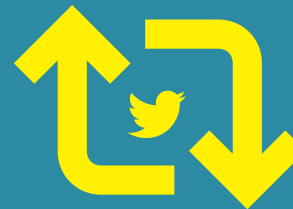




STRONGER FROM THE START



Working together to
promote and improve
infant mental health
in Northern Ireland



What's Happening?

Infant Mental Health Awareness Week (IMHAW) is taking place from 7-13 June 2021. This year's theme is 'Including infants in Child & Adolescent Mental Health'.

Members of the NI Association for Infant Mental Health (AIMH NI) have teamed up with colleagues from across the community & voluntary sector in Northern Ireland to call for explicit commitments from government on promoting and improving infant mental health.

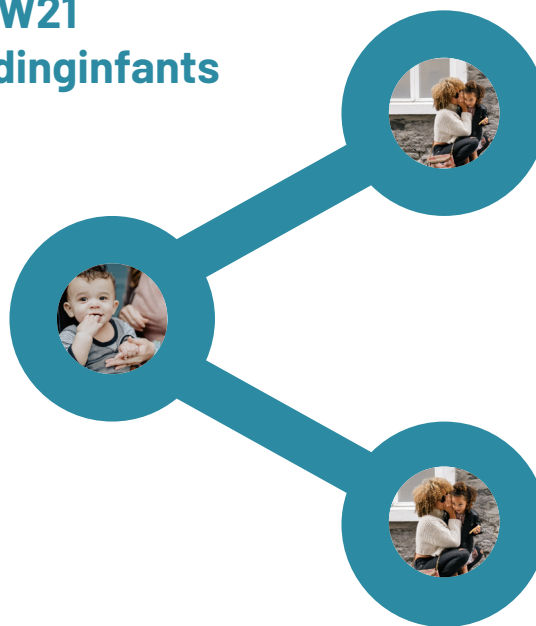
We'd love you to support our campaign.

We've written an **Open Letter to the Minister for Health** and we're using social media to publicise our asks and share evidence on how and why infant mental health can be the foundations for life long mental and physical wellbeing.

How To Get Involved

You can join us by using our **Social Media Calendar & Graphics Packs** to share the campaign messages or by creating your own content on social media using the hashtags:

#strongerfromthestart
#IMHAW21
#includinginfants



Top Twitter Tip

After you've posted one of our campaign messages on Twitter, click 'retweet' and then select 'quote tweet'.

Now you have 280 characters to fill up with the Twitter handles of those who have a part to play in promoting & improving infant mental health in Northern Ireland!

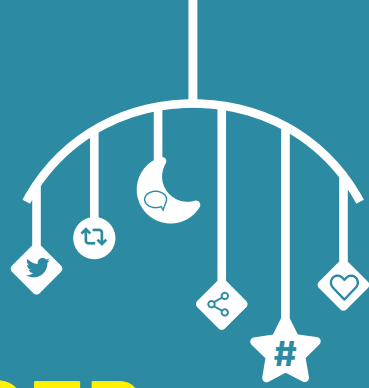
We've suggested some **'Twitter Tag Groups'** but please help us extend our reach by including your own contacts and networks.

Thank You!

We're social creatures. Wired for connection!

Thank you for helping us raise awareness of infant mental health and supporting our campaign for joined up working and investments to make babies and their families

#strongerfromthestart



STRONGER FROM THE START

Social Media Calendar: Infant Mental Health Awareness Week 7-11 June 2021

Thank you for supporting the **#strongerfromthestart** campaign!

We're asking for just 10 tweets/posts during Infant Mental Health Awareness Week 2021 (7-11 June) and we've made taking part as easy as we can.

We've prepared 2 tweets/posts per day for you. One highlights a key message from our [Open Letter to the NI Health Minister](#) and one shares recent and easy to read evidence on the importance of infant mental health.

Use the 'CLICK HERE TO TWEET' links provided below and then add one of our Stronger From The Start graphics for extra impact.

(Click-to-Tweet won't load the graphic automatically. You need to do that by clicking on the 'media' icon underneath your Tweet and selecting the image from your files. It's worth it!)

If you decide to use the text on other social media platforms or to add content of your own, please remember to use the hashtags:

#strongerfromthestart #IMHAW21 #includinginfants



The first 1001 Days, from antenatal to age 2 years, lays the foundations for both physical and mental wellbeing throughout the lifespan.



Monday 7 June: CLICK HERE TO TWEET!

Join our **#IMHAW21** call for the NI Mental Health Strategy to be **#strongerfromthestart**

Early years investment is the most evidenced & cost-effective way of transforming child & family outcomes.

#includinginfants delivers generational change.

<https://cutt.ly/jb2edNE>



Babies are wired for connection. We need to help them explore the world & understand where they fit in.



Monday 7 June: CLICK HERE TO TWEET!

(Includes link to PHA blog, 'What is Infant Mental Health?')

Did you know....?

#infantmentalhealth isn't about perfection. Good enough parenting really is good enough!

Babies are wired for connection. We need to help them explore the world & understand where they fit in. **#strongerfromthestart**

Read more: **<https://cutt.ly/ubEccnF>**



“ We need well-resourced, universal care supported by evidence-based targeted interventions, together with specialist infant mental services for babies and young children at most risk. ”

#STRONGERFROMTHESTART



Tweet
#3

Tuesday 8 June: CLICK HERE TO TWEET!

It's Infant Mental Health Awareness Week **#IMHAW21!**

We asked **@healthdpt** to make children & families **#strongerfromthestart**

They agreed! <https://ctt.ec/8R7iN>

🏆 Lifespan approach to NI Mental Health Strategy

🏆 MH service design & delivery to meet needs of 0-3s
#includinginfants



COVID-19 has affected babies, and those who care for them, in diverse ways. We need to include them in recovery planning.

#IMHA21



Tweet
#4

Tuesday 8 June: CLICK HERE TO TWEET!

(Includes link to 'Babies in Lockdown' report)
Did you know...? **#IMHAW21**

COVID-19 has affected parents, babies & services that support them in diverse ways. Families already at risk of poorer outcomes have suffered the most.

Recovery means **#includinginfants**, significant & sustained investment: <https://cutt.ly/fbEbreg>

A white Twitter bird logo on a teal background. A small photo of a family is inside the bird's head. The text "Tweet #5" is written in pink and yellow.

Tweet #5

Wednesday 9 June: CLICK HERE TO TWEET!

This **#IMHAW21** we're calling on **@niexecutive @healthdpt @Education_NI** to demonstrate commitments to infant mental health, particularly for the most vulnerable babies & their families.

Invest in services, upskill the workforce & empower parents to make us **#strongerfromthestart**

A white Twitter bird logo on a teal background. A small photo of a family is inside the bird's head. The text "Tweet #6" is written in pink and yellow.

Tweet #6

Wednesday 9 June: CLICK HERE TO TWEET!

(Includes link to NSPCC 'Case for Change' report)

Did you know...? **#IMHAW21**

There is an ever-growing body of research on:

- the impact of pre-birth, baby & infant experiences on later development
- 'what works' to address this impact & improve future life outcomes **#strongerfromthestart**



#IMHAW21


We can address inequalities by giving every child the best start in life and getting help early to those who need it most.



Thursday 10 June: CLICK HERE TO TWEET!

The NI Mental Health Strategy can address inequalities by **#includinginfants** & getting help early to those who need it most.

@healthdpt must invest in **#infantmentalhealth** to build safety, positive relationships, social & emotional development for every child **#strongerfromthestart**



#STRONGERFROMTHESTART

Investing in the parent-infant relationship makes families, communities & society stronger from the start



Thursday 10 June: CLICK HERE TO TWEET!

(Includes link to NCB 'Nurturing Healthy Minds' report)

Did you know..?

Small, day-to-day interactions between babies & parents/carers make the greatest difference to **#infantmentalhealth**

Investing in the parent-infant relationship makes families, communities & society **#strongerfromthestart**

Read more: <https://cutt.ly/GbEnMUn>

“We’ve committed to collaborate across statutory, voluntary & community sectors in the best interests of infants & their families. We need the NI Executive to join us with interdepartmental approaches to including infants in policy & practice.”

#INCLUDINGINFANTS



Friday 11 June: CLICK HERE TO TWEET!

This **#IMHAW21** we’ve collaborated in the best interests of infants & their families. **#strongerfromthestart**

✦ **healthdpt** are now **#includinginfants** in the NI Mental Health Strategy! 📄 <https://ctt.ec/8R7iN>

Next stop, funding & continued engagement with C&V sector on implementation!

Looking after your own mental health can have a direct & positive influence on your infant's emotional wellbeing.

#IMHAW21



Friday 11 June: CLICK HERE TO TWEET!

(Includes link to Aware NI 'Looking After You & Your Baby's Mental Health')

Did you know..? **#IMHAW21**

Looking after your own mental health can have a direct & positive influence on your baby's emotional wellbeing.

Asking for help isn't easy but small steps & supports can make you & baby feel **#strongerfromthestart**

More: <https://cutt.ly/jbE01vA>