



Government
Events

Improving Infant Health and Wellbeing Outcomes

Wednesday 4th December
Event Guide





Our Loyalty Discount

This discount entitles attendees to a 20% discount on any future conference being run by Government Events in the next 12 months. Please quote code Loyalty20 at the start of your booking.



How to Claim Your CPD Points

Regarding CPD credits, it is the individual delegate's responsibility to evaluate their learning and record it appropriately into their CPD portfolios according to your institute's requirements.

For this Conference, you are entitled to 8 CPD points.



Wi-Fi

Username: America Square Conference

Password: AMSQ12345



Welcome Letter

Dear Delegate,

Welcome to Improving Infant Health and Wellbeing Outcomes conference 2019.

While children's services in the UK have steadily improved over the last decade, many health and social concerns remain: one in five children in their first year at primary school were obese or overweight across England, Scotland and Wales, over 600,000 children age 0 – 5 live with an adult with a reported substance misuse issue and 300,000 children under the age of 1 live with an adult who has a mental health problem.

This event will provide an invaluable opportunity to hear the latest policy updates and initiatives from senior policymakers in addition to a range of best-practice case studies from across the public sector, demonstrating successfully proven approaches to improving maternity and children's services.

If you have any questions or queries please ask our onsite management team, who will be more than happy to help you. They are located at the registration desk.

We hope you have a rewarding and enjoyable day.

Yours Truly,

David Blake
Government Events



Our Future Events

Please look at our website, www.GovernmentEvents.co.uk,
to view our future events. These include:

[The Next Steps for the Troubled Families Programme: Implementing an Integrated Approach to Supporting Disadvantaged Families](#)

Thursday 23rd January 2020, Central London

[Developing the NHS Workforce of the Future](#)

Wednesday 29th January 2020, Central London

[The 2nd Annual Delivering the Pathway to Safe, High Quality Maternity and Midwifery Care Conference](#)

Wednesday 26th February 2020, Central London

[The 2nd Annual Working Together to Safeguard Children & Young People Conference](#)

Tuesday 17th March 2020, Central London

For any enquiries, please call 0330 0584 285 or email Enquiries@governmentevents.co.uk

*Programme Subject to Change



Agenda AM

- 08:45-09:30 **Registration, Refreshments and Networking**
- 09:30-09:40 **Chair's Welcome Address**
Dr Natalie Shenker, Research Associate, Imperial College London, and Founder, The Human Milk Foundation
- 09:40-10:05 **Keynote Address: Removing Barriers to Increase Uptake of Breast Feeding Through the Baby Friendly Initiative**
Sue Ashmore, Baby Friendly Programme Director, UNICEF
- 10:05-10:30 **Case Study: Developing Early Intervention Programmes to Improve Parent-Child Relationship and Infant Development**
Rachel Steven, Senior Trainer, Mellow Parenting
- 10:30-10:50 **Question and Answer Session**
- 10:50-11:20 **Refreshment and Networking Break**
- 11:20-11:50 **Case Study: Building Bonds & Breaking Cycles: Supporting Vulnerable Parents & Infants to Build Good Bonds and Attachments and Prevent Future ACES**
Dr Lisa Marsland, Consultant Clinical Psychologist, Service Lead for BABS (Building Attachment & Bonds Service) NWBH PIMHS, Trust Lead for Parent Infant Mental Health, North West Boroughs Healthcare NHS Foundation Trust
- 11:50-12:10 **Case Study: Identifying, Reducing and Preventing Adverse Childhood Experiences in Infants**
Aidan Phillips, Project Manager, WAVE Trust
- 12:10-12:30 **Question and Answer Session**
- 12:30-13:20 **Lunch and Networking**
-

*Programme Subject to Change



Agenda PM

13:20-14:00

Keynote Address: Developing the Capacity and Capability of the Workforce to Improve Infant Mental Health Provision

Dawn Cannon, Associate Professor, Warwick Medical School, Director, Warwick Infant and Family Wellbeing Unit and Director (Education and Training), Association for Infant Mental Health

14:00-14:20

Case Study: Using Technology to Improve Maternity Services Through an Innovative App

Helen Maric, Project Manager – Maternity Transformation Programme, North-West London Health and Care Partnership (STP), NHS North-West London Collaboration of CCGs

14:20-14:40

Question and Answer Session

14:40-15:00

Refreshment and Networking Break

15:00-15:20

Case Study: Reminding Parents of Why We Vaccinate Against Often-Perceived Trivial Childhood Diseases

Professor Jonathan Ball, Professor of Virology, University of Nottingham

15:20-15:40

Case Study: Using a Place Based Approach and Generating Collective Impact to Change Outcomes and Practice in the Early Years

Merle Davies, Director, Centre for Early Child Development

15:40-15:50

Question and Answer Session

15:50

Chair's Summary and Close

*Programme Subject to Change



Speaker Biographies

Dr Natalie Shenker

Research Associate, Imperial College London, and Founder, The Human Milk Foundation

Natalie completed her PhD in 2015 in the Cancer Epigenetics Unit at the Hammersmith Campus, under the supervision of Dr James Flanagan and Professor Bob Brown. Her work focussed on DNA methylation signatures of breast cancer subtypes and environmental exposures. She co-published the first genome-wide signature of smoking exposure and developed a methylation index that can reliably determine individuals who were former smokers.

Work during the final year of her PhD developed the use of cells derived from breast milk as a resource in which cell-specific epigenetic changes can be assessed, with potential for the development of cancer risk prediction tools. This work has led to the establishment of a nationwide prospective population cohort study, the BECS study, which aims to recruit milk samples from several thousand women over the next 6 years. She has developed collaborations between numerous research groups across the UK and beyond, and her future work will focus on establishing a bioresource to expand the scope of research that can be conducted into breast milk. She is a Trustee of the UK Association for Milk Banking



09:30-09:40

Sue Ashmore

Baby Friendly Programme Director, UNICEF

Sue Ashmore is Programme Director of Unicef UK's Baby Friendly Initiative. With a background in midwifery, Sue has directed the Baby Friendly Initiative on a strategic level for over 12 years, introducing

new standards to ensure that babies' physical and emotional wellbeing is at the heart of the programme and guiding the programme towards sustainability through new achieving sustainability standards and the Gold award. Sue leads on external and internal relations and supports services to implement and maintain the standards.



09:40-10:05

Rachel Steven

Senior Trainer, Mellow Parenting

Is a registered general nurse who went on to train as a health visitor qualifying from King's College

London in 1994. Rachel has practiced Health Visiting in a number of different settings but always in geographical areas where many families were disadvantaged through childhood trauma, poverty, violence and isolation. She went on to become clinical lead for Health Visiting in South West Edinburgh and Harrow, London.

Rachel trained in the Mellow Parenting approach in 1998 and was inspired to specialise in Parent Infant Relationship work. She completed an MSc in Psychoanalytic human development and Parent Infant Observation in 2004 from the British Association of Psychotherapy and Birkbeck College - University of London. Over the years she has been involved in a number of research projects with Mellow Parenting and other organisations including the Anna Freud Centre, MENCAP, Bristol University (Nora Fry Centre) and North East London Mental Health Trust. She has been a trainer for Mellow Parenting for over 20 years.

Rachel is also a trainer for the Institute of Health Visiting where she trains a wide range of practitioners in Infant & Maternal Mental health and Practitioner Wellbeing. She has co-authored resources for Health Education England and is currently co-authoring a chapter for the Health visiting-SCPHN 3rd edition (unpublished).



10:05 – 10:30





Government
Events

Dr Lisa Marsland

Consultant Clinical Psychologist, Service Lead for BABS (Building Attachment & Bonds Service) NWBH PIMHS, Trust Lead for Parent Infant Mental Health, North West Boroughs Healthcare NHS Foundation Trust

Dr Lisa Marsland is a mum of 3 children, Artist and Consultant Clinical Psychologist. Lisa is the Service Lead for NWBH Building Attachment and Bonds Service (BABS). Lisa is NWBH Trust Lead for PIMHS (Parent Infant Mental Health Services) and is Chair/Lead for NHSE NWC Parent Infant Mental Health Partnership. Lisa is also Director for Building Bonds which offers specialist attachment-based, parent-infant mental health training, supervision, consultation and support to organisations across the UK. Lisa is a member of BPS, HCP, BPS Perinatal Faculty, AIMH UK.

Over the past 17 years Lisa has become a specialist in the field of attachment, prevention, Parent-Infant Mental Health and supporting vulnerable/'Hard to Reach' parents and infants in the community. Lisa and her BABS/Building Bonds colleagues are passionate and dedicated to the cause of supporting vulnerable families in the community to 'build good bonds, break negative cycles and prevent ACES (Adverse Childhood Experiences) which we know cost families their lives, relationships and billions of pounds to Services and our Society as a whole.

Building Bonds and BABS have delivered life-changing and ground breaking clinical outcomes for vulnerable families over the past 5 years. The Services have received National recognition and National Awards. Despite the success of BABS/Building Bonds and the growth and recognition of other PIMHS – Sadly, there are still huge gaps in Parent-Infant Mental Health provision for families across the UK and many vulnerable families are falling down the cracks/gaps in Service.



Government
Events

11:20 -11:50

Aidan Phillips

Project Manager, WAVE Trust

Aidan works for the charity WAVE Trust, who specialise in Adverse Childhood Experiences (ACEs) and the impact trauma can have in the early years and across the lifespan. He manages the charity's work on Trauma-informed Communities, supporting statutory services and grassroots campaigns across the UK. He co-produced WAVE Trust's trauma-informed training package, has received in-house and external training on trauma-informed approaches and has received online brain development training with the Alberta Family Wellness Initiative. He was the principal researcher in WAVE's 4-year study of severe disadvantage which identified the key role of ACEs on the pathway to homelessness, unemployment, school exclusion, mental health problems and the criminal justice system, and the role of trauma-informed services in healing past trauma.



Government
Events

11:50-12:10

Dawn Cannon

Associate Professor, Warwick Medical School, Director, Warwick Infant and Family Wellbeing Unit and Director (Education and Training), Association for Infant Mental Health

Dawn Cannon is a health professional with over 30 years of clinical experience working in the NHS. Currently, Dawn is an Associate Professor at Warwick Medical School, Block Lead for Reproduction and Child Health on the MB ChB, Director of Warwick Infant and Wellbeing Unit and Director of Education and Training for the Association for Infant Mental Health (UK). Dawn created and developed Infant Mental Health Online and is Director and trainer of the Parent Infant Interaction Observation Scale. Dawn was Project Lead for the UK Infant Mental Health Competencies Framework (2019) and now leads the Pilot for the Infant Mental Health Recognition Register.



Government
Events

13:20-14:00



Helen Maric

Project Manager – Maternity Transformation Programme, North-West London Health and Care Partnership (STP), NHS North-West London Collaboration of CCGs

Helen is a senior midwife with a passion for transformation projects, initially seconded to North West London Strategy and Transformation Partnership as a Project Manager within the Maternity Early Adopters Programme (2017- 2019) Helen has gone on to lead the team through the next phase of maternity transformation.

Committed to collaborative systems working, Helen has been instrumental in bringing a diverse range of service users, maternity and allied workforce together to support the system wide implementation of Better Births (2016) recommendations. Projects that she has worked on for North West London include; implementing continuity of carer, personalising maternity care, improving postnatal care, establishing service user groups across the sector and evaluating maternity transformation. Within the digital arena Helen led the team in the design and build of the North West London Mum & Baby app – a personalised digital toolkit to support women and their families through pregnancy, birth and beyond. The app has been widely applauded for incorporating the recommendations of Better Births and is now being made available across England for other regions to personalise to their local needs.



14:00-14:20

Professor Jonathan Ball

Professor of Virology, University of Nottingham

Professor Jonathan Ball is an expert in Emerging viruses, for example, Ebola, Zika, Mers Coronavirus, influenza and Lassa Fever. Viral vaccines and treatments. Blood borne infections, for example, HIV and hepatitis C. He has been a keen science communicator and media commentator science undertaking a British Science Association (BSA) Media Fellowship with BBC News Online. He is a regular contributor to the BBC World Service programmes Science in Action and CrowdScience.



15:00-15:20

Merle Davies

Director, Centre for Early Child Development

As Director for the Centre for Early Child Development, Merle is leading the multi-agency Blackpool Better Start initiative, funded by the Big Lottery. The Centre is reframing and driving systemic change across all services for 0-4 year olds and empowering communities to support and co-design this change. Prior to this, as Assistant Director of Children's Services, she had strategic responsibility for a wide range of innovative multi agency interventions across Blackpool. Formerly the National Attendance Advisor at the DFES, she led Whitehall Departments on the joint truancy initiative 'Tackling it Together' and has worked in Government Office as a Regional Child Poverty Adviser. She provides consultancy to an international NGO and, in a voluntary capacity, works with Children's Homes in Borneo. Merle's background is in community education, she has worked in Scotland, England, Borneo and Germany in a variety of roles both with the voluntary and statutory sector.



15:20 – 15:40



Thank you for attending our conference.

We hope you found the day interesting and insightful. Speaker presentations will be made available to download on completing the post show survey which will be emailed to you within one week after the event.

We wish you a safe journey home.

Government Events, 90 Long Acre, Covent Garden, London, WC2E 9RZ
T: 0330 0584285 W: www.GovernmentEvents.co.uk