune in and connect with others on an emotional level. It is important for everyone, but particularly for babies and their parents or carers. Attuned relationships support both baby and parental wellbeing and help babies get off to the very best start in life.

Specialised parent-infant relationship teams and services play an important role in supporting and strengthening attuned relationships between babies and their parents or carers. *{insert copy about your service and how you support attuned relationships if desired}*

Attuned relationships help babies to feel safe and loved, and help them learn to regulate their emotions, supporting good infant mental health.

Everyone can benefit from learning more about attunement and there are lots of resources and tools available to help.

Find out more: <https://parentinfantfoundation.org.uk/imhaw/> #IMHAW2026 #Attunement



Other ways to support IMHAW 2026

- **Events calendar** - Get involved with events during IMHAW. If you're looking for learning opportunities check our events calendar on the [IMHAW page](#). If you're holding an event, please share details and we will add it to the calendar. IMHAW@parentinfantfoundation.org.uk
- **Looking to set up a team or develop your service to support more babies to have attuned relationships?** Check out our service development tools for practitioners and professionals – for example, service mapping and self-audit tools. And for commissioners, check out our commissioning toolkit: [Service development tools](#).
- **Join the Parent-Infant Teams Network** – If you are working in a specialised parent-infant relationship team or service (or working towards this) you are welcome to join our Parent-Infant Teams Network. Find out more [here](#)





**Thank you for all your support this
Infant Mental Health Awareness Week**



#IMHAW2026