

CREATING A BETTER FUTURE FOR THE UK - ONE BABY AT A TIME ©



Registered Charity No: 1152802

Special edition on the 1001 Critical Days

IN THIS ISSUE

PIP UK facilitates the relaunch of the 1001 Critical Days Manifesto

by Clair Rees – Executive Director

The charity Parent Infant Partnership (PIP) UK was proud to facilitate the relaunch of the 1001 Critical Days Manifesto in Parliament which sees a record number of support from across the political spectrum, who are committing to giving every baby the best possible start in life. We now have support from every party across the UK.

The Minister responsible for perinatal mental health Alistair Burt MP came to support the event and is wholeheartedly committed to ensuring the key recommendations of the manifesto build a comprehensive perinatal strategy and pathway for infants, toddlers and their families beginning in the antenatal period.

In response to the last debate of the 2015 parliamentary calendar designated for the 1001 Critical Days a few days later he responded by saying

"I congratulate the all-party group for conception to age two—the first 1001 days on relaunching its manifesto, "The 1001 Critical Days". I popped into the relaunch and thank the all-party group for its work".

Alistair Burt MP, Minister of State, Department of Health.

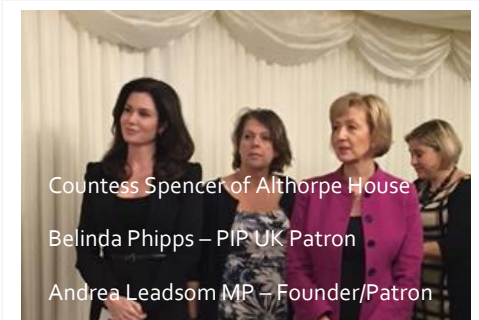
Opening the relaunch was Countess Spencer of Althorpe House who has a specialist interest in infant mental health, holding a key platform on the international stage for vulnerable babies, toddlers and their families.

Amongst our speakers was PIP UK's Founder, Patron and also founding MP of the 1001 Critical Days Manifesto Andrea Leadsom MP, PIP UK's Chairman Tim Loughton MP, Belinda Phipps – PIP UK Patron and Dr Alain Gregoire – Chair of the Maternal Mental Health Alliance (MMHA).

200 representatives from across the health, education and social care bodies who make up the coalition of the 1001 Critical Days, attended in celebration of the achievements and shifts in policy priority over the last Parliament. This was with recognition of the long term strategy for real time investment into upstream preventative solutions necessary, to fulfil the key recommendations of the 1001 Critical Days Manifesto and the challenges ahead to realise this incredible vision to improve life chances and break cycles of poverty, inequality and deprivation.



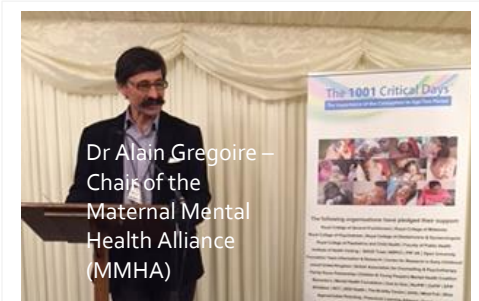
Tim Loughton MP – PIP UK Chairman



Countess Spencer of Althorpe House

Belinda Phipps – PIP UK Patron

Andrea Leadsom MP – Founder/Patron



Dr Alain Gregoire –
Chair of the
Maternal Mental
Health Alliance
(MMHA)

Infant Mental Health Awareness Week 6-10 June



Parent Infant Partnership (PIP) UK is leading the UK's first Infant Mental Health Awareness Week 6-10 June with its official primary partners and national collaboration of partnerships who will be sponsoring the week, its calendar of events, awards, conference and NEW campaign.

Official primary partners of PIP UK backing this week which will see highlighted the importance of bonding and attachment upon early childhood development are Public Health England (PHE), the Royal College of Midwives (RCM), the Institute of Health Visiting (IHV) and the Association of Infant Mental Health amongst over 40 national organisations who have so far pledged their sponsorship.

A committee of our primary partners has been formed to plan and develop the strategy, campaign and resources to reach as wide a national network as possible.

NEW Campaign: 'Building Babies Minds'

Collaboration and partnership across our coalition network brings a new campaign to local communities for Infant Mental Health Awareness Week, which continues to highlight the importance of bonding and attachment for laying the cornerstone of good mental health for children.

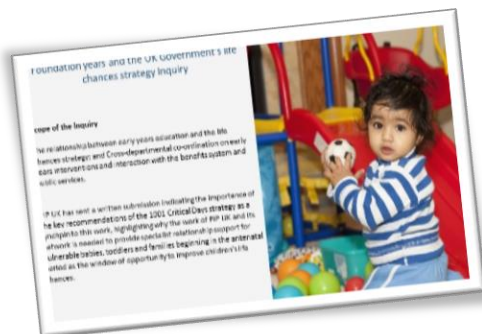
Campaign tools, resources and a calendar of events will be available in the coming months.

Campaign tools and resources

All official primary partners and our organisational sponsors will have access to a national calendar to see other events taking place across the UK as part of Infant Mental Health Awareness Week.

Campaign tools and resources including social media images and campaign, literature, fact sheets, posters, fliers and leaflets to support awareness raising for the importance of social and emotional foundations to build a babies mind.

Foundation years and the UK Government's life chances strategy



Frank Field MP – one of PIP UK's Patrons and Labour representative for the 1001 Critical Days Manifesto is leading on this new inquiry as the Chair for the Work and Pensions Committee and which is one of the key pieces of legislative work in the parliamentary calendar which will support the work of PIP UK.

PIP UK has sent a written submission indicating the importance of the key recommendations of the 1001 Critical Days strategy as a lynchpin to this work, highlighting why the work of PIP UK and its network is needed to provide specialist relationship support for vulnerable babies, toddlers and families beginning in the antenatal period as the window of opportunity to improve children's life chances.

PIP FACT

1%

Around 1% of the CAHMS budget is spent on under 2s currently - we need a fundamental shift to prevention.

Parent Infant Partnership (PIP) UK Inaugural National Conference in Westminster.

PIP UK is hosting its first national conference for 400 in June as one of the key events of Infant Mental Health Awareness Week.

PIP partnerships will be showcased with a film about their outstanding work with vulnerable infants, toddlers and families as they provide specialist relationship support.

PIP support from policy makers, front line professionals, researchers, think tanks, commissioners, experts by lived experience and organisations from across the spectrum of health, education and social care fields will be present to participate in a rich breadth of presentations demonstrating best practice for the first 1001 days in the UK.

For IMH Leaders In partnership with

IMH



IMH AWARDS 2016

Register your interest

Celebrating excellence in Infant Mental Health Services in the UK

The Infant Mental Health Service Awards are being created to recognise, on a national platform, the projects and initiatives that deliver infant mental health excellence and innovation.

By shining a spotlight on cutting-edge innovations and best practice, the awards will provide impetus to improve the service provision of Infant Mental Health Services across the UK.

Register your interest : www.pipuk.org.uk

The winners of the 2016 IMH awards will be announced on 9th June around Westminster, London



Early bird booking for the conference opens on 15th January alongside opportunities for sponsorship packages, exhibition stands and other great opportunities to market your work.

We have a high attendance of politicians and dignitaries attending in support of the importance of the conception to age 2 period to improve life chances for children in the UK, which will see presentations from Ministers and cross-party politicians as well as leaders and lived experts by experience in their field sharing their learning of best practice and development of community support for families across the country which demonstrate a whole systems and multi-disciplinary approach. **The first national awards in recognition of the field of infant mental health will take place in a ceremony at the conference with more details coming soon on to the five categories you can apply for.**

Become an official ambassador for the conference



THU, 9 JUN 2016 AT 09:00

Investing in Early Potential - the first 1001 days

Central Hall Westminster, London, United Kingdom



Call For Artists & Scientists

Our exhibition committee is seeking proposals from artists and scientists who relate to the brief of the 1001 Critical Days Manifesto and wish to draw together the science of this period.

Exhibition location: Houses of Parliament, Westminster, London SW1A 0AA
 Exhibition Dates: 6-10 June 2016

Official sponsor of Infant Mental Health Awareness Week 6-10 June 2016

Call for Artists & Scientists: Project Summary - '1001 Critical Days Exhibition'

Tomorrow's child art and science project is inspired by the 1001 Critical Days Manifesto.

This will unfold into a week-long exhibition in Parliament, in conjunction with an Infant Mental Health Awareness Week 6-10 June 2016 to be launched nationally and sponsored by previous Children's Minister Tim Loughton, Member of Parliament for East Worthing and Shoreham.

This project will highlight the importance of the conception to age 2 period by nationally recognised artists and scientists as well as experts by lived experience. The project committee is delighted to announce it is seeking proposals from artists and scientists who relate to the brief of the 1001 Critical Days Manifesto and wish to draw together the science of this period.

A selection process of proposals submitted will identify key pieces to make up the exhibition, with an artist being matched to a scientist for collaboration. The final result of the exhibition will take people on a journey through the conception to age 2 period, with the opportunity to have work showcased in the exhibition and catalogue, as well as attend other key conversation pieces in parallel with the exhibition.

Exhibited Art Work and its creative process will offer inspiring, transforming and stimulating dialogue that promises to engage a multigenerational audience and other scientific and creative partners.

Exhibition location: Houses of Parliament, Westminster, London SW1A 0AA. Exhibition Dates: 6th - 10th June 2016

If you wish to be part of this exciting coalition of art and science, then please apply now. Submission Deadline: Wednesday 31st January 2016

Terms of Participation

All creative media is accepted: painting, collage, illustration, sculpture, photography, digital art, film/video, installation, written essays. One final piece of art work per artist and one essay per scientist. You must be based in the UK.

As parliament is a listed building there will be restrictions which means work needs to be either free standing, mounted on a plinth or light hanging material.

Artists: please send a 200-word proposal, 2 jpeg images of existing work (with titles, description, media and dimensions) and a short biography/resume.

Scientists: please send a 200-word proposal, your area of expertise and a short biography/resume.

Your final piece of writing will be displayed alongside the artwork.

Get in touch for further details or to send a submission



Book Launch Date
April 2017

'INVESTING IN HUMAN POTENTIAL'

The first 1001 days

Editor: Dr Penelope Leach

Managing Editor: Clair Rees

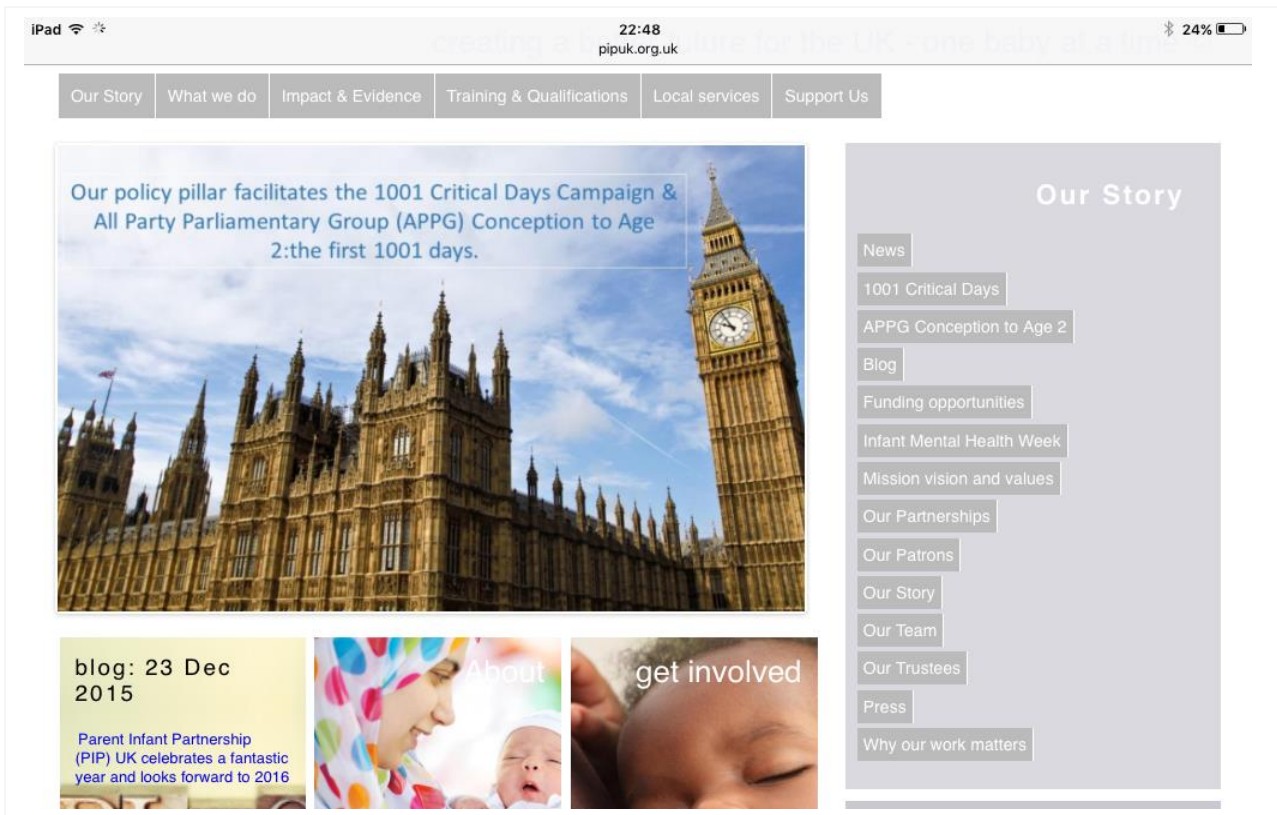
Overview of forthcoming book

In 2014-15 as part of the 1001 Critical Days agenda in Parliament a 7-part lecture series was organised by Clair Rees, sponsored by Andrea Leadsom MP, Frank Field MP and Tim Loughton MP. This lecture series brought together science and policy from the conception to age 2 period, highlighting the importance of the first 1001 days of a child's life from a socio/moral, scientific and economic perspective.

The lecture series was designed to showcase innovative science and best practice, facilitating internationally and nationally published experts in their fields in presenting to a wider audience of politicians, think tanks, specialist advisors, commissioners, local authorities and an interdisciplinary representation of front line professions who form a coalition of statutory and voluntary organisations throughout the UK

This book project is a spin-off from that impressive body of work. A collaboration between Penelope Leach (Editor) and Clair Rees (Managing Editor) together with an advisory group of contributing authors, it is designed to build on the 1001 critical days' work thus far and ensure that it has a growing and lasting influence. Penelope (a mundially bestselling author on infancy) and Clair (CEO of PIP-UK) alongside the contributing authors whose writings will make up the body of the book, have a wide breadth of knowledge and experience in this field. Between them they will bring to this project the expertise and dedication required to illuminate the importance to children their families and society, now and in generations to come. of understanding and acting upon research findings concerning these first days of life.

NEW Website Development for the network



PIP UK has set up for its network of PIPs the opportunity to have a NEW and improved website template to showcase its work which has improved functionality and accessibility. This work is a project with ongoing development and a Consultant is being hired in 2016 to complete a re-branding exercise.

This will include an improved 1001 Critical Days website and other social media and marketing tools for the PIP network.

Social Media





The charity Parent Infant Partnership (PIP) UK came together early January to celebrate in collaboration with its partners that form Enfield Parent Infant Partnership (EPIP) in North London for their first year service anniversary. Tim Loughton MP, PIP UK's Chairman opened up the event with attendance from a local politician David Burrowes MP to pay tribute to the team at EPIP who are facilitating specialist parent infant therapeutic support for vulnerable infants, toddlers and families in the Borough of Enfield and its surrounding areas.

It was particularly moving to hear a mother who has been accessing EIPs services within a Children's Centre setting speak about her experience of being vulnerable as a new mum, how terrifying it was and how the therapeutic space that the team at EPIP are offering had supported her to make sense of her experiences with a new baby and facilitate a safe space to strengthen her bond and relationship with her baby.

I was struck by a phrase that this new mum used '**I was terrified of a six-pound baby**'. As she described the way her mind was thinking about seeing such a small baby that she had given birth to and the sheer terror of being in relationship with him, and then to see the grandfather bring his grandson into the room after she had spoken and to see the mother and son absolutely thriving in their relationship – if there was no more evident image of why parent infant partnerships need to be in every locality across the UK to support I don't know what else would convince people to make the investment to support one in their local communities.

Around 20% of the maternal population are currently experiencing high levels of depression and anxiety alongside around 10% of dads which all contribute to this type of experience for new parents. A Parent Infant Partnership and the specialist therapeutic support it offers helps to turn this type of experience around for a vulnerable family, increasing life chances for the infant whilst supporting the wellbeing of the parents. The work is focused around the relationship which is the vehicle for transformation and change.

This celebration offered an insight into partnership working with the local authority, CAHMS and third sector of which PIP UK is delighted to be growing our start-up PIP in such an area of deprivation in which Enfield has one of the highest levels of children living in poverty in London.



Northamptonshire Manifesto for the 1001 Critical Days

Our Vision

We share the vision published in the Cross-Party Manifesto which is as follows -

“A radical change is required to our approach to the 1001 Critical Days.

Our goal is for every baby to receive sensitive, appropriate and responsive care from their main caregivers in the first years of life. Parents need to feel confident that they are raising their children in a loving and supportive environment.

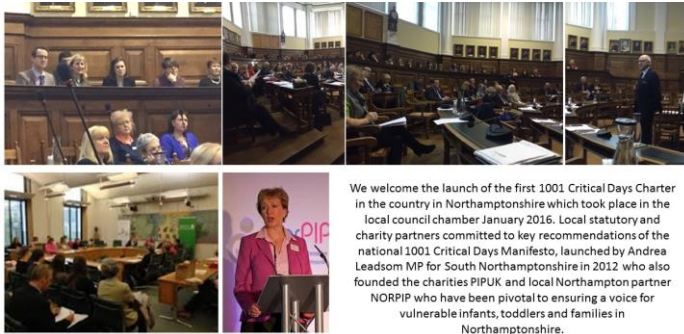
A holistic approach to all ante, peri (around 20th week of pregnancy to around the 28th day of life) and postnatal services would enable seamless access for all families. This includes Midwives, Health Visitors, GPs, and Children’s Centres, and services should engage with families as soon as possible – ideally during pregnancy. The contacts that all parents have with services before and after the birth of their child, provides a unique opportunity to work with them at a stage which is so vitally important to the development of children.”

Specifically:

- At-risk families and those experiencing difficulties will be able to access evidence-based services which promote parent-infant interaction, delivered by qualified professionals. We will map the interventions currently available to identify and address unmet need.
- Women who are at risk or suffering from mental health problems will be able to receive appropriate support at the earliest opportunity, with every local area having a range of services in place. Every woman with a history of past or present serious mental illness should have access to a Consultant Perinatal Psychiatrist and specialist support in relation to mother-infant interaction as required, in accordance with the NICE guidelines.
- All parents will have access to ante natal classes which address both the physical and emotional aspects of parenthood and the baby’s well-being.
- Maternity services, health visitors, social care, adult mental health services and providers of children’s centre services will work closely together to share vital data, enabling those who need additional support to receive appropriate, timely, and culturally sensitive help.
- The health and early years workforce will have access to high quality training in infant mental health and attachment in order for practitioners to understand parent-infant relationships and the services required when difficulties arise. This will enable them to focus on the attachment needs of babies and infants.
- Local commissioning and decision making boards will consider the social and emotional health needs of babies, and include information about this in their Joint Strategic Needs Assessment and Local Health and Well-being Strategy. Underpinning this will be a cost-benefit analysis to capture the full extent of the costs to society that can be avoided through effective investment in the first 1001 days.
- Children’s Centres will continue to provide universal services for all families, but with a focus on those families with the highest level of need. Outreach and volunteer services will be recognised as a potential means to provide the greatest success in reaching the most vulnerable and isolated families. Children’s Centre registration will be promoted by all professionals in contact with families and through the Birth Registration service so that close to 100% of families engage with their local Centre,
- Parents will be supported and encouraged by health and early years professionals to engage and communicate with their children as an effective and straightforward way of strengthening early attachment and language development.



25th January 2016



We welcome the launch of the first 1001 Critical Days Charter in the country in Northamptonshire which took place in the local council chamber January 2016. Local statutory and charity partners committed to key recommendations of the national 1001 Critical Days Manifesto, launched by Andrea Leadsom MP for South Northamptonshire in 2012 who also founded the charities PIPUK and local Northampton partner NORPIP who have been pivotal to ensuring a voice for vulnerable infants, toddlers and families in Northamptonshire.

Why a local pledge matters?

Earlier this week I had the privilege to witness a significant event in the Council Chamber of Northampton which had been in planning for the past year - the birth of a local 1001 Critical Days charter to ensure that every babies birth in the county and preparation for it as a community is given its rightful focus and priority - investment in the emotional and physical wellbeing of infants, toddlers and their families beginning in the antenatal period. Why is this so important that a locality pledges its support? With national focus growing on investment into the first 1001 days of a child's life to improve life chances for children and which has such a strong economic argument for doing so (the local health economy needs it) - the devolved responsibility for local communities to take stock of its nurturative assets and investment into available windows of opportunity for growth and potential is essential.

No other window of opportunity for potential is available like the first 1001 days of a child's life from conception to age 2 where we know around 80% of a human's brain development occurs in this period of development. This period which will contribute significantly to educational attainment, workforce employability, family relationships and community life - a preventative strategy is a compassionate cure! We know this begins with earliest relationships to grow the social brain and health outcomes for better wellbeing and future healthy relationships. When a community supports family potential through social cohesion that isn't just reliant on professionals but also fellow citizens, a village around the family is created to nurture and grow its potential which grows community potential with significant rewards to be reaped. Building strong bonds in babies' earliest relationships is the key to unlocking lifelong wellbeing- a strong attachment matters for children building strong and happy relationships.

In the council chamber Andrea Leadsom MP for South Northamptonshire and founder of the 1001 Critical Days spoke passionately about the significant benefits this local charter would have for Northamptonshire. Sir Al Aynsley Green - President of the British Medical Association and first Children's Commissioner for England brought focus of best practice from other countries who had better health and wellbeing outcomes for their children and at the same time brought a challenge to Northamptonshire about taking responsibility for its children to ensure happy healthy adults and future families in local communities. It was a celebration of great work already achieved but brought a sharp focus to the action required to realise the 1001 Critical Days vision and the commitment being pledged by the local community.

- 20% of Northamptonshire mothers experience mental health problems (in 2012 there were 9,822 live births)
- In 2012/13 children in Northamptonshire were admitted with mental health problems at a higher rate to that of England as a whole.

Our local partner organisation NORPIP is one of the organisations leading the way in building babies minds by supporting babies and their families who have challenging circumstances that are getting in the way of building a strong bond and relationship. They offer specialist parent infant relationship support that enables a transformative process of change between the baby and their family, strengthening life chances which contribute to better speech and language outcomes as toddlers, school readiness and relationship building with other children. It also is a preventative approach to later mental health difficulties in childhood, adolescence and later life.

Northamptonshire has an opportunity to lead the way for the rest of Britain - to Build Great Britons and make Northamptonshire one of the greatest places for children and their families to live in the UK.

<http://www.itv.com/news/anglia/update/2016-01-26/1001-critical-days-giving-children-the-best-start-in-life>

It matters for a locality to make a pledge in this way because it says children matter in our local communities, that they should be seen and very much heard from the antenatal period and every step after!



January 2016 has been a busy start to the year and one of celebrations and recognition of the fantastic work that our local Parent Infant Partnerships are doing in our local communities to support vulnerable infants, toddlers and families. Liverpool Parent Infant Partnership which consists of a local partnership of the charity Person Shaped Support and Liverpool Clinical commissioning Group (CCG) came together with families who had accessed its services and staff alongside some of PIPUKs Patrons, our Chairman Tim Loughton MP, Government representation and the President of the Royal College of Obstetricians and Gynecologists David Richmond to share stories and also think together how local pathways are being created across the country for better access to these types of services for vulnerable families.

Family Story

My husband and I started seeing Michael (Therapist) at LIVPIP when I was halfway through my pregnancy. I had been struggling with anxiety and depression since I found out I was pregnant and my enhanced midwife suggested that LIVPIP might work for us. I was a bit dubious at first. I have been through talking therapies since I was 14 and knew they could help, but the feelings this time were different and I was struggling to explain what I felt and why I felt it. Our daughter had been very much wanted, but I had struggled to cope with a difficult pregnancy and to bond to my bump. I was feeling low and was considering suicide most days. I was so ashamed of saying this out loud and felt massive guilt about it.

We came out of the first session with Michael and my husband and I laughed, and chatted and for the first time in months I felt a bit more like myself. We have met with Michael every week or every other week since. I cannot put into words how thankful we are for the help that Michael has given us. He has given us the space to talk about difficult issues in a safe environment without ever judging or ever criticising. He has supported, comforted, advised and encouraged us, and what's more he has given us the tools to do these things for ourselves, each other, and now, our daughter. I have so much more confidence in myself as a parent and as a wife, and I now feel able to stand by my parenting choices without feeling like a bad mum.

The biggest and most important part of the work we have done with Michael is around my self-harm and suicidal thoughts. Michael worked on a plan for when I was in crisis and what we could do as a family to combat that and get back to a healthy mindset. We have discussed why those feelings arise and how I can avoid getting into a negative circle. I can honestly say that I would not be here if it wasn't for LIVPIP and the support Michael has given us. When I am in crisis my husband and I use the techniques Michael has given us, and we play What would Michael say? In order to explore what has happened.

LIVPIP is so beneficial because our daughter is able to be in the sessions with us and we are working towards being the best parents we can be. I have also had CBT, but a major flaw with this service postnatally is that my daughter is not allowed in the sessions as she is seen as a distraction to the process. Since a lot of the CBT work is done via homework, it has been difficult to get most of out of the therapy. What's more, our daughter loves Michael and she adores the play time that we have during the sessions. He is brilliant with her, and us, and has been a great support for us all. Another massive benefit of LIVPIP is the amount of session that can be given. My CBT was 8 sessions long (which was extended to 12). LIVPIP is available until our daughter is 2 years old, which is so important because she grows and develops, we have found that we need to work different things due to the different stages of development and bonding. LIVPIP has played such an important role in building our family and our confidence. I am so glad we were offered the service and have met Michael. We cannot thank you enough.

PIP UK Development – available on website 2016

