



4-10 November 2019

After the success of the first ever Baby Week Bradford in 2018 we're really excited to announce that this year's **Baby Week Bradford** will take place on:

4-10 November 2019

Last year saw over 40 events take place across the district for babies, families and professionals alike, with over 1000 people in attendance during the week. With your help we'd like to make it even bigger this year!



www.babyweekbradford.org



What is Baby Week Bradford?

Baby Week Bradford brings together families and cross-sector organisations to promote the importance of giving babies the best possible start in life. It's also a celebration of all things baby!

It's a great opportunity for organisations working with babies and their families to host events (including preconception, pregnancy and beyond). It's a platform for you to showcase your work and the services you provide. There will also be opportunities to learn about latest research, policy and practice development in early childhood development.

How to get involved

This year we're looking for a broad range of events aimed at expectant families and families with children aged up to two years, as well as events for early years professionals.

We (Better Start Bradford) will host the official launch and closing event under the theme 'A Baby's-Eye View'. If your event also fits that theme, great; however it's not a requirement. Some hot topics you might consider are:

- Learning through play
- Infant and maternal mental health
- Oral health
- Childhood obesity
- Baby brain development

If you run regular events that can be badged-up as a Baby Week Bradford event, please submit those too and we will include them in the programme.

You might also consider running a joint event with other partners. To speak about these or other ideas please contact Zakra Yasin on 01274 513220 / zakra@bradfordtrident.co.uk

A submission form is available at www.babyweekbradford.org and the deadline is 28 June 2019.

How we will support you

Programme of Events

Following the June submission deadline we will put together a programme events for the week (printed and electronic copies will be available from mid-September).

Promotion

We will promote Baby Week Bradford as a whole across all our communication channels, including newsletters, website and social media. **We expect all partners taking part to promote their own individual events and activities.**

Free Downloads

You will be able to download items to help you promote and brand your event, including:

- The Baby Week Bradford logo – **please ensure this is used on all your promotional material for Baby Week Bradford**
- Word and PowerPoint templates
- Social media images
- Printable bunting to decorate your event venue

What next?

- Please complete and return your event submission form to Zakra Yasin at zakra@bradfordtrident.co.uk by **Friday 28 June 2019**. This is to allow time for design and print of the programme to be available mid-September 2019. **The submission form is available at www.babyweekbradford.org**
- Please forward this brief on to anyone who may be interested in hosting an event.

Thank you for all your support and look forward to our second Baby Week Bradford 2019 being amazing!

Zakra Yasin and Alison Brown
Better Start Bradford

History of Baby Week

Baby Week began in Canela, south of Brazil. Surpassing the borders of Brazil, Baby week is held in Portugal, Argentina, Uruguay and now United Kingdom. UNICEF have recognised the Brazilia 'Semana do Bebe', as good practice. UNICEF are clear that this commitment accelerates the efforts of governments and society to reduce preventable deaths of children under five years, with emphasis on the first days of life. When hosting Baby Week, each city contributes to this global effort for the survival of small children.
