



BABY WEEK 4TH ANNUAL REPORT AND ACCOUNTS 2021

CHARITY NO: 1178324

Baby Week Trustees

Charity & Finance / Aims and Objectives

United Nations Global Sustainable Outcomes

Baby Week Online and Face to Face: 14th – 21st November 2021

BABY WEEK TRUSTEES



Active:

Sadiya Salim

Sally Goodwin Mills

John May

Sonia Saraiva

Debra Gedge

The trustees showed good involvement with meetings and guidance on the week during a pandemic.

Three online meetings were held 1st July, 11th August and 8th Sept 2021

CHARITY & FINANCE CIO CHARITY NUMBER 1178324



- Accounts: April 2021 – March 2022
- Balance brought forward April 2020 £2080.45
- Lloyds Banking plc,.
- Account Number 34709860 Sort No: 30-90-92
- Income £12313
- Expenditure: £6013.08
- Plus balance brought forward £14393.45
- Balance £8380.47

AIMS AND OBJECTIVES



Baby Week is an early years initiative and annual event which aims to bring together and celebrate cross sector services amongst maternity, children's and families specialists in Leeds. It is an adaptation of Semana do Bebe (UNICEF 2010) Brazil with the aim to raise awareness of the baby's important growth and development stages both mentally and physically within the first 1001 days of life.

Baby Week's four aims:

- Increasing awareness of, and access to, supportive services
- Raising awareness of, and engagement with the relevant local strategies and the wider evidence-base for early intervention
- Encouraging and promoting the messages around how to improve outcomes during pregnancy and for the first two years of life
- Celebrating success and good practice, in relation to supporting all children to have the best start in life.

AIMS AND OBJECTIVES CONTINUED



- The aims and objectives of Baby Week Leeds are inextricably linked with Leeds City Council's, in terms of values and objectives, as well as of a number of evidence based approach strategies which have played a key role in the shaping of Baby Week. As a charity, Baby Week is also aligned with national strategies such as Best Beginnings reports.
- This year the Children's Commission published the [Best beginnings in the Early Years Proposal](#). This report focuses on a new early years guarantee to give all children in England the best start in life. This directly corresponds to the Baby Week and Leeds City Council ambition of giving all babies and children the 'best start' in life. Best Beginnings is a charity that 'works to inform and empower parents of all backgrounds during pregnancy and the early stages of parenthood, working to give them the knowledge and confidence to look after their mental and physical health and to give their children the best start in life'. Like Baby Week, Best Beginnings partners with parents, professionals across multiple sectors and other charities. Best Beginnings have developed their core service by the free NHS-approved Baby Buddy app, which has been promoted and shared by Baby Week Leeds. The Best Beginnings in Early Years stipulates that there are 5 foundations for a happy and healthy life; 1. Loving, nurturing relationships with parents and carers; 2. A safe home free from stress and adversity; 3. The right help to develop good language and other cognitive skills; 4. Support to manage behaviour and regulate their emotions; 5. Good physical and mental health and access to healthcare. Baby Week Leeds supports these foundations by partnering with Best Beginnings and adopting very similar philosophes which underpin our work.

NATIONAL AND LOCAL DRIVERS



National Drivers:

- **National Maternity Review: Better Births**
Postnatal care – better support for breastfeeding
- **The Marmot Report – Fair Society, Healthy Lives**
Objective 1: Giving every child the best start in life
- **NHS Long Term Plan – A Strong Start in Life for Children and Young People**
- **Public Health Outcomes Framework** outlines two high level indicators:
 - Outcome 1: Increased healthy life expectancy
 - Outcome 2: Reduced differences in life expectancy and healthy life expectancy between communities

LOCAL DRIVERS



- **Leeds Health and Wellbeing Plan 2016-2021**

- One of the twelve priority areas is 'a child friendly city and the best start in life', with a reduction in infant mortality and child obesity.

- **Leeds Best Start Plan 2015-2020**

- The vision of the Best Start Plan is that every baby in Leeds will get the best start in life. Outcome 1 is healthy mothers and healthy babies, with a priority to improve mother and baby nutrition and an indicator on breastfeeding rates at initiation and 6-8 weeks.

- **Children and Young People Plan 2018-2023**

- This is a framework for Leeds to be the best place for children and young people to grow up and to be recognised as a child friendly city. One of the eleven priorities is 'support families to give the children the best start in life', with an indicator around infant mortality rates.

- **Leeds Breastfeeding Plan 2016-2021**

- The vision of the Breastfeeding Plan is that mothers are empowered to breastfeed for as long as they wish and parents are supported to have close and loving relationships with their baby. The significant value of breastfeeding and early relationship building are recognised for the immediate and future health and well-being of mother and baby. One of the principles includes provision of information, support and help breastfeeding in hospital and community settings for pregnant women/families.

LOCAL DRIVERS CONTINUED



Leeds Child Healthy Weight Plan 2016-21

- The Plan aims for every child in Leeds to be a healthy weight. One of the outcomes is for all children to have the best start to achieve a healthy weight, with a priority of breastfeeding and an indicator of breastfeeding initiation and continuation rates.
- **Leeds Maternity Strategy 2015-20**
- One of the nine priorities is 'preparation for parenthood' including the need for support and accurate and consistent advice for breastfeeding families whenever it is needed in the first few weeks, including when they go home.



STRENGTHS AND STRUGGLES



Baby Week Leeds celebrated its sixth year with the theme of strengths and struggles from 15-21st November 2021.

- Second year running online - funding through to host a website from
- Awarded Leeds Community Foundation - Harnessing the Power of Communities £5000!
- Inviting and sharing information with parents, carers families and professionals to a week long programme of both digital webinar.
- Baby Week ran events simultaneously and provided a slicker more effective and informative experience.
- Website also provided the space for resources promoting event during the week and NHS Leeds community Healthcare, Leeds Maternity Care, Leeds Best Start and teaching hospitals.
- General reception reporting between 7-34 people attending their groups with 65 new starter.
- 2021 is overall the biggest outcome Baby Week can attest to helping to reach new families access service in their communities across Leeds.
- Daddy Blues – film introduced more partnerships with Dads' organisations – forum central and Leeds Perinatal mental health service

AGENDA



Online launch

Richard Stead Breakfast radio

Dear Future You – curiosity of Women's Lives Leeds – added to social media and access to writing a letter found at the leeds central library

What to Expect when you're expecting cinema experience – The Everyman cinema

Joint Cheshire and Merseyside, Bradford and Leeds – Infant feeding and Culture webinar

Conference webinar

Daddy Blues film

ASK THE PROFESSIONAL WEBINAR



Name	Title	Area	Attending 2021
Lucy Potter	Founder of Baby Week	Womens Health Matters and Baby Week	Confirmed
Laura Walton	Lead Midwife Maternity Strategy	Rep for LTHT and E-Midwife	Confirmed
Sally Goodwin-Mills	Advanced Health Improvement Specialist	Public Health Specialist Breastfeeding and Infant Feeding specialist	Confirmed
Amanda Jackson	0-19 Clinical Team Manager –	Single Point of Access Health Visiting Post Natal in the Community Outer East for the 0-19 Public Health Integrated Nursing Service (PHINS)	Confirmed
Aneira Thomas	LDVS Project Worker & MVP Chair	Womens Health Matters and Maternity Voice Partnerships Chair	Confirmed
Suzanne Tobin	Suzanne Tobin	Bosom Buddies	Confirmed
Helen Haywood	GP	Maternity GP	
Liz McKechnie	Neonatologist	Neonatal	
Marie Kioseff	Perinatal mental health peer support worker	Perinatal Mental Health and Family Outreach Worker	

TASTER SESSION



www.babyweek.co.uk



Time	Infant Feeding Work across Cheshire and Merseyside, Bradford and Leeds
12:50	Entry into virtual webinar - Welcoming and informal networking
13:00	Welcome & Introduction to Baby Week 2021 Lucy Potter, Founder of Baby Week UK (Leeds)
13:05	Black Breastfeeding Week - Cheshire and Merseyside Baby Week Jo Ward, Cheshire and Merseyside Women and Children's Partnership / Keely?
13:30	The WHO Code for breastfeeding substitute Sally Goodwin-Mills, Public Health, Leeds City Council
13:45	Breastfeeding and Cultural Competency / Ready to Relate – Bradford Baby Week ? Jane Dickens?
14:15	Q&A





Baby Week Leeds Annual Conference
Thursday 18th November 2021
12.30 – 4pm

www.babyweek.co.uk

Time	TITLE: Strengths and Struggles in the world of maternity and early years
12.20	Entry into digital conference: Welcoming and informal networking
12.30	Welcome – Child Friendly Leeds & Our Partnership Work Councillor Fiona Venner, Executive Member for Children and Families, Leeds City Council
12.35	Baby Week - Strengths and Struggles in the World of Maternity & Early Years Lucy Potter & Sadiya Salim, Baby Week Leeds Founder & Operational Lead
12.45	Leeds Maternity Strategy 2021 – 2025 and the Best Start Liz Wigley, Senior Commissioning Manager (Maternity and Children's) at NHS Leeds CCG.
13.00	Early Years Discovery Project partnership between Nesta and Leeds Lesley Wilkinson / Jayne Ford, Leeds City Council & Nesta Rep?
Break (5 mins)	
13.30	Workshop Breakout Rooms (25 minutes) <div> <div></div> <div>Understanding Child Death in Leeds and Health Inequalities Kathryn Ingold FFPH, Chief Officer / Consultant in Public Health, Leeds City Council</div> </div> <div> <div></div> <div>Introduction to Paediatric First Aid and Basic Life Support Hazel Hunter-Steele, Thinktank Training Solutions</div> </div>
14.00	Supporting Families in Communities & Feedback Session Councillor Salma Arif, Cabinet Member Public Health & Active Lifestyles, Leeds City Council
10 mins	Possibly Best Beginning and Baby Buddy App
14.10	Keynote Speaker Early Communication Between Babies and Parents, Brain Development and Attachment Robin Balbernie, Consultant Child Psychotherapist with Gloucestershire NHS Trust
Break (10 mins)	
15.15	Networking, Q&A & Feedback on white boards

DEAR FUTURE YOU



- We promoted the new initiative 'Dear Future You' in a Baby Week digital campaign with Leeds this year, culminating in the all-day Dear Future You - Digital Campaign on Saturday 14 November. Dear Future You is a beautiful heart-warming initiative where new and expectant mums write letters to their babies, discussing their hopes and dreams for their future children. Dear Future you began in lockdown with mothers writing letters to their children detailing their thoughts, fears and desires for themselves and for their children. We plan for some mums to read their letters during our online events. This project proudly demonstrates the deep and personal journey's mothers have gone through during lockdown, and celebrates the profound love they have for their children. It helped share experiences with other mums and provided a platform for feedback on services.
- *"Life changed forever the moment you entered the world, but the global pandemic continues and brings with it more rules, guidelines, advice and challenges...Whilst mummy and daddy get to spend more precious time with you, your family are yet to meet you, we are back in isolation and not able to do all the things we had planned. We have been for walks and people stop to look at you and all you can see are their eyes. I wonder if you will grow up thinking wearing masks is 'normal'? - **Mother writing a letter to her child for Dear Future You***

	balance b/forward	2080.45
BABY WEEK	April 2021 - March 2022	
	Income	
09/04/2021	NHS CCG	1000
23/04/2021	Leeds City Council	1200
16/07/2021	Leeds City Council BA2012	1513
30/07/2021	Leeds Community Foundation	5000
13/10/2021	Leeds Teaching Hospitals	1200
28/10/2021	Leeds City Council	1200
4/11/2021	Leeds Community Healthcare	1200
	Total Income	12313
	Tota Income inc balance	14393.45
	Payments	
16/06/2021	Sadiya Renewal	28.78
16/06/2021	Mantra Media 1st installment	2400
16/06/2021	Mantra Media 2nd installment	2400
28/09/2021	Sadiya Wix payment	111.75
06/12/2021	Robin Balbernie Speaker	100
06/12/2021	Lucy Potter Expenses	54.47
06/12/2021	Faye Kenny Boom Chikka Boom	100
06/12/2021	Holbeck Working Mens club Facilties D	100
06/12/2021	Hazel Hunter First Aid	92.4
07/12/2021	Made with Music	50
07/12/2021	Mark Williams speaker -Daddy Blues	150
07/12/2021	Nicola Welsh First Aid	100
16/12/2021	Sadiya Salim Expenses Everyman	48
16/12/2021	Daddy Blues Promotion	23.93
16/12/2021	Sadiya Events promotion FB	200
16/03/2022	Faye Kenny Boom hot drinks	38.25
16/03/2022	Jodie A Coyle - hot drinks	15.5
		6013.08
	Balance	8380.37