



BABY WEEK
Cheshire and
Merseyside
14-20 November 2022



Programme of Events

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Equity

Begins with

Women's Health

Welcome!

Now in its third year, [Baby Week Cheshire and Merseyside](#) is 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'.

Our message is clear in Cheshire and Merseyside, we will address health inequalities where they start and increase our focus on health creation as well as investing in innovative treatments which harness assets in communities.

This week uniquely brings together the women's health, maternity and early years workforce, local organisations, families and caregivers to underline the importance of breaking down silos in order to reap the benefits of co-production.

It's a great opportunity for organisations working with women, babies, their families and caregivers to learn from each other and

their communities.

It's a chance to be hands-on, as well as hearing about the latest research, policy and practice development. It's also a platform for organisations to showcase their work, highlight the services they provide and extend their reach.

Of course, this is happening at a time when we're all still re-adjusting, dealing with the effects of COVID-19, so with this in mind there are opportunities during the week to take time out, try something different and feed all our wellbeing. So, we practice what we preach. The Baby Week team are collaborating with lots of cultural organisations and community groups to support access to a wide range of free family experiences so it is appropriate this first edition is dedicated to sharing these cultural journeys.

Catherine McClennan
Director Improving Me

Context

Baby Week is more than the week. It is a truly cross sector collaboration focused on building conversations and alliances throughout the year -designed to highlight health challenges which are best understood in the context in which women live their lives. It is also about identifying solutions informed by women's voices.

Unlike Bradford and Leeds our focus is unashamedly *women's health* and from that we believe all other things flow. Building on the first ever Baby Week in 1917 we have emulated a focus on pageantry and celebration as a welcome distraction from COVID19 legacy and the cost-of-living crisis that is affecting so many women and their families.

Likewise, we build on learning from the [WHO](#) report evidencing the value of cultural interventions and our own All Party Parliamentary Group (APPG) on [Arts Health and Wellbeing](#). But Baby Week is so much more, it builds on the Health Care Partnership [Social Prescribing Concordat for Creative Health](#) and it directly responds to health inequalities embracing Marmot site status and an increased focus on prevention.

Like our 1917 Baby Week forbears we have seized the opportunity to respond to the [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. 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 equally 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 to make change together.

The Baby Week Team and Partners

#BabyWeekCM22



Monday 14 November 2022

Anti Bullying Week: 14-18 November 2022

Baby Week Has Arrived- The Launch

10:00am- 2:00pm

Liverpool Central Library L3 8EW

Conference

We are delighted to announce the NHS Improving Me Director Catherine McClennan will be joined by the High Sheriff Lesley Martin Wright JP DL and Metro Mayor Steve Rotherham and some other very special guests.

The morning session will be led by Catherine McClennan as she looks to map out a future where we work better together to improve all women's health as we respond to the women's health strategy and seek out more women's voices.

The launch will include:

An outline of the NHS women's health road map going forward

- Insights into recent developments designed specifically to boost women's and babies wellbeing alongside practical demonstrations of the value of innovation
- A series of launches of new initiatives to support both the workforce and patient wellbeing through a series of cross sector partnerships, including a city-wide audio trail paying witness and homage to women's experiences of maternity through their breastfeeding journeys
- An award ceremony recognising Maternity Support Workers
- A lunchtime guest appearance of the BBC Pitch Battle Choir and Singing Mamas
- An extensive marketplace to support networking
- Facilitated workshops and health checks and much more.

To Book

FREE marketplace stalls and activity spaces on 14 November

To Book

The Mother's Union – A Collaboration with Liverpool Cathedral

12:45am- 1:45pm

Liverpool Cathedral Presentation Theatre St James Mount Liverpool L1 7AZ

Liverpool's Mothers Union welcomes Baby Week 2022 with a talk by Andrew Holroyd. Hot drinks served at 12.45pm and the talk begins at 1.00pm. New members are always welcome. The discussion will focus on a question, Is the cathedral a charity? On 30 November the cathedral will begin 16 days of activism against gender-based violence.

For further details please contact branch secretary Mrs Jean Gratton on 0151 228 3248 or email jandmgratton@hotmail.co.uk

Time for Change - A Creative Exploration of Menopause

1:00pm - 2:30pm

Poetry Workshop Liverpool Central Library L3 8EW

Join Helen Jeffery, writer, poet, performer and facilitator in this creative workshop where we will explore all things menopause. Bring your pens and your thoughts as we share work by others and carve out time to write based on our personal experiences . A chance to connect with each other, explore and redefine this time of new beginnings in a safe and welcoming space.

To Book

Realising Potential

2:00pm - 3:30pm

On-line webinar

In 2019 Improving Me and partners embarked on a journey to professionalise the Maternity Support workforce with the development of a Level 3 Maternity Support Worker Open Award which sought to embed a clear public health remit and focus on addressing health inequalities. This is the story of the journey. As Maternity Worker Support Worker Week unfolds this provides a fitting beginning to 2022 activity.

To Book



Tuesday 15 November 2022

Silver Birch Launch

Cheshire and Merseyside Maternal Mental Health Service

09:30am-3:30pm

Face to Face Event

Collaboration and Conversation is the theme for this event. Meet Improving Me Cheshire & Merseyside Local Maternity and Neonatal System (LMNS) lead midwives to discuss how their specialist midwives are key in delivering preventative trauma and support for perinatal loss within Silverbirch. They support women and families to obtain the right support to address the issues related to trauma, ensuring that your voice is heard in the maternity setting.

To Book

Maternity Action - Understanding Complexity

10:00am-12:30pm

On-line webinar

Improving Me is delighted to announce the return of the Maternity Action specialist adviser Gerry Hickey to deliver this webinar - understanding complexity in relation to maternity and new arrivals, refugees and asylum seekers.

To Book

Rethinking Maternity Services

1:00pm-2:30pm

On-line webinar

Professor Soo Downe is our Baby Week champion. She makes a welcome return. As a midwife since 1985, Soo has extensive experience of maternity service improvement in the UK. Her goal is to accelerate the implementation of sustainable, evidence-informed, compassionate, safe and personalised care. She will be joined by some special guests for a frank discussion.

To Book

Look Say Sing Play (LSSP)– Familiarisation Session for Early Years Practitioners

1:00pm- 2:00pm

On-line

Designed for the early year's workforce as part of Baby Week the LSSP Merseyside Campaign Steering Group has put on a familiarisation session; aimed at front line professionals. Building brains together.

[To Book](#)

An NHS First -The Wirral Maternity Advice Service

3:30pm-4:30pm

On-line webinar

Seven minutes press coverage of this pilot on national TV is a clear indication of just how timely this pilot is. Hear all about Improving Me's innovative health justice partnership with Maternity Action to provide advice on employment rights, maternity pay and benefits, to women and families using Wirral Maternity Services.

[To Book](#)



Wednesday 16 November 2022

International Day for Tolerance

Beyond the Bedside -What Matters to the Person

09:30am - 4:30pm

On-line International Conference FREE

Improving Me has been an active member of the [PERCIE steering group](#) since its inception, being pivotal in securing sponsorship to bring this FREE conference to you. This event will explore how with collaborative working we can promote personalised care early in the future workforce's career development and as part of a life course approach. It will consider how through place-based development we can promote health creation not just disease management.

[To Book](#)

Bridging the Gap to Booking

11:00am- 12:00 noon

On-line

Join Improving Me's lead midwife for treating tobacco dependency, Lara Jones and the Leighton maternity support team, Lauren Goodlad and Sian Doulton, specialist public health support workers; talking about why a holistic needs assessment upon self-referral to maternity care, prior to booking an appointment with a midwife, is so important and helps ensure early appropriate signposting to support services.

To Book

Safeguarding is Everyone's Business

1:00pm-2:30pm

On-line

We are delighted to welcome our Baby Week partners Merseyside Violence Reduction Partnership, Sefton Women and Children's Aid and the Swan Women's Centre for an analysis of the impact of the on-going cost of living crisis on levels of domestic violence.

To Book

Centering USA - Bringing Back The Joy -A Collaboration with Better Start Bradford

4:30pm - 5:30pm

Online – in conversation

A great opportunity to hear from an experienced midwife Devi Roisin who is based in a public hospital in Oakland California, the most diverse locality in the USA. Devi will talk about the incredible impact centering has had on mums and maternity staff. Not only is it impacting on safety it is transforming all those who take part.

To Book

Building a Best for Baby Revolution

5.00pm – 6.00pm

Performance at Liverpool Lighthouse Oakfield Road Liverpool L4 0UF

Improving Me is delighted to share this invitation to a powerful theatrical performance, in response to shocking health inequalities experienced by mothers in the asylum process. The performance will be followed by a discussion.

To Book

The Emerald Sky- in Collaboration with Liverpool Libraries and the University of Liverpool Institute of Irish Studies

6:00pm - 8:00pm

Hornby Library Liverpool Central Library L3 8EW

Do you have an affinity with the land that's only a stone's throw away from Liverpool? Then come and hear the stories and language that belongs to you. Tales of warrior women, wailing banshees (bean sidhes), shapeshifting sea creatures and the strange, dark deeds of "the other crowd". A Baby Week storytelling first with multi award winning Storyteller/Seanchaí Maria Buckley Whatton and Irish speaker and academic Eoghan Aherne.

[To Book](#)



Thursday 17 November 2022

World Prematurity Day

More than medicine, creative health solutions: developing a prevention and protection toolkit

10:00am- 12:30pm

On-line

This webinar will showcase how cutting-edge developments harnessing cultural assets can provide solutions to seemingly intractable health problems. It will explore how addressing healthcare staff wellbeing through this type of tool kit can also increase traction for health creation not just disease management but will support new treatment and management opportunities.

[To Book](#)

Look Say Sing Play (LSSP)–Parent or Carer Drop In

10:30pm- 12:30pm

NSPCC Hargreaves Centre 112 Great Homer Street Liverpool L5 3 LQ

As part of Baby Week the LSSP Merseyside steering group have organised a LSSP parent drop-in. This will allow parents / carers to talk about LSSP resources with members of the team over tea and coffee.

[To Book](#)

Look Say Sing Play (LSSP)– Early Years On-Line Safety

12:30pm- 1:30pm

On-line

Join this NSPCC Cheshire and Merseyside Baby Week Partner 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 3 sessions to choose from:

- Tuesday, 8 November 2022, 09:30
- Thursday, 17 November 2022, 12:30
- Wednesday, 23 November 2022, 17:30

The content is tailored towards Early Years, so it will compliment wider LSSP campaign activity.

To Book

Pre-term Birth Matters

1:00pm -2:30pm

Online

Baby Week is delighted to welcome back Phil McHale from Liverpool University to share his research on factors impacting on preterm births. Phil we joined in conversation by Improving Me's Smoking in Pregnancy team to consider challenges, solutions and a call to action.

To book

Friday 18 November 2022

Use Less Stuff Day / Children in Need

Women's Budget Group analysis of the cost of living crisis

10:00am-11:30pm

Online

Improving Me is delighted to announce Dr Mary Ann Stephenson will be sharing the latest Women's Budget Group's research and analysis of the impact of the cost-of-living crisis on women and family poverty.

To Book



Saturday 19 November 2022

Holding Time Audio Trail and Buggy Walk

60—90 min self-guided trail

Liverpool City Centre

Welcome to the #BabyWeekCM Holding Time audio trail which launches on 14 November. Whether you are a visitor, or born and bred in Liverpool, we hope that you will enjoy the intimate portrait of motherhood and breastfeeding, this free self-guided audio tour reveals. Anchored to some of most iconic city centre's cultural venues as well as the high street there is an uplifting trail awaiting you running alongside a packed [Baby Week](#) programme and a host of breast feeding friendly venues ready to welcome you.

More details will be available on the website soon check it out [here](#)

Rhyme Time at National Museums Liverpool

11:00am-11:30am

Walker Art Gallery Willian Brown Street Liverpool L3 8EL

Enjoy a Saturday morning story and rhyme time for little ones.

To Book



Sunday 20 November 2022

World Children's Day

Holding Time Audio Trail and Buggy Walk

60—90 min self-guided trail

Liverpool City Centre

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

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