



**Baby Week**

**14-20 November 2023**

**Communications Pack**

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# 1. Introduction



Baby Week runs from the 14th – 20th November every year

Baby Week aims to make UK the best place to grow up in by celebrating services, raising awareness about the importance of early childhood, and promoting the best start in life.

The theme for Baby Week this year is 'Culture and Identity'.

Baby Week is a registered UK charity.

This communications pack is designed to help you make the most of Baby Week, and help build an understanding of the importance of this early period of life.

It includes key messages for this years campaign, including the theme, assets and other resources that you can use and share.

## 2. Why is culture and identity important?



### Key messages

- A baby forms their cultural identity through familiar experiences.
- Babies are learning about themselves and their social identity from birth. They are beginning to absorb a cultural identity through daily caregiving interactions, household smells, touches, smiles, cooing and sounds.
- A strong sense of identity and pride in culture is good for resilience and long-term mental health.
- Becoming a parent for the first time changes your identity. Through Baby Week, we will use your voice as a parent to influence services.



## 3. Events



### Calendar

Many Baby Week partners are organising free or low-cost events and taster sessions this year. These range from events within local communities as well as events for professionals.

We have a calendar of planned events and experiences taking place during Baby Week and encourage all sectors and services to get involved. This can be accessed and shared via our [website](#).

Please let us know of any activity that could be included on this calendar.



## 4. Resources



We have created a number of assets for you to use and help you make the most out of Baby Week. These can be downloaded and used as part of the week and are available from [here](#). If you struggle to access the folder, please email [babyweekuk@gmail.com](mailto:babyweekuk@gmail.com)

1. Local press release
2. Letter for you to send to your MP
3. Social media images
4. Email signature



# 5. Suggested Social Media Posts



Here are some suggested posts that you might want to use during Baby Week. **Social Media Graphics to accompany these posts can be found [here](#).**

## General

- It's Baby Week! Help us to make the UK the best place to grow up by celebrating services and raising awareness about the importance of early childhood. There are events taking place in your area #BabyWeek2023 [www.babyweek.co.uk/event](http://www.babyweek.co.uk/event)
- Help us make the UK the best place to grow up in. Baby Week provides an opportunity to experience new services that can help babies develop in the earliest days of life. Find an event nearby #BabyWeek2023 [www.babyweek.co.uk/event](http://www.babyweek.co.uk/event)
- Want to learn more about the importance of early childhood development? #BabyWeek2023 provides an opportunity to do just that. Explore resources and events taking place near you by visiting [www.babyweek.co.uk](http://www.babyweek.co.uk)
- Baby Week started in Leeds in 2016. It has now grown into a national event with more communities signed up as partners to host events during the week. Are you ready to join in next year? Join us: [www.babyweek.co.uk/contact](http://www.babyweek.co.uk/contact) #BabyWeek2023

# Suggested Social Media Posts



## Culture and identity

- Babies are learning about themselves and their social identity from birth. They are beginning to absorb a cultural identity through daily caregiving interactions, household smells, touches, smiles, cooing and sounds. #BabyWeek2023
- The theme for Baby Week is culture and identity. Babies are learning about themselves and their social identity from birth. They are beginning to absorb a cultural identity through daily caregiving interactions, household smells, touches, smiles and sounds. #BabyWeek2023

## Impact of the pandemic

- Babies, children and young people are still experiencing the ripple-effects of the pandemic. This film highlights many of the difficulties faced by our youngest citizens #BabyWeek2023 [www.wearechildfriendlyleeds.com/2023/07/25/in-our-shoes-leeds](http://www.wearechildfriendlyleeds.com/2023/07/25/in-our-shoes-leeds)
- The @parentinfantFDN published Babies in Lockdown, which revealed the inequalities of babies' early experiences during the pandemic. #BabyWeek2023 [www.parentinfantfoundation.org.uk/our-work/campaigning/babies-in-lockdown/](http://www.parentinfantfoundation.org.uk/our-work/campaigning/babies-in-lockdown/)



# Suggested Social Media Posts



## Importance of the First 1001 Days / Early Childhood

- Wondering what mental health means for babies & young children? Check out the [@UNICEF\\_uk @PEDALCam](#) toolkit on understanding mental health in infancy & early childhood It describes what it means for our babies to be mentally healthy #BabyWeek2023 [www.unicef.org.uk/campaign-with-us/early-moments-matter/early-childhood-mental-health-toolkit/](http://www.unicef.org.uk/campaign-with-us/early-moments-matter/early-childhood-mental-health-toolkit/)
- The #ShapingUs campaign led by [@earlychildhood](#) highlights the importance of early childhood and how it can shape the adults we become. From pregnancy to the age of five, our brains develop at an exponential rate. #BabyWeek2023 [https://www.youtube.com/watch?v=3Y\\_5N1bDWB4](https://www.youtube.com/watch?v=3Y_5N1bDWB4)
- Children thrive when they feel safe, loved and nurtured. Building a strong and healthy relationship with your child matters and here are some useful tips by [@UNICEF](#) to support you. #BabyWeek2023 <https://www.unicef.org/parenting/child-care/what-you-need-know-about-parent-child-attachment>
- The [@BabyBuddyApp](#) aims to empower parents and care-givers to build their knowledge and confidence for the crucial first five years of their child's life, when foundations are laid. Download the free app this #BabyWeek2023 <https://www.bestbeginnings.org.uk/baby-buddy>

## 6. #ConfidentParent Campaign



We will be launching our #ConfidentParent campaign during Baby Week on Monday 20 November 2023.

Interested to know more? We're teasing, you will just have to wait!

We will circulate details and communications assets nearer to the time. For now, please factor space for the campaign in your communications plans for Baby Week.

# 7. Other Communications



## Media / Blogging

We are looking for blog and media opportunities to raise awareness during Baby Week. If you have any communications opportunities that you think would help us please get in touch on [babyweekuk@gmail.com](mailto:babyweekuk@gmail.com)

## Social Media

We will be using our social media platforms to promote content during Baby Week. We will be using the hashtag #BabyWeek23

## Events

100's of events are taking place across the country to bring babies, toddler and parents together. Make sure your event is featured on our website: [www.babyweek.co.uk/eventform](http://www.babyweek.co.uk/eventform)



**Thank you!**



**Thank you for your support.**

**Have a great Baby Week 2023!**

**Don't forget to use the #BabyWeek2023**