



Pump Up the Volume
20 November 2025 11:00am to 7:00pm
Finale Event
Liverpool Central Library
L3 8EW

Press Release
For Immediate Release

"Pump Up the Volume" – Improving Me Celebrates Baby Week 2025

Improving Me, NHS Cheshire and Merseyside's Women's Health and Maternity (WhaM) programme, is marking Baby Week 2025 with a huge gathering of people committed to improving women's health and wellbeing because we believe if we get it right for women, everyone benefits. In order to do this we will be showcasing our creative health agenda.

In its consultations for a [new 10-year health plan](#) for England, the Government has emphasised a shift from sickness to prevention, reducing pressures on the health system by supporting people to live healthier lives for longer. We believe that creative health can be transformational in this space. So, on Thursday 20 November, we will be welcoming both the public and the healthcare workforce for a day of inspiration, information, and connection at Liverpool Central Library between 11am and 7pm.

Attendees will be able to access expert advice on women's health and wellbeing, take part in networking opportunities, be immersed in joyful music and song, and enjoy fun, family-friendly activities. There will be some very special guests joining us to raise the roof too, who will help demonstrate our commitment to harnessing a creative health agenda for both the prevention of ill health and to harvest new treatment and management opportunities that benefit everyone.

In 2023, our Baby Week theme was 'I See You'. This involved co-producing a series of high-profile touring photographic exhibitions which went on to win a national award from the Royal Society for Public Health to mark the NHS 75th birthday. These images spoke

volumes about the women featured and provided a gateway to hugely important stories that unlocked a multitude of conversations, which then helped dispel some powerful myths and misinformation. In 2024, we followed this theme with 'Hear Me Roar', as we supported women to articulate and speak out about their health concerns in a context where taboo and stigma inhibited the kinds of conversations which are so powerful in promoting knowledge exchange and understanding.

Our mission is simple: we want to support women to disrupt the stigma and the taboo that surrounds their health, and most importantly reproductive health, because the stigma and taboo silence and marginalise women's voices by fostering a culture of shame, disbelief, and fear of judgment. This has profound negative impacts on women's ability to speak out about their experiences, health concerns, and instances of violence or discrimination they encounter.

This means women's experiences of pain, especially in relation to reproductive and gynaecological health, are frequently normalised and dismissed by healthcare professionals and others. The pervasive shame surrounding menstruation, menopause, fertility, and sexual health also discourages women from seeking timely medical help and support. Stigma leads to poorer health outcomes, as women all too frequently delay seeking help and advice or find their concerns are not taken seriously or dismissed altogether, resulting in a greater burden of ill health throughout their lives. The physical and emotional toll of neglected conditions can affect women's ability to work, their education, and their social lives.

Over the last 12 months we've listened to what women and their families have had to say and shared their stories. Now is the time to 'Pump Up the Volume' and create even more opportunity to support women to 'tell it as it is' by fuelling more key women's health conversations. We are therefore delighted to welcome The 51%, class of 2025, who will be doing just that.

For copies of the latest event programme for 20 November simply check out the Improving Me [Baby Week 2025](#) webpages. The November 2020 schedule will be updated here as new content is confirmed.

Notes to the editors

Improving Me is NHS Cheshire and Merseyside's Women's Health and Maternity programme. We aim to improve the experiences of all women and babies. We work tirelessly to reduce unwarranted variations in outcomes for women and babies by working together with local NHS, public and third-sector partners. We are committed to enriching women's experiences of care through effective leadership, recruitment, retention and the training and development of staff to ensure their continuous development.

Web: <https://improvingme.org.uk/about-us/>

Baby Week Cheshire and Merseyside:

<https://improvingme.org.uk/community/baby-wekk-2025/>

For further information please contact: Jo Ward M: 07708 428096 or E:

jo@jowardchangemenker.org.uk

With thanks to all the Baby Week Partners from across all sectors not just health.