



These very special Awards have been created to recognize the team work of maternity health care professionals and their exceptional and dedicated work. They will be launched to the public nationwide through the media, to ask for the submission of stories of miracle babies who have survived difficult pregnancies and births, thanks to the professional care given. It will reach thousands of health professionals, and families throughout the UK.

Background to Baby Lifeline:

Baby Lifeline is the UK's Mother and Baby Charity. Founded in 1981, and has raised over £8m for an abundance of technology across the U K, and also provided very 'cutting edge' training to health professionals working in the Maternity Sector.

Baby Lifeline is a highly respected organisation amongst maternity health professionals, and is presently working with leading professionals from all over the UK on specialist training in the sector, to support the care given to Mothers and their babies.

Baby Lifeline has registered National Mother and Baby Week since its creation 12 years ago. Within that week (which mostly takes place around Mothering Sunday). It has have staged many campaigns including the **Little Peoples Great Big Party** and the inaugural **UK MUM Awards** in 2005.

Schedule for the UK MUM Awards

Planned time scale for the UK MUM Awards 2009

Media launch – October 2008- with the Mirror newspaper with a celebrity article and then through other media in the UK regions.

Nominations received and sorted through in by January 2009.

Judging – January 2009

Awards event – March 2009 (National Mother and Baby Week ®)

In short this project is a fantastic public and health professionals' campaign, which endorses and recognises the work of the maternity sector and dedicated health professionals in teams. In today's difficult NHS environment, these awards are a boost for the highly professional carers and their outstanding work in caring for our future generations.

A national media launch with the Mirror newspaper will invite readers/public to tell theirs or their friends/relatives stories of miracle babies who have survived difficult pregnancies and births despite the odds – and that they recognise the health professionals' care given.

The media campaign will then be followed with concentrated regional coverage. The UK will be divided into 9 regions. Information is to be also sent out through children's groups such as nurseries and crèches, where young families can access this information. The stories should demonstrate the care and dedication given by the maternity health professionals. For the inaugural awards the 9 regions secured television coverage on prime time news broadcasts for each of the winners/children.

A panel of judges will include the Awards sponsor/s, media partners, and Presidents of the relevant Royal Colleges, and two launch celebrities. It will select the winning healthcare teams from each region, and also an overall health professionals' team which will be announced on the night of the Awards.

The Summarised Criteria for judging the nominations received

Stories received from the public should outline the care of babies who have survived difficult births and pregnancies. The judging panel look for a variety of situations as depicts the care in the Maternity Sector.

The story should demonstrate team care on the part of the health professionals.

The 'miracle' child should be over two years of age, and under 6 years of age.

The maternity unit should still be in existence!

The stories that go forward to final judging will all be checked for determining the facts both in clinical terms and those involved.