

# Project Proposal

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**Company framework:** Charity

**Registration Number:** Pending

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## Executive Summary

Zero2 Expo, a charitable organisation, was established to increase public awareness about the key issues and importance of the first 1001 days of life from conception to age two through the **showcasing of art and science**. The 1001 Critical Days is the UK's first cross-party children's manifesto which highlights the importance of acting early during this time. The Zero2 Expo initiative offers an exciting, leading edge multimedia exhibition, synergising art and science that will stimulate new approaches in how we treat babies from conception onwards. We aim to engage with the community to embrace these new ideas and excite key stakeholders to become involved and take action in the 1001 Critical Days Agenda.

Our pilot exhibition in the House of Commons in 2016, to bring the Manifesto to life for MPs, attracted 4,000 politicians and staff and was a catalyst for lively, thought provoking conversations and debate. This inspiring, striking and thought provoking showcase launched in Oxford in November 2017 and will roll out across the UK and internationally between now and 2020. Zero2 Expo brings together innovation and initiative in the biggest Public Health message of our time.

*“Children are most vulnerable in the first 3 years of life, and the greatest returns will be made by investment in early child development” (WHO (2014) Investing in Children: the European Child Maltreatment Prevention Action Plan 2015-2020, Written Evidence)<sup>2</sup>*

## Background - The Evidence

There is growing evidence regarding the importance of the first 1001 days, from conception to age two, in long-term development. Stressors such as maltreatment, trauma and abuse may impede the course of brain development, which in turn may reduce a child's emotional and mental abilities to respond effectively to challenging circumstances (2). Under-development in parts of the brain may prevent young children forming a healthy range of coping responses to adversity and stress, in contrast to children who experience the caring and nurturing environment required for healthy brain development.

The evidence suggests that such stressors may adversely affect approximately 40% of all children during the first 1001 days of life (3). These interruptions may have lasting impact culminating in lower educational attainment, increased risk of mental and physical illness, drug and alcohol misuse, higher unemployment, reduced capacity for forming relationships (including parental relationships), difficulties in social functioning, antisocial and disruptive behaviour and chronic illness. These may all be linked to lowered quality of life and life expectancy (4). Studies show that prevention of such stressors can more than halve the development of drug misuse, violent behaviours and reduce teenage pregnancy by a third in some groups (4).

The cost to the economy of some of these problematic outcomes can be significant; the WHO for example estimates child maltreatment to be responsible for almost a quarter of the burden of mental disorders with the associated economic and social costs on par with non-communicable diseases e.g. cancer and heart disease (5). Studies have demonstrated that when combined together perinatal depression, anxiety and psychosis carry a long-term cost to society of about £8.1 billion for each one-year cohort of births in the UK (6).

Interventions at a later stage, by which time such problematic outcomes may have developed, are often financially costly and less effective than those implemented early. Evidence does indicate that earlier interventions such as parenting classes are less costly and may be more effective (7). However, in the current economic climate, the number of suitable programmes available for children and families remains limited. For example, despite the evidence that maternal mental health issues can adversely affect neonatal and childhood health, at present, only 3% of Clinical Commissioning Groups (CCGs) in England have a perinatal mental health strategy in operation (8).

Society needs to develop new, evidence-based and cost-effective approaches that ensure children receive the care they need in the first 1001 days of life. The establishment of such provisions of care will guarantee the best start in life that every child deserves.

“...love and nurture by caring adults is hard wired into the brains of children” Dame Sally Davies, Chief Medical Officer. (2016) *The 1001 Critical Days: from Conception to Age Two Period*.

## The Need for Action

The first 1001 days of a child's life, from conception to age two, are therefore critical for healthy infant development and may have lasting impact on a child's mental and physical health for their lifetime. This time period is a window of opportunity to introduce vital changes which could lead to improved outcomes and have a transformative impact on their lives.

In these early days optimal neurological, emotional and intellectual development take place. These stages lay the foundation upon which a child's capacity and ability to interact and respond to others is shaped. Given a sensitive, reliable environment, where caregivers respond to their needs, the developing infant may learn to feel safe, recognise others and interact responsively with them. This is the period when, in a supportive environment, the infant's brain develops rapidly. Healthy nutrition and uterine environment are the first foundations.

Perinatal mental health, maternal stress on the foetus during pregnancy, traumatic birth, an adverse family environment as well as maltreatment can all affect the neurological, emotional and intellectual development of the infant. Childbirth will influence the first bonding between the mother and baby which may cascade into a chain reaction. A healthy active birth and associated feeling of empowerment may enable the mother-infant bonding, the establishment of breastfeeding and acquisition of vital immunity for the infant in the first hours after birth. Profound hormonal and other physiological changes at this time may create a sound basis for emotional interactions between child and mother during the following weeks. The infant learns to feel safe and loved. This period is where the personality begins to be shaped, along with the ability to thrive and acquire healthy emotional and mental tone and regulation. Events, experiences and conditions during this period can influence health and well-being throughout life.

An interrupted experience during childbirth, where the mother feels disempowered or out of control, may detract from her capacity during that first hour when crucial bonding begins. A woman who is unsupported, stressed or low in mood may find it harder to relate to her baby, to soothe and care for them and interact responsively. Breastfeeding can initially be tougher in these instances making it harder for the infant to gain the vital nutrition, parental attention and engagement all crucial for emotional, neurological and behavioural development. Further, infants who experience stress or trauma during this period can go on to have lowered levels of educational attainment, employment security, health, capacity to engage in relationships, quality of life and life expectancy in adult life.

The above factors reveal the key importance of the emotional, psychological, social and behavioural developmental stages occurring in the first 1001 days of life. Raising public, stakeholder and service provider awareness of these essential stages may lead to the development of new approaches designed to ensure essential growth is optimised during this time and prevent future problems before they arise. Focusing resources during this period, using evidence-based multidisciplinary programmes, can have significant impact not only on the child and its family but

also on the wider community.

There is increasing awareness that too little is being done during this crucial 1001 days to promote child health and development. This has culminated in the 1001 Critical Days, the UK's first cross-party children's manifesto, founded by Andrea Leadsom, Member of Parliament for South Northamptonshire <sup>1</sup>. The Manifesto brings together politicians from across the political spectrum to acknowledge the importance of this period of child development for the first time. The manifesto sets out a vision for the provision of services in the UK for the early years period with support from Sally Davies, Chief Medical Officer, Royal Colleges and over 100 leading child and family, health, education and social care organisations from across the UK in recognition of the science behind the policy drive.

Zero2 Expo, a charitable organisation, was established to increase public awareness about the key issues and importance of the first 1001 days of life from conception to age two through the showcasing of art and science. The Zero2 Expo initiative offers an exciting, leading edge exhibition, synergising art and science that will stimulate new approaches in how we treat babies from conception onwards. We aim to engage with the community to embrace these new ideas and excite key stakeholders to become involved and take action in the 1001 Critical Days Agenda. The Expo will encourage those involved, and those who visit, to consider new ways of thinking about pregnancy, birth and the first twenty four months of life in such a way as to ensure every child has the best possible start in life. The dialogue between art, science and people with lived experience (shown through artistic imagery and pioneering information) will stimulate and inspire individuals to become aware and recognise the relevance of the 1001 critical day period in their own lives and those of their families. These new ideas may encourage individuals, families and communities to take initiative, create change in their lives and seek support that address their changing needs. The key stakeholder responses need to be harnessed to meet changing service need towards the provision of clear pathways for public access to these services in the UK for the early years period.

It is thought that by synergising art and science, we offer an effective way of engaging more couples to connect - the thinkers and the feelers. The Expo will engage with all three levels: parents, practitioners, and policy makers/budget holders with one product that will harness their collective power to make a fast and significant impact. If all three start making changes simultaneously, then all three can make their own 'demands' of the other two groups. The fact that many of the practitioners and policy makers will also be parents will connect with them at multiple levels.

This inspiring, striking and thought provoking showcase starts in the autumn of 2017 and will roll out across the UK and internationally between now and 2020. Zero2 Expo brings together innovation and initiative in the biggest Public Health message of our time.

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<sup>1</sup> <http://www.1001criticaldays.co.uk/>

## Key Policy Drivers

The following have played key roles as drivers in developing the Zero2 Expo:

1. The Public Health Outcomes Framework Healthy lives, healthy people: Improving outcomes and supporting transparency (2016);
2. UK Government's Early Years Policy Statement 'Supporting Families in the Foundation Years' (2011);
3. World Health Organisation. Investing in Children: the European Child Maltreatment Prevention Action Plan 2015-2020 (2014); and
4. The 1001 Critical Days: the importance of the conception to age two period: A Cross Party Manifesto (2015).

## About Zero2 Expo

Zero2 Expo is run as a charity and has a steering group composed of leading academics and practitioners in art and science focused on the 1001 Critical Days agenda, alongside individuals with expertise in fundraising, marketing, strategy and design (see Annex 1).

Zero2 Expo offers a powerful and engaging multimedia exhibition promoting the 1001 Critical Days Manifesto through the showcasing of artwork, science, experts, talks, films and workshops in a touring exhibition called “Birthing a Better Future” hosted by Zero2 Expo.

Zero2 Expo follows on from the private exhibition launched in the Houses of Parliament in June 2016 called Tomorrow’s Child Exhibition. This was a powerful showcase of mixed media art and science that ignited a lively and informed dialogue amongst participants and Members of Parliament, generating greater awareness of the importance of the conception to age two period.

### **Our Vision**

To help create a world where every child has the best possible start in life.

### **Our Mission**

To inspire changes in how we treat the first 1001 days of life from conception to age two period.

### **Aims of the Project**

- To engage all stakeholders from policymakers to health-care professionals, third sector organisations, parents and the general public, in understanding why new approaches to the first 1001 days of life are needed, and encouraging greater investment in early interventions, with a joined-up thinking, life cycle approach.
- To raise awareness and public understanding of the long term effects of perinatal nutritional, physical, emotional, psychological and spiritual health and wellbeing and effects of stress upon the child’s development.
- To raise awareness of the long term effects of traumatic pregnancy and birth on mother and baby.
- To raise awareness of the importance of early mothering, relationships and the role of the father.
- To raise awareness of the adverse effects of neglect, trauma and maltreatment upon the infant’s development.

- To inspire women, men and families to engage in the dialogue of how to heal and change for a better future.

The long-term project aims are to promote and implement sustainable improvements in the mental and physical health of future generations. In doing so, the hope is to indirectly contribute to a reduction in public sector spending at other stages of the life cycle, to improve mental and physical health, reducing behavioural and emotional disorders throughout the life course and ultimately reduce poverty due to better health and employment potential of future generations.

### **Objectives of the Project**

Zero2 Expo will create an exciting, educational, multimedia art and science exhibition relevant to public concern, all stakeholders and service providers that focuses on the 1001 Critical Days agenda and demonstrates why new approaches to the first 1001 days of life are needed.

### **Potential Benefits to Society**

- Better understanding and support for pregnant women of the causes and impact of stress during pregnancy, including domestic violence.
- An increase in the number of midwives and health visitors, better quality training and a new focus on physiological birth that empowers women at the crucial time for optimal bonding with their baby.
- Better understanding for pregnant women of nutrition and its importance for infant brain development.
- Conscious birthing practices, less medical interventions (if not required) and more women centred approaches.
- An increase in breastfeeding support and awareness of its importance.
- A deeper understanding of the importance of attachment between mother and infant.
- More supportive parenting programmes using tried and trusted techniques which encourage teamwork. Greater support for parental relationships: calm parents = calm baby.
- Women feeling more empowered to understand and state their needs to enable a healthy and happy baby - and society.
- Men feeling empowered, support and educated to understand their role as fathers.

## **Our Values**

We at Zero2 Expo value:

### ***Rights of the child***

The right of every child to receive the best possible start in life with a particular focus on the first 1001 days, starting with conception.

### ***Role of parents and family***

The unique role of parents / caregivers and families in the development of the child during this period of life, the need to understand and consider their values and support their needs.

### ***Role of community and culture***

The important role of community and culture, in educating, promoting understanding and meeting the needs of the child and family at the start of life whilst recognising equality and diversity.

### ***The 1001 Critical Days Manifesto***

The unique role of the 1001 Critical Days Cross Party Manifesto as our inspiration.

### ***Science***

The role of science and evidence in helping to create a healthy, balanced, robust and successful society.

### ***Psychology, midwifery, parenting and other experts***

Complementary approaches and the role of psychologists, midwives, parenting and other experts in helping to create a healthy, balanced, robust and successful society.

### ***Art and artists***

The role of art and artists in stimulating reflection, debate and greater exploration.

### ***Our stakeholders***

The role of all our stakeholders who have the capacity to create greater investment of resources in the first 1001 days.

### ***Our team***

The wellbeing and contribution of our team and associates. We seek to treat each person with gratitude, respect, honesty, open communication and compassion

## Project Scope

Zero2 Expo will recruit a group of powerful, high-impact artists, scientists, front line health professionals, psychologists, parenting experts and curators to create and share their content that focuses on the 1001 Critical Days to develop the “Zero2 Expo”. The exhibition will take place **outside** adjacent to an indoor venue for scheduled events.

It is anticipated that some of the participants will be high profile artists and scientists currently involved or interested in the agenda and others will be local artists, the community and those with lived experience (see annex 2 for list of possible contributors).

Artists will be asked to loan a piece of work to the exhibition which will then be photographed and exhibited. Using photographs rather than original images will facilitate easy movement of the exhibition, reduce security costs and possible loss by damage or theft etc. Artists will be approached on a voluntary basis (no fee). Although contributors will not be offered remuneration, it is anticipated that many will be keen to take part as doing so offers them opportunities for profile-raising via a powerful and meaningful exhibition.

Scientists, psychologists and experts with lived experience will be asked to contribute abstracts, conference papers etc. for exhibiting, including longer papers for the website if desired.

Curators will match the art and written work (if appropriate) in order to produce an exhibition that contains a strong, coherent message, keeping it consistent wherever it travels, whilst embracing core 1001 Critical Days agenda and values (see appendix 3 for detailed work plan).

Standard 8 ([www.standard8.com](http://www.standard8.com)), an international design company (see annex 3) will design the exhibition. This is conceptualised as an outdoor exhibition adjacent to an indoor facility where talks, films etc can be showcased. An outdoor expo (POP UP) is the preferred modality as it is easy to reassemble for efficient movement around exhibition sites. Using an outdoor space is also a tool to encourage community engagement.

Zero2 Expo will develop a complementary exhibition booklet for attendees with further information on the time from conception to the age two period. As part of the media campaign we plan to produce an inspiring theme tune for the exhibition which can be used for promotional activities e.g. on the radio and have created an Umbrella campaign offering the prestigious Zero2 Expo Umbrella Art Award. The umbrella has become a strong metaphor for unity and care which is why Zero2 Expo is using it as its focus for promoting the expo. We are using the hashtag #UmbrellaLove.

The project will run initially over a three year period retaining the scope to continue travelling worldwide (see annex 4 for work plan):

### ***Phase 1 (2017)***

Zero2 Expo launches an introductory exhibition in Oxford on 11th November 2017 in the John Radcliffe Hospital. A duplicate exhibition will travel to Abu Dhabi in 2018 to partner with Bright Start Foundation for the launch of the first Family Academy in the region. The exhibitions will aim to run for 4 weeks subject to the availability at each location.

### ***Phase 2 (2018-2020)***

The Expo will roll out to other UK cities (see annex 2 for work plan). Cities will be chosen on the basis of size (largest cities by population to be targeted first), interest by local authorities, key opinion leaders and key contributors to host the exhibition. We have already secured a partner bid with Warrington for Spring 2018 which aligns with their priority for Best Start in Life and supports their work on Arts and Health.

City local authorities will be invited to bid to host the expo in order to ensure adequate funding for the expo at each site.

### ***Expressions of Interest***

Zero2 Expo has already had expressions of interests from the Scottish, Welsh and Irish parliaments to host the Expo which would tie-in with three key cities in terms of population size: Edinburgh, Cardiff and Belfast. Other expressions of interest have come from London, Edinburgh, Inverness, Coventry, Cardiff and Warrington. Following on from the launch in Abu Dhabi, Zero2 Expo will then be introduced to the rest of the GCC and Middle East countries. Expressions of interest have also come from India, Indonesia, South Africa and the United Nations. Funding to be agreed on a project to project basis with the interested party.

## Project Themes

Zero2 Expo will focus around the following 9 themes through art, science and multimedia.

Experts and Artists are invited to respond to one of the following themes:

### **ZERO2 EXPO**

**Expo Introduction**

**Overview**

### **Mothers Wellbeing**

**Emotional, psychological, spiritual and physical health and wellbeing and Women's Empowerment**

**Promotion of creativity, art and connection to the natural world**

### **Conception**

**Conscious conception**

**Education, understanding choices and responsibilities**

**Fertility/ infertility/IVF**

## **Pregnancy / Unborn Child**

### **Pregnancy**

**The crucial role of midwives, health visitors and other health care professionals**

**Women centred birth preparation** (balanced information to empower the mother for birth alongside useful risk assessment)

**Building a relationship to your growing baby**

**Changing identity in becoming a mother**

**Fathers**

**Pregnancy Loss - Miscarriage, Ectopic pregnancy, Stillbirth, Termination,...**

**Nutrition**

**Domestic violence**

**Maternal stress**

**Maternal Mental Health**

**Intergenerational transmission of psychopathology**

**Trauma, neglect and abuse**

**Impact of world events such as war, famine, epidemics**

**Neuroscience, Epigenetics, & other experts**

## **Birth**

**Birth - Conscious birthing practices**

**Emphasis on better quality and holistic training for midwives, health visitors and other health care professionals**

**Role of the partner**

**The role of spiritual beliefs, meditation, breathwork, bodywork and family traditions in supporting birth**

**Traumatic Birth**

## **Post Natal**

**The importance of the first few hours after birth between mother and infant**

## **Post Natal**

**Bonding / attachment between mother and infant**

**Breastfeeding**

**Sleeping, co-sleeping, baby-wearing, (and dangers of 'cry it out' parenting)**

**Emotional adjustment of the mother, father and family**

## **Early years development**

**Understanding attachment**

**Growing infant, sensory and physical development**

**Life stages, education about child development**

**Child Health (and infant and child mental health)**

## **Parenting / Family**

**Holistic child centred/family centred approaches to parenting**

**Quality of relationships (partner, family and community)**

**Importance of good communication between parents (and baby)**

**Families matter whatever their constellation**

**Cultural beliefs and practices**

**Birth parents and families**

**Adoption, looked after children, adopted children, orphans, refugees**

**Conscious Sex**

**Alternative schooling**

## **The Impact of Poverty**

**Poverty, disadvantage, Inequality**

**Female & male identity & role**  
in being a parent, gender issues, role models, sexuality

**Understand identity issues for women**

**Understand identity issues men**

**Importance of good role models**

<b>Documentary Films</b>	<b>Directed / Produced</b>
<b>In Utero - It's where we all begin</b>	Kathleen Man Gyllenhaal
<b>Orgasmic Birth – the best kept secret (2008)</b>	Debra Pascali-Bonaro
<b>The Psychology of Birth: Invitation to Intimacy</b>	Elmer Postle
<b>The Business of Being Born (2008)</b>	Produced by Ricki Lake

<b>Live Events</b>	
<b>Live Interactive section</b>	Video booth
<b>Live art workshop</b>	Live art workshops in response to the expo themes
<b>Live Art Event</b>	Colette Grenville

## Project Outcomes

### Primary Outcome

- Increasing general public awareness of the key issues and importance of the 1001 days of life.

It is envisaged that this will lead to:

- healthier, better adjusted and happier children, mothers and families;
- better decision-making and budget allocations in early years;
- more integrated and informed service provision;
- greater understanding between general public, service providers and stakeholders; and
- less long-term strain on welfare services.

### Evaluation

A mixed method approach will be utilised targeted at process indicators.

#### *Quantitative - to all attendees*

- A two-question survey to all attendees on entry by Expo staff/volunteers to track numbers.

#### *Qualitative - to a self selected sample of attendees*

- Video booth: interactive survey of 10 questions at the point of exit, particularly asking the number one question: “what does this Expo make you want to change?” Encourages honest, ‘in-the-moment’ feedback of their experience plus acts as a virtual ‘guest book’. Data will be collated, analysed and disseminated accordingly.
- +/-

#### *At Expo launch*

- Live video interviews and reactions of people at Expo launches. Collate and create short promotional film to spread the word.

#### *Follow-up email at six and twelve months*

- Send out a follow-up email survey at six and twelve months asking what they remember and if they did anything different as a result of visiting the Expo. Emails will be gleaned from the live surveys and the video booth.

## Target Audience

The target audience will include:

- General public, parents-to-be, families
- Public Health professionals and other front line professionals including Mental Health workers
- Clinical Commissioning Group members
- Local Authority Health and Well-Being Boards
- Local Authority Child Welfare, and Early Years education teams
- Academics focusing on maternal, perinatal and early childhood development
- Early years practitioners
- Child and Adolescent Mental Health Trusts
- Local politicians
- Art galleries, curators and art buyers
- Key opinion and community leaders

## Stakeholders

Below is a list of key stakeholders who may be impacted by the outcomes of the project.

Stakeholder Group	Impact

## Operational Needs

### **Budget**

Please see Annex 5 including start-up costs, salaries, and costs per exhibition over a 3-year period.

- Exhibitions design, print and manufacture, including exhibition system installation costs
- Any other material costs for the exhibition
- Insurance
- Administration and organisation costs
- Exhibition branding, including website, brochure and stationary
- Marketing and Publicity
- Travel, accommodation and set up / dismantle costs
- Supporting artists or scientists
- Material costs for artwork (i.e. grants for producing specific work, rental fees)
- Material costs for exhibition
- Catalogue and cartoon booklet production costs
- Supporting conversation pieces, talks, film screenings, networking events and workshops
- Salaries and expert advisor fees

### **Funding**

Funding in the first year will be obtained through grants, public and private donations after which the funding will be agreed on a project to project basis with the interested party. Possible sponsors identified at this stage are outlined below. Please find attached a detailed funding strategy.

- Engage Children Centres
- Esme Fairbairn Foundation
- The Wellcome Trust
- The Big Lottery Fund
- Comic Relief

- NHS through Hospital Midwifery Units
- UK Department of Health
- European Union Parliament
- European Union Commission
- UN bodies such as WHO
- Multi-national Corporations e.g. Google, UBS, Deutschebank, HSBC
- The British Council
- Public Health England
- Philanthropists / Major Donors
- Corporate Sponsors

### **Human Resources**

Name	Role	Key Responsibilities

## Risks and challenges

The key risks to the project are outlined below and elaborated in annex 6

1. Team
  - Inability to recruit sufficient contributors to provide content for the exhibition
  - Inability to recruit sufficient curation for the exhibition
2. Cost Management
  - Cost forecasts are inaccurate
  - Inability to attract sufficient funding for exhibition
3. Stakeholders
  - Inability to attract key stakeholders to engage in the agenda leading to lack of interest in the exhibition
4. Communication
  - Failure to attract sufficient media attention to publicise the exhibition
5. Scope
  - Scope of project ill defined
  - Scope change inflates scope of exhibition
6. Executive Support
  - Executives fail to support project.

## Steering Committee

- Executive Director: Alex Florschutz, MA
- Personal Assistant:
- Child Health Expert: Professor Monica Lakhanpaul
- Perinatal Science Expert: Professor Vivette Glover
- Strategic Public Health Lead: Andy Beckingham
- Strategic Development and communication: Barry Durdant-Hollamby
- Financial Planning / Accountant: Kevin Alderton
- Fundraising Consultant: Victoria Ireland
- Research Scientist and Evaluation Group: Andy Beckingham, Dr Logan Manikam
- Exhibition Designer: Tom & Joe Snell of Standard8
- Marketing/PR:
- Creative Director: Helen Edwards, BSc, MA
- Exhibition Curator: Alex Florschutz & Helen Edwards
- Consultant: Breon Finch
- Midwife: Becky Reed
- Child Development Expert: Dr Jacqueline Harding

In addition we are seeking to develop an advisory group for each city by bringing in local experts in relevant partner professions. This would be mutually exclusive to the steering committee. Their roles would be to provide technical guidance to the exhibition e.g. an expert midwife, health visitor, education, director or assistant director of Children's Services, a voluntary organisations leader and a parent.

## Charity Trustees

Our charity trustees are:

- Andy Beckingham
- Isabella Florschutz
- Jude Anak Agung-Florschutz

## Annex 1

### List of Potential Contributors

Annex 2  
**Standard 8 Design Information**

Annex 3  
**Workplan (attached)**

Annex 4  
**Budget**

## Annex 5

**Risk matrix (attached)**

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