

**‘The Best Start in Life for Your Child’ Celebrated by Fermanagh and  
Omagh Locality Planning Groups as Part of Infant Mental Health  
Awareness Week 2018  
#IMHAW18**

The Fermanagh and Omagh Locality Planning Groups celebrated #IMHAW18 by highlighting the excellent evidence-based practice of its members and learning more about the people that lead in this practice. Each of the five ‘Best Start in Life for Your Child’ key messages was allocated an assigned day and promoted by email and social media throughout the week of Infant Mental Health Awareness Week 2018 (#IMHAW18).

Members of the Locality Planning Groups responded to a series of questions about their work/ project and what they aspired for local families. Similarly a leading or inspiring person was also responded to the same questions.

A series of key messages were endorsed as part of the infant mental health awareness week campaign for 2018.

**Key Messages:**

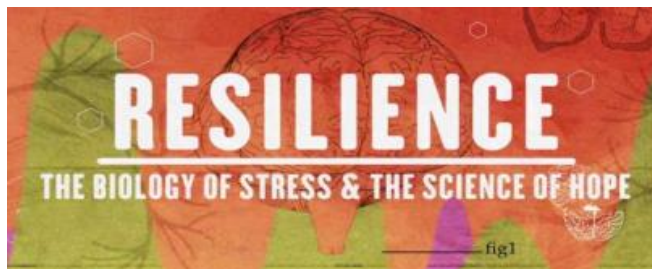
- 1. Introduction - Importance of giving your child the best start in Life** - Aideen Cooney (Fermanagh / Omagh IMH Practitioner & Health Visitor)

2. **'No smoking or drinking alcohol during pregnancy'** - Anne McDuff (Assistant Director) & Michaela O'Kane (Breakthru Project)
3. **'Breastfeed your baby'** - Dr Maria Herron (I-Breast & Campaigner)
4. **'Read a story to your child everyday'** - Jane Evans (Writer & Broadcaster) & The Book Corner Project, LAST Sure Start
5. **'Give your child lots of love affection and praise'** – Suzanne Zeedyk (Academic) & Rachel Cashel (Families Wellness Project)
6. **'Have fun & play with your child'** - Joan Jackman (Early Years Organisation)

Suzanne Zeedyk was asked if she had one aspiration for families in the West, what would it be?

*'I would wish times of warmth and relaxation for families in the West. I would take away the subtle pressure that parents must somehow be perfect and always 'get it right'. Instead, I would wish for parents who are 'good enough'. That's all our kids want: parents who can laugh with them and relax with them and spend time with them and laugh with them. Having confidence that you can find your way back to laughing each other, even after tension and fighting, gets families through some pretty tough places. So that's what I would wish for families in the West: times of laughter – living in communities that make those times even more possible.'*

## Screening of Resilience Documentary during #IMHAW18, South West Acute Hospital, Enniskillen



Sixty participants attended the screening of the Resilience documentary during the week of #IMHAW18 to raise awareness of Adverse Childhood Experiences (ACE). Before the screening, local family support organisations put up stalls as part of a market place event highlighting early intervention for families. 'The Best Start in Life for Your Child' messages were also promoted at the screening as part of the work of the Western Area Outcomes Group Action Plan working towards giving 'Every Child the Best Start in Life.'



*Members of the Resilience Documentary panel who took questions from the audience at the Resilience screening*

## Midwives and Health Visitors Celebrate #IMHAW18 in South West Acute Hospital, Enniskillen

Practitioners and students were in attendance at a number of clinics in SWAH during #IMHAW18 promoting and sharing key messages about the importance of Infant Mental Health with parents and other practitioners.



*Practitioners and Students celebrating #IMHAW18 with Ann McDuff, Assistant Director*

## **Celebrating #IMHAW18 at Teddy Bears Picnic Organised by The Early Years Project, Enniskillen Neighbourhood Renewal & Cherish Sure Start**

The importance of understanding the effect of mental development during infancy was highlighted at a Teddy Bears Picnic organised by Ann Taggart, The Early Years Project and practitioners from Cherish Sure Start. Parents, child-minders, babies and toddlers spent the morning with their favourite teddies dancing and singing, with a special teddy bears picnic rounding off the morning's fun. Every child was given a special goodie bag, containing a beach ball, table mat and book illustrating the five key messages of 'The Best Start in Life for Your Child'.



*Ann Taggart, leading the celebrations for #IMHAW18 at The Teddy Bears Picnic, Lakeland Forum, Enniskillen*

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