



**BABY WEEK**  
**Cheshire and**  
**Merseyside**  
**14-20 November 2022**



# Family Wellbeing Journeys

## Baby Week and Beyond

# Baby Week Cheshire and Merseyside

## 14-20 November 2022

### Baby Week and Beyond

**Celebrating social prescribing with creative health journeys for family wellbeing**

#### What's it all about?

##### Mobilising mothers

Baby Week brings together cross-sector organisations, families and caregivers to promote the importance of women's health and giving all our babies the best possible start in life.

NHS Cheshire and Merseyside Women's Health and Maternity (WHAM) programme works closely with local partners to help raise awareness of important baby health and women's wellbeing throughout the month to underpin key work all year round. This year we have built on our very special relationship with National Museums Liverpool and libraries embracing a collaboration with the Liverpool Combined Authority and Northern Rail to test out a few things designed to support mums to be and new mums in response to a perinatal mental health crisis.

We believe everyone deserves the joy of books and the journeys they can take you on. Equally, access to cultural assets like museums can be life enhancing and positively impact on wellbeing. And we are also celebrating the evidence base that undeniably provides a case for accessing music throughout the life course for wellbeing.

Building on the first ever Baby Week in 1917 we have emulated a focus on pageantry and celebration as a welcome distraction from COVID-19 legacy and the cost-of-living crisis that is affecting so many women and their families. And we have reinterpreted what Professor Linda Bryder referred to as [Mobilising Mothers](#) in her analysis of the first National Baby Week in the midst of WW1.

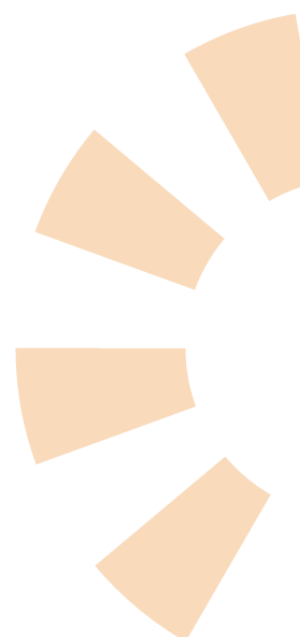
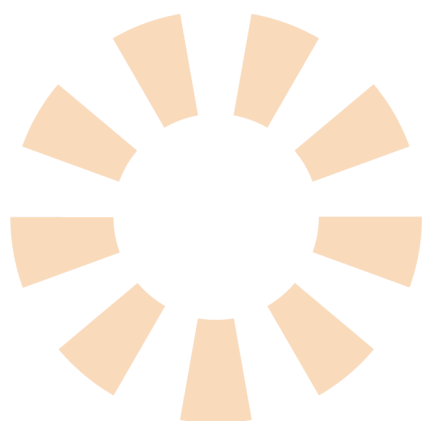
Like our 1917 Baby Week forbears we have seized the opportunity to link our work to both public health and population health issues, in this case by responding to the 2021 women's health enquiry and more recent strategy through Baby Week to promote women's health and material wellbeing. Unlike the health enquiry and subsequent strategy we go beyond a focus just on disease management and the medical model to socialise health and priorities prevention. Equally Baby Week is about providing a voice for women and their families, galvanising women to speak out and making sure they are heard. It is also about supporting clinical staff to extend their toolkit to do more better.

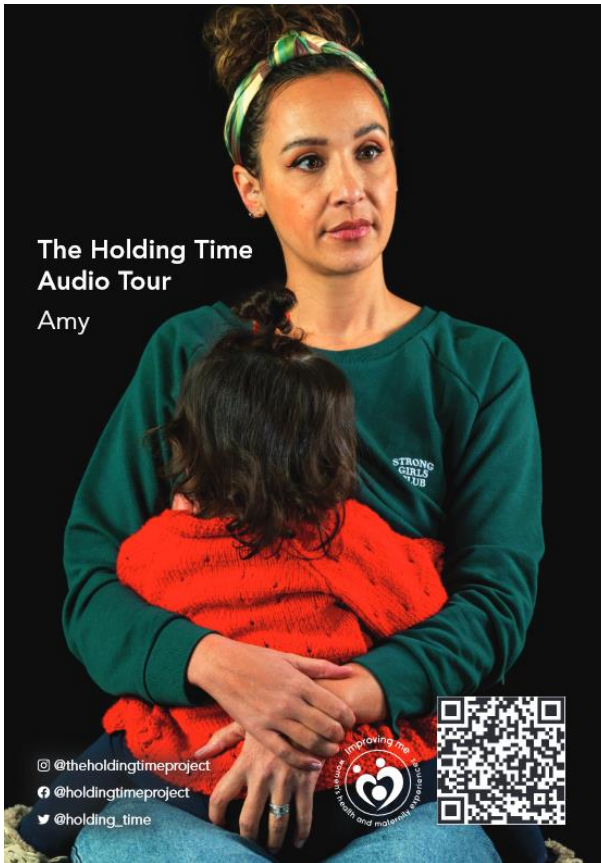
As in 1917, Baby Week provides a platform to support discussion and debate as well as a showcase for novel solutions for longstanding issues and concerns. It provides an opportunity for women and our workforce arguing for reform to make change together. Unlike 1917 with its focus on London we've seized the opportunity in the North teaming up again with our northern counterparts, [Baby Week Bradford](#) and [Baby Week Leeds](#), to bring you a packed week dedicated to promoting women's health throughout the life course and the 'best start in life for all not some'

This programme is therefore, in part a **social prescription for wellbeing**, going beyond Baby Week providing wellbeing journeys to support healthy pregnancies and a best start. By drawing in our transport partners we equally make a link to sustainable development and its role at the heart of population health. You cannot have one without the other.

# What's On

	Page
<b>The Holding Time Baby Week Trail and Audio Tour</b>	<b>5</b>
<b>Baby Week NSPCC Look Say Sing Play</b>	<b>6</b>
<b>Royal Liverpool Philharmonic Baby Week Treats</b>	<b>7</b>
<b>Libraries Matter - Introducing Library Light</b>	<b>9</b>
<b>Spotlight on Liverpool Library Service and Early Year's Sessions</b>	<b>10</b>
<b>Spotlight on Knowsley Library Service and Early Year's Sessions</b>	<b>11</b>
<b>Spotlight on St Helens Library Service and Early Year's Sessions</b>	<b>12</b>
<b>Coming Soon: Get Writing!</b>	<b>16</b>





## The Holding Time Baby Week Trail and Audio Tour

### Breastfeeding stories, places and spaces

Visual artist, Lisa Creagh, and Improving Me, the NHS Cheshire and Merseyside Women's Health and Maternity (WhaM) programme proudly present **The Holding Time Project** audio trail of Liverpool, using the voices of breastfeeding mothers from across Cheshire and Merseyside. Each venue on the trail has a single portrait. Mothers are situated in some of their favourite breastfeeding spots.

This trail provides a map to guide visitors and families around the breastfeeding-friendly spaces across the city and features many of the City's flagship cultural venues as well as the high street. The emphasis is on places where families can rest, sit, feed and participate in either free or low-cost activities. The audio trail is both a healthy way to explore the city as a new parent and a novel way to learn about breastfeeding.

Venues include Lime Street Station, National Museums Liverpool, the TATE, FACT Central Library, the Bluecoat, Liverpool Anglican Cathedral and Metropolitan Cathedral of Christ the King -located either end of the aptly-named Hope Street, John Lewis and Liverpool One.

Launching on the first day of Baby Week in Liverpool on Monday 14 November, with two guided tours with Lisa, the audio trail will be available for ten months until September 2023. The plan is to extend it across Cheshire and Merseyside after an evaluation. Next stop Chester. Want to have a look and listen, **explore [here](#)**.

Don't forget to book the launch event on November 14, 10:00am- 2:00pm. **Book [here](#)**.

As part of the Baby Week launch festivities there will be a professional photographer capturing images of all the beautiful babies for participating mums to take away as FREE keepsakes. A special group of mums and babies will be travelling from North Birkenhead supported by Merseyrail and Wirral CAB's social prescribing team too.

**You will be hearing more about this social prescribing transport initiative in the future!**





# Celebrating Look Say Sing Play with the NSPCC

Baby Week is collaborating with libraries and the NSPCC Look Say Sing Play campaign team to encourage more baby brain building tips across Cheshire and Merseyside.

The NSPCC say: “You might think babies can’t talk, but in fact they’re born communicating. Every time they cry, kick their legs, make a face, babble, giggle or blow bubbles, they’re saying something...long before they use their first words. Right from the very beginning, every time you play with your baby, use silly voices, or even sing, you are not just bonding with your baby you’re building their brain. By interacting with babies – even before birth – we can all help build these early communication skills to help their brains develop, help them feel safe and connected; and help them grow up happy and healthy and resilient.”

This kind of early activity supports babies’ speech by building firm foundations, and what’s more it provides the foundations on which to build all those essential life skills.

## Look Say Sing Play (LSSP) Baby Week Sessions and Online Safety

The NSPCC local team is offering a series of facilitated sessions for both the early year’s workforce and families and carers. The sessions are both face-to-face and online.

- **15 November 2022: 1.00-2.00pm**

**Look Say Sing Play (LSSP): familiarisation session for early years practitioners. [Book here](#)**

- **17 November 2022: 10.30am-12.30pm**

**Look Say Sing Play (LSSP): familiarisation session and parent or carer drop-in. [Book here](#)**

- **17 November 2022: 12:30pm**

**AND**

- **23 November 2022: 17:30pm**

**Look Say Sing Play: session to explore why online safety matters for toddlers**

The LSSP Merseyside Campaign Steering Group has put together a series of Online Safety Webinars; aimed at parents for Baby Week. There are 2 sessions to choose from. [Book here](#)

# Royal Liverpool Philharmonic Baby Week Treats



Our Baby Week collaborators at the Royal Liverpool Philharmonic Society have put together a tempting package starting with the Music Connection, designed to promote social prescribing journeys in the community for mums feeling isolated or needing a boost.

Developed in partnership with Improving Me to support wellbeing journeys for new mums and their babies to ward away any baby blues.

- **14 November 2022: 1:30pm – 2:30pm**  
**The Music Connection: Knowsley Taster Session**  
***A creative community for you and baby***

Children's Library

Kirkby Library, Kirkby Shopping Centre, Norwich Way, Kirkby, Knowsley, L32 8XY

As part of Baby Week Cheshire and Merseyside Liverpool Philharmonic and Kirkby Library Service are pleased to offer a taster session for mums and babies of the Music Connection a new partnership to boost wellbeing.

**Take part** in this free music sessions designed for mums of babies under 1 and pregnant women. All sessions are led by Liverpool Philharmonic musician, Wendy.

**Join us** for this taster session to meet new people and an opportunity for you and your baby to explore a range of activities including creating music and singing.

The Music Connection sessions are part of Liverpool Philharmonic's Social Prescribing programme, run in partnership with Kirkby Library Service and Improving Me. The sessions are open to women aged 18+ who are pregnant or have a baby under 1 years of age. The sessions aim to boost wellbeing through music.

**To find out more or to book please contact Sophie at Liverpool Philharmonic on: 0151 210 2954 or [learning@liverpoolphil.com](mailto:learning@liverpoolphil.com)**

## ○ 14 and 28 November 2022

### Music Mondays

These interactive music sessions are designed to combat low mood and isolation. In these sessions the Liverpool Philharmonic team explore an area of music, where guests have the chance to ask the musicians about their instrument and musical experiences. No musical experience is required, and free tea and coffee is provided for all guests. **Please note, these sessions are for 18+ only.**

### Leap into Live Music!

Never attended a Liverpool Philharmonic event or concert?  
Read on...

This programme is designed to give people who have never attended a concert or event at Liverpool Philharmonic Hall, the chance to enjoy live music without worrying about the cost with access to free and discounted tickets.

Events on offer include performances by the **Royal Liverpool Philharmonic Orchestra**, their hugely popular **Family Concerts**, and **performances by visiting artists** including some of the best names in rock, pop, folk, roots and contemporary music!

Sign up online at: [Leap Into Live Music!](#)

*If you are eligible, you'll receive details of what current events are available to book, and the Leap into Live Music coordinator will be on hand to answer any questions you may have about attending. Please note this is limited to one membership per household. This scheme is designed to support eligible groups and people who have not attended Liverpool Philharmonic previously).*

### On Demand

Experience the very best concerts by the Royal Liverpool Philharmonic Orchestra filmed live at Liverpool Philharmonic Hall from the comfort of your home for FREE during Baby Week.

Want to know more check it out [here](#)

#### What's on:

#### Domingo Hindoyan conducts Beethoven — With Nobuyuki Tsujii:

- Ludwig van Beethoven, Die Geschöpfe des Prometheus, Op. 43
- Ludwig van Beethoven, Piano Concerto No. 5 in E-flat Major, Op. 73, "Emperor"
- Ludwig van Beethoven, Piano Sonata No. 8 in C Minor, Op. 13, "Pathétique"
- Ludwig van Beethoven, Symphony No. 6 in F Major, Op. 68, "Pastoral"

Create your account [here](#)





# Libraries Matter

## Introducing Library Light

**Improving Me has been working with libraries locally and nationally, Arts Council England and the Thriving Communities team as part of a Baby Week and beyond development to develop wellbeing journeys for women, babies and families.**

A recent report commissioned by the Local Government Association in partnership with the Association of Senior Children's and Education Librarians (ASCEL) and Libraries Connected highlighted just how much libraries contribute to communities:

- Pre-literacy skills including speech, language and communication development
- Mental health support for adults and children
- Reducing social isolation and creating networks / friendships
- Access to information, skills development and learning for adults
- Delivering area-wide messages and support from the council, health and social care partners
- Engaging with 'under-served' communities, families and individuals
- Libraries used as a community resource

And as a first step we are spotlighting the **Liverpool City Region Library Light** scheme, which means if you live in Merseyside you can **use your library card** to borrow books from other libraries across the Liverpool City Region (Halton, Knowsley, Liverpool, St Helens, Sefton and Wirral).

### **Library Light will let you:**

- Borrow up to six books from any neighbouring library services – you will need to return those books to the library authority you borrowed them from
- Reserve up to six books from any library in the Liverpool City Region by contacting them directly
- Access PCs and printers (charges may apply for printing)

*Library Light is available for all ages. If you're under 16, you'll need to provide parental/guardian consent. Residents who are not currently library customers only need to join one library service to access Library Light.*



# Spotlight on Liverpool Library Service and Early Year's Sessions

## ***Baby Week for Under 5s***

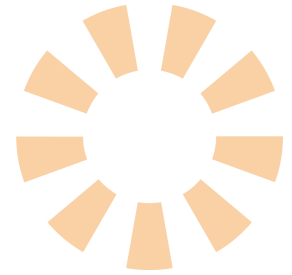
### ○ **Monday 14 November 2022**

**10:30am-11:00am**

#### **Breck Road Library Story Time**

8-10 The Mall, Breck Road, L5 6PX

And subsequently every Monday and Friday-term time only



### ○ **Tuesday 15 November 2022**

**9:30am-10:30am**

#### **Croxteth Library Story Time**

The Communiversity, Altcross House, Altcross Road, L11 0BS

And subsequently every Tuesday 9:30am-10.30am - term time only

**10:00-11:00am**

#### **Fazakerley Library Rhyme Time**

Formosa Drive, L10 7LQ

And subsequently every Tuesday – term time only – 10:00 – 11:00

**1:00pm-2:15pm**

#### **Lee Valley Library Rhyme Time**

Childwall, Valley Road, L25 2RF

And subsequently every Tuesday 1:00pm – 2.15pm – all year round

Call to book Tel: 0151 233 1750

### ○ **Wednesday 16 November 2022**

**10:30am-11:15am**

#### **Norris Green Library Rhyme Time**

Townsend Avenue L11 5AF

And subsequently Wednesday 10.30 – 11.15am – term time only

**10.30am-11.15am**

#### **Dovecot Library Story Time**

Back Dovecot Place, L149BA

**10.30am-11.30am**

#### **Childwall Library Rhyme Time**

Childwall, Fiveways, L15 6UT

And subsequently every Wednesday – term time only – 10.30 - 11.30

○ **Thursday 17 November 2022**

**10:30am – 11:30am**

**Wavertree Library Rhyme Time**

Picton Road, L15 4LP

And subsequently every Thursday – all year round – 10:30am – 11:30am

○ **Friday 18 November 2022**

**10:00am-11:30am**

**Breck Road Library Story Time**

8-10 The Mall, Breck Road L5 6PX

And subsequently every Monday and Friday -term time only 10:00am-11:30am

**2:00pm–2:45pm**

**Sefton Park Library Rhyme Time**

Aigburth Road, L17 4JS

And subsequently every Friday 2:00pm– 2:45pm – term time only

## Spotlight on Knowsley Library Service and Early Year's Sessions

Knowsley Library Service is celebrating Baby Week with **Words and Picture sessions for Under 5s** and their parents/carers at each of their libraries, including storytelling, song, crafts and an opportunity for socialisation (as well as helping prepare for nursery/school).

○ **Monday 14 November 2022**

**10.30am-11.30am**

**Halewood Library**

The Halewood Centre, Roseheath Drive, Halewood, Knowsley, L26 9UH

Call: 0151 443 2086

**10.30am-11.30am**

**Stockbridge Village Library**

The Withens, Stockbridge Village, Knowsley L28 1AB

Call: 0151 443 2501

○ **Tuesday 15 November 2022**

**10.30am -11.30am**

**Kirkby Library**

Norwich Way, Kirkby, Knowsley L32 8XY

Call: 0151 443 4289



○ **Thursday 17 November 2022**

**10.30am-11.30am**

**Huyton Library**

Civic Way, Huyton, Knowsley, L36 9GD

Call: 0151 443 3734

○ **Friday 18 November 2022**

**11:00am -12:00 noon**

**Prescot Library**

Prescot Shopping Centre, Aspinall Street, Prescot, L34 5GA

Call: 0151 443 5101

## **Spotlight on St Helens Library Service and Early Year's Sessions**

### **Read and Rhyme Time**

○ **Monday 14 November 2022**

**10:30am and 11:15am**

**Garswood Library**

**School Lane Garswood WN4 0TT**

*Limited numbers- to book call 01744 677797*

And subsequently every Monday

**10:30am (drop in)**

**Haydock Library**

Church Road, Haydock WA11 0LY

And subsequently drop in every Monday

**10:30am (drop in)**

**Newton le Willows Library**

Crow Lane East Newton le Willows WA12 9TU

And subsequently drop in every Monday

**11:00am (drop in)**

**Chester Lane Library**

Four Acre Lane, St Helens, WA9 4DE.

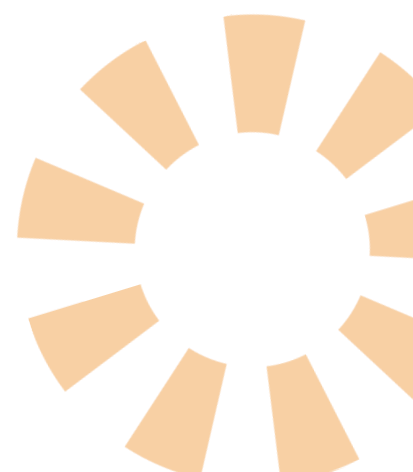
And subsequently drop in every Monday

**11:00am (drop in)**

**Peter Street Library**

Peter St St Helens WA10 2EQ

And subsequently drop in every Monday



○ **Tuesday 15 November 2022**

**10:30am (drop in)**

**Eccleston Library**

Broadway St Helens WA10 5PJ

And subsequently drop in every Tuesday

**10.30am (drop in)**

**Rainford Library**

Church Road Rainford WA11 8HA

And subsequently drop in every Tuesday

**11:00am (drop in)**

**Parr Library**

Fleet Lane, St Helens WA9 1SY

And subsequently drop in every Tuesday

**10:30am or 11:30am (6 week programme term time only)**

**Newton le Willows Library**

**Baby Rhyme Time** (incorporating Look Say Sing Play)

Crow Lane East, Newton le Willows WA12 9TU

To book call: 01744 677885

**11:15am (6- week programme term time only)**

**Chester Lane Library**

**Baby Rhyme Time** (incorporating Look Say Sing Play)

Four Acre Lane St Helens WA9 4DE

To book call:01744 677081

**11:00am or 12:00 noon (6 week programme term time only)**

**Thatto Heath Library**

**Baby Rhyme Time** (incorporating Look Say Sing Play)

Thatto Heath Road, St Helens, WA10 3QX

To book call:01744 677842

**2:15pm (drop in)**

**Rainhill Library**

View Road, Rainhill, L35 0LE

And subsequently drop in every Tuesday

○ **Wednesday 16 November 2022**

**10:15am (drop in)**

**St Helens Library**

The World of Glass, Chalon Way East, St Helens WA10 1BX

And subsequently drop in every Wednesday



○ **Thursday 17 November 2022**

**10:15am (drop in)**

**St Helens Library**

The World Of Glass, Chalon Way East, St Helens WA10 1BX

And subsequently drop in every Thursday

**11:15am (6- week programme term time only)**

**Chester Lane Library**

**Baby Rhyme Time** (incorporating Look Say Sing Play)

Four Acre Lane St Helens WA9 4DE

To book call 01744 677081

**2:15pm (drop in)**

**Haydock Library**

Church Road, Haydock WA11 0LY

And subsequently drop in every Thursday

○ **Friday 18 November 2022**

**10.30am (drop in)**

**Eccleston Library**

Broadway, St Helens, WA10 5PJ

And subsequently drop in every Friday

**10:30am (drop in)**

**Rainhill Library**

View Road, Rainhill, L35 0LE

And subsequently drop in every Friday

**10:30am (drop in)**

**Moss Bank Library**

Bowness Avenue Moss Bank WA11 7EQ

And subsequently drop in 10:30am every Friday

**11:00am (drop in)**

**Chester Lane Library**

Four Acre Lane, St Helens, WA9 4DE

And subsequently drop in every Friday

**11:00am (drop in)**

**Thatto Heath Library**

Thatto Heath Road St Helens WA10 3QX

And subsequently drop in every Friday



## 2:00pm (drop in)

### **Parr Library**

Fleet Lane, St Helens, A9 1SY

And subsequently drop in 2:00pm every Friday

## 2:15pm (drop in)

### **Newton le Willows Library**

Crow Lane East Newton le Willows WA12 9TU

And subsequently drop in 2:15pm every Friday



# Coming Soon

## Get Writing!

### Write On

**Write On** is a new NHS Cheshire and Merseyside Women's Health and Maternity (WHaM) commission with the [WriteWell Community](#) and key cultural partners. This new well-being initiative is planned for January 2023. It will provide twenty initial FREE places, over a six-month period for women in Cheshire and Merseyside.

**Write On** builds on the well-established NHS Cheshire and Merseyside [Holding Time](#) project led by Lisa Creagh. Holding Time delivered a powerful writing programme supported by iconic photographic images of participating women. It culminated in a permanent exhibition documenting women's experience of breastfeeding and motherhood using this powerful imagery and women's voices.

A complementary 90 min audio trailer and a touring exhibition will be launched in November, supported by National Museums Liverpool, Museum Development Yorkshire, Northern Rail, Merseyrail Liverpool University Hospitals NHS Foundation Trust and the Open Eye Gallery.

### Why Writing?

It's simple! Because it is good for us, and it works. There is a clear [body of research](#) that shows expressive writing helps calm the mind and soothe emotions while increasing feelings of happiness and well-being. Hence the WriteWell team encourages people to experiment with writing in a creative learning community, to increase positive feelings and find strength, resilience and calm.

To register your interest, e-mail: [georgia@writewellcommunity.com](mailto:georgia@writewellcommunity.com)



**Write On**  
A collaboration with WriteWell, ensuring women are seen and heard.

**A new collaboration for Baby Week**

We are delighted to announce a second year of collaboration between the WriteWell Community, Improving Me Cheshire and Merseyside.

Together, we will be launching a series of healthcare staff workforce interventions in Baby Week drawing on the wonderful resources of the WriteWell Community.

Starting January 2023, this 6-month cultural prescription provides 20 women with free access to the WriteWell Community membership (with live events, workshops and many more resources). This bespoke writing for wellbeing initiative aims to support women's health through writing.

Sign up to WriteWell for a free 14-day trial and try our free digital journal.

**Key info**

- Baby Week is 14–20 November 2022
- Our mission is to promote the importance of women's health
- For residents in Cheshire or Merseyside
- Starting January 2023

[@writewelltweets](#)  
[@C\\_MPartnership](#)  
[writewellcommunity.com/baby-week/](http://writewellcommunity.com/baby-week/)

**Register your interest, email Georgia at:**  
[georgia@writewellcommunity.com](mailto:georgia@writewellcommunity.com)

    
Write yourself a brighter future



## The Write Stuff

A new maternity workforce wellbeing pilot for NHS Cheshire and Merseyside Women's Health and Maternity (WhaM) programme and Better Start Bradford

NHS Cheshire and Merseyside Women's Health and Maternity (WhaM) programme is delighted to announce the first trans-Pennine, creative health maternity staff-focused initiative to address workforce wellbeing through writing.

**The Write Stuff** is a collaboration between NHS Cheshire and Merseyside's Women's Health and Maternity programme (WhaM), the [WriteWell Community](#), Better Start Bradford and NHS England's Personalised Care Group in Cheshire and Merseyside. This collaboration came about because of an annual joint [Baby Week](#) campaign which created a platform to focus on staff and patients' wellbeing. Baby Week has one consistent message: healthcare staff with high levels of well-being provide better care for patients and people with higher levels of well-being are less likely to become sick.

This 6 month pilot will provide a FREE cultural prescription and pick me up starting in January 2023 for maternity teams across the North. It will provide a much needed creative outlet, encourage meaningful reflection, and provide distraction; whilst boosting coping strategies and building resilience at a time of unprecedented change.

Designed specifically to support maternity staff and promote well-being, the course's aim is to boost participants' personal development and build the foundations of healthy habits to protect their well-being over time. The pilot will be delivered predominantly online with some face-to-face elements. It will be supported by a number of key cultural partners with a focus on bringing staff together socially outside of work to build supportive networks and relationships with peers and their families. Above all else, it will give staff an essential tool, the power of words, to rediscover their purpose and validate their vocation through a core virtual programme designed specifically to work around work and with family commitments.

To register your interest, e-mail: [georgia@writewellcommunity.com](mailto:georgia@writewellcommunity.com)

**'Write Stuff'**  
A new maternity workforce wellbeing pilot.

**A new collaboration for NHS Cheshire and Merseyside Women's Health and Maternity (WhaM) programme and Better Start Bradford**

NHS Cheshire and Merseyside Women's Health and Maternity (WhaM) programme is delighted to announce a first trans-Pennine, creative health maternity staff focused initiative to address workforce wellbeing through writing.

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Sign up to WriteWell for a free 14-day trial and try our free digital journal.

**Key info**

- This pilot will provide a FREE cultural prescription for maternity teams across the North
- Our mission is to promote the importance of women's health
- Starting January 2023
- Register your interest now

[@writewelltweets](#)  
[@C\\_MPartnership](#)  
[writewellcommunity.com](http://writewellcommunity.com)

**Register your interest, email Georgia at:**  
[georgia@writewellcommunity.com](mailto:georgia@writewellcommunity.com)

Improving me  
WriteWell  
BABY WEEK  
Write yourself a brighter future

If you have any questions about Baby Week Cheshire and Merseyside 2022, please contact:

[info@improvingme.org.uk](mailto:info@improvingme.org.uk)  
07708 428096



Click here for more information about Baby Week Bradford 2022



Click here for more information about Baby Week Leeds 2022