

**Baby Week Cheshire and Merseyside
is coming
14-20 November 2024**

**Our message is
*Get it right for women and everyone benefits!***

There are now more than 15 Baby Week campaigns in England all working together to make positive change happen through thriving cross sector partnerships. Each year locally organised Baby Weeks come together in November to promote key issues and common themes linked to a national and global campaign calendar all designed to promote wellbeing.



Baby Week Cheshire and Merseyside is led by Improving Me, NHS Cheshire and Merseyside's women's health and maternity programme. Our Baby Week approach is quite unique because of our dual focus. We want to improve the health and wellbeing of girls and women and we are passionate about ensuring all our babies health too.

We promote the importance of girls and women's health by raising awareness of the gender health gap and highlight the role of the wider determinants of health; whilst advocating for the best start in life for all babies. That's because healthy babies start with healthy women and healthy societies. And everyone is a baby at some point.

Women influence the health behaviours of their families and wider society. So, improving the health and wellbeing of girls and women is, "critically important because the evidence shows that healthy women are the cornerstone of healthy societies.

"Get it right for women and everyone benefits." (RCOG [Better for Women](#))

But we know we don't always get things right and *could do better*. This is reflected by what is termed the gender health gap. And this is a big issue in the UK because we have the twelfth biggest gender health gap in the world. So, our Baby week is all about raising awareness of the gender health gap and what it means to women and society.

The gender health gap highlights differences in the prevalence of disease, health outcomes, or access to healthcare between women and men. Baby Week provides a platform to take a stance to call out inequality while working to identify and encourage positive action through collaboration and partnership.

This year's overarching Baby Week theme is, I See You. Dr Ruth Hussey CB OBE DL said, "By making the gender health gap visible and bringing girls and women's experiences to the fore we can identify the change that needs to happen and plan the necessary action."

The 2024 campaign crucially encompasses a number of key calendar events which include:

Islamophobia Awareness Month
11-15 Nov Anti- Bullying Week
13-19 Transgender Awareness Week

14 Nov World Diabetes Day
15 Nov Maternity Support Worker Day
16 Nov International Day of Tolerance
17 Nov World Prematurity Day
17-23 Nov Road Safety Week
19 Nov Survivors of Suicide Loss Day
20 November World Children's Day.

Baby Week partners can tailor their local activity to one or more of the weeks themes all under a Baby Week umbrella. By working together we amplify all our messages and make essential links to each other's work.

Baby Week will launch on **14 November 2024 at Central Library, William Brown Street Liverpool from 10.00am-3.30pm**. If you would like to know more about this event and get involved go to the [Baby Week 2024](#) web pages and let us know . If you are interested in what has happened before and more about the back story check out the [2023](#) activity too.

End

Note to editor

Improving Me is the women's health and maternity programme for NHS Cheshire and Merseyside, aiming to improve the experiences of women and babies. The Women's Health and Maternity (WHaM) programme is focused on developing a safe, high quality, clinically and financially sustainable whole system model of care for women's services across Cheshire and Merseyside.

A note on language

Throughout Baby Week we use the terms woman and women's health. However, it is important to acknowledge that it is not only people who identify as women for whom it is necessary to access women's health and reproductive services in order to maintain their gynaecological health and reproductive wellbeing. Gynaecological and obstetric services and delivery of care must therefore be appropriate, inclusive and sensitive to the needs of those individuals whose gender identity does not align with the sex they were assigned at birth.

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