

3 Ways to Advocate in May: Maternal Mental Health Awareness Month

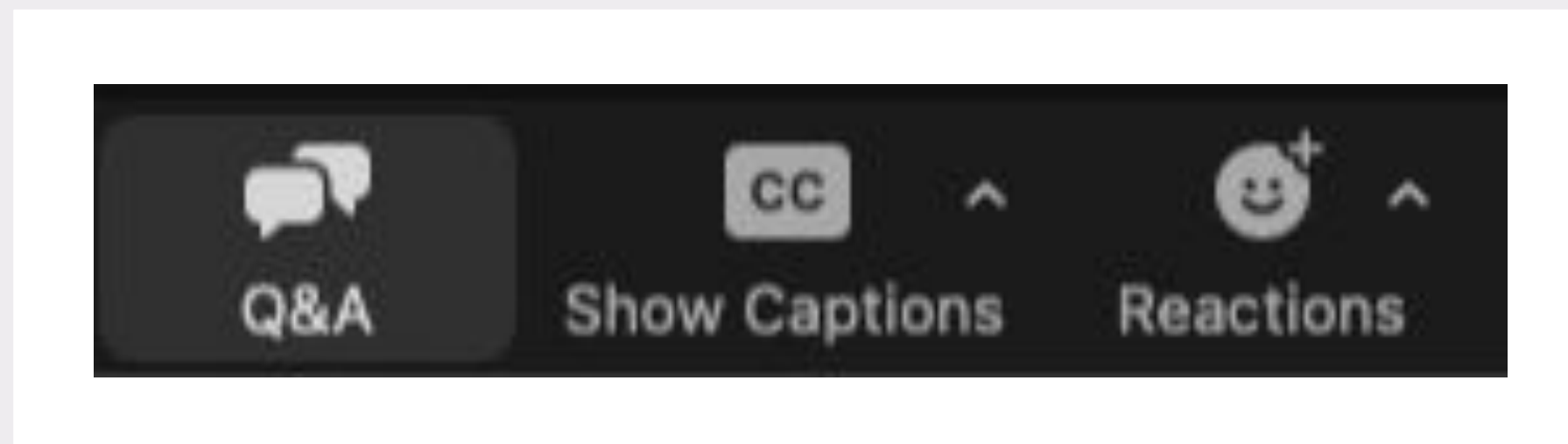
April 16, 2024



Questions, Captions, & Reactions

At the bottom of your screen use the:

- [Q&A button](#) - ask a question.
- [Show Captions button](#) - see live captions.
- [Reactions button](#) - share an emoji.





After this webinar, we will email you:

- Brief survey
- Powerpoint presentation
- Webinar recording
- [LINK](#) - provides all resources mentioned to advocate and raise awareness about maternal mental health

What We'll Cover...

3 Ways You Can Advocate with us this May!

1

Raise awareness with social media campaigns and Hotline materials.

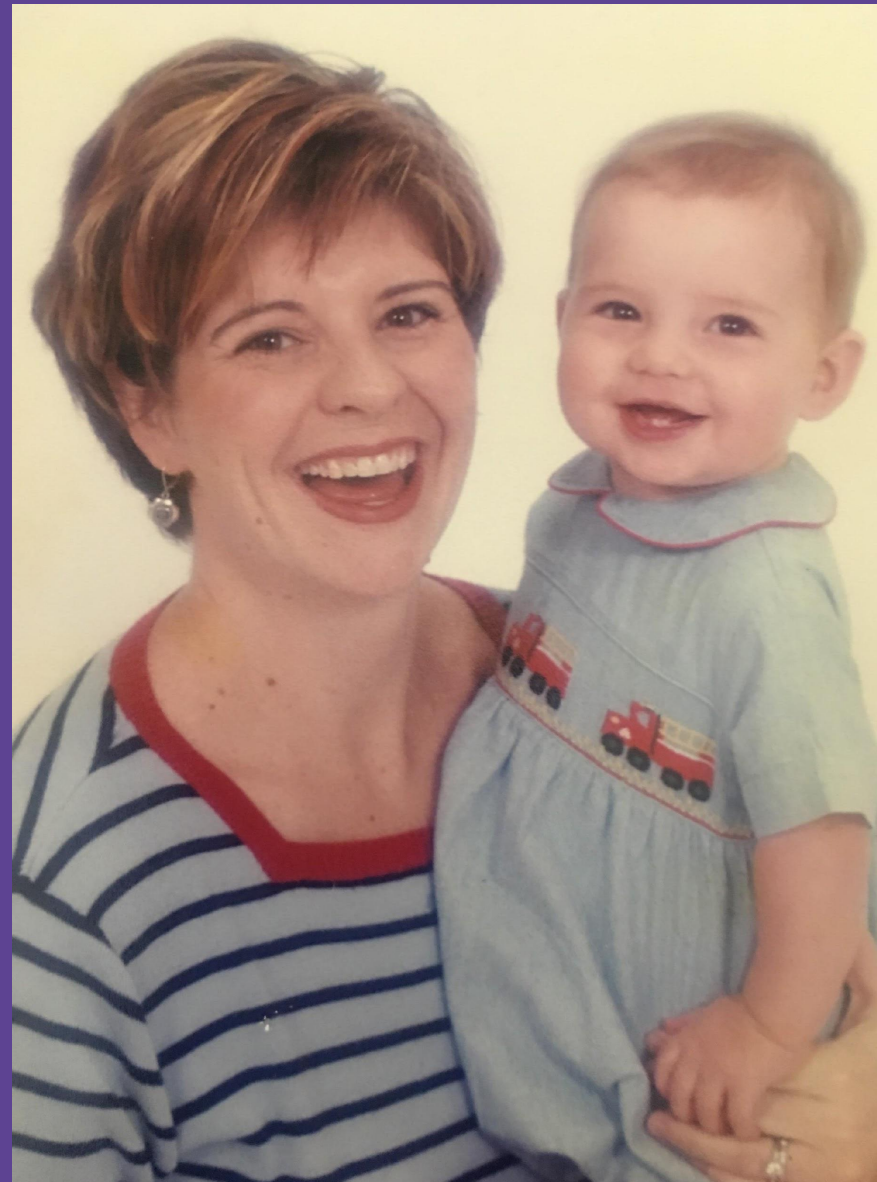
2

Write an op-ed / letter to an editor of a media outlet.

3

Email your elected officials.

Accidental Advocate



Maternal Mental Health Leadership Alliance (MMHLA)

MMHLA is a nonpartisan 501(c)3 nonprofit organization dedicated to improving the mental health of mothers and childbearing people in the United States with a focus on national policy and health equity.

Learn more at mmhla.org.



Meet Our Presenters



Laura Killgore

TheBlueDotProject and
World Maternal Mental
Health Day



Kristina Dulaney

Pregnancy and Postpartum
Psychosis Awareness Day

Understanding the Crisis

Maternal Mental Health in the United States



It's Not Just Postpartum Depression: There are a Range of MMH Conditions

MMH conditions can occur during pregnancy and up to one year following pregnancy and include:¹

- depression
- anxiety disorders
- obsessive-compulsive disorder
- post-traumatic stress disorder
- bipolar illness
- psychosis
- substance use disorders



1 in 5 Mothers Are Impacted by Mental Health Conditions

Maternal mental health (MMH) conditions are the

MOST COMMON

complication of pregnancy and birth, affecting 800,000 families each year in the United States.^{1,2}



Mental Health Conditions Are the Leading Cause of Maternal Deaths

Suicide and overdose are the

LEADING CAUSE

of death for women in the first year following pregnancy.³

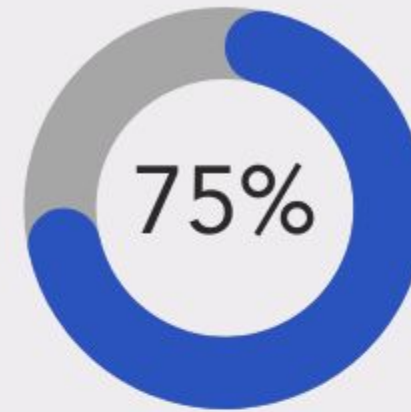


\$14 Billion: The Cost of Untreated MMH Conditions

The cost of not treating MMH conditions is \$32,000 per mother-infant pair, or

\$14 BILLION

each year in the United States.⁵

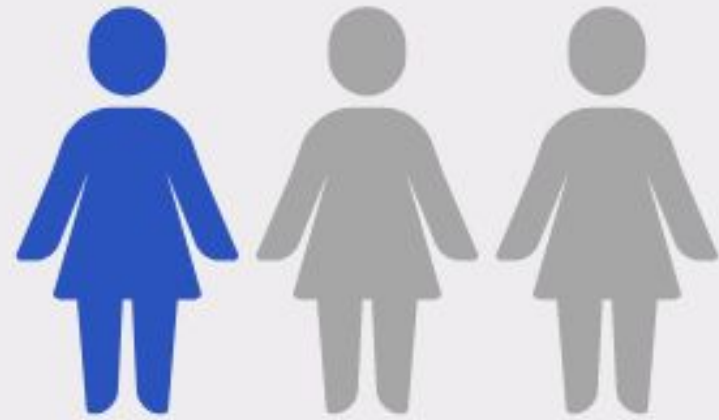


Most Individuals Are Untreated, Increasing Risk of Negative Impacts

75% of individuals impacted by MMH conditions

REMAIN UNTREATED,

increasing the risk of long-term negative impacts on mothers, babies, and families.⁴



Certain Individuals are at Increased Risk for Experiencing MMH Conditions

Some high-risk groups include:⁷⁻⁹

- people of color
- those impacted by poverty
- women with disabilities
- military service members and military spouses

Understanding the Basics

Advocacy Overview



Advocacy Overview

- What is advocacy?
- What are the goals of advocacy?
- Who can be an advocate?

What is advocacy?

Advocacy is Education

- The act or process of supporting a cause or proposal.
- Publicly recommending an action or plan.
- Raising awareness and providing information about an issue.

Why is
advocacy
important?

Effective advocacy
raises awareness
about an issue
AND
offers a solution
to the problem.

Who is an advocate?

Advocates provide

information

knowledge

experience

Advocates are *necessary*
to address a particular problem

Who
can be an
advocate?

ANYONE!

- Individuals with lived experience
- Family and friends
- Providers who interact with pregnant and postpartum people

What are we advocating for?

- 1 Funding for the ***National Maternal Mental Health Hotline*** at \$10 million for fiscal year 2025.
- 2 Funding for the ***MMH & Substance Use Disorder Program*** at \$24 million for fiscal year 2025.
- 3 Co-sponsoring the ***Maintaining Our Obligation to Moms who Serve Act*** (The MOMS Act) to support military mothers.

What are the goals of advocacy?

1

Provide information to policymakers so they can create and implement effective legislation and policies.

→ ***Advocacy Day***

2

Raise public awareness about an issue, which in turn provides pressure to address the issue.

→ ***May Awareness Activities***



Why now?

**May is Maternal Mental Health
Awareness Month!**

Raising Awareness

Maternal Mental Health Social Media Campaigns

Social Media Awareness Campaigns in May

May 1, 2024

#MaternalMHMatters



WORLD MMH Day

May 3, 2024



PPP
AWARENESS DAY

May 5-11, 2024

TheBlueDot
p•r•o•j•e•c•t



Laura Killgore

World Maternal
Mental Health Day

laurak@postpartum.net

Perinatal Mental Health Alliance
for POC



World Maternal Mental Health Day

“Stronger Together”

May 1, 2024

World Maternal Mental Health Day
#maternalMHmatters #worldMMHday

Raising awareness of maternal mental health issues so that more women will get treatment and fewer will suffer.



World Maternal Mental Health Day

“Stronger Together”

wmmhday.postpartum.net/get-involved

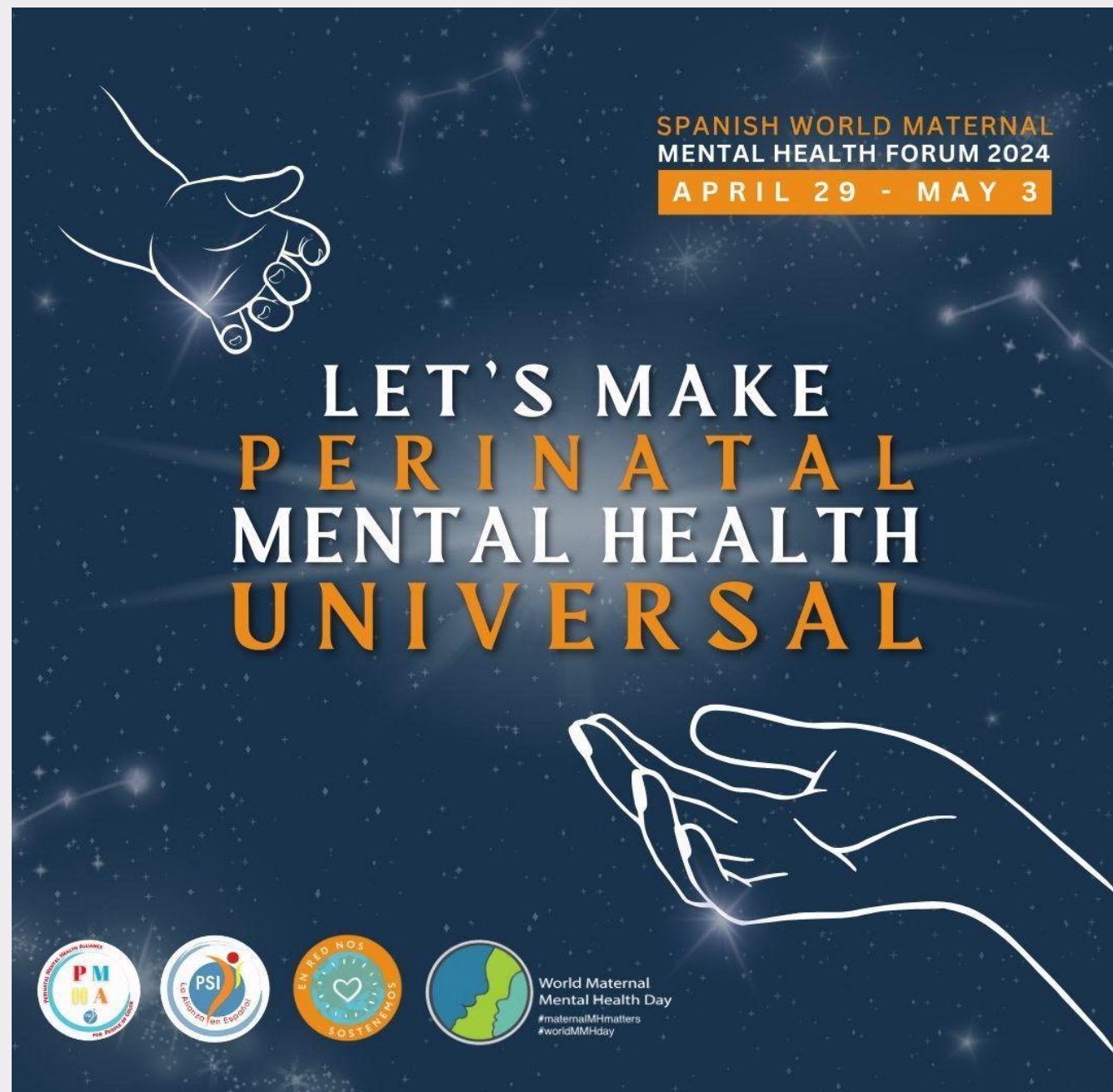
Get involved!

- ✓ Social Media
- ✓ Blog posts
- ✓ Events
- ✓ Petition

Toolkits with...

- ✓ Social media posts
- ✓ Press releases
- ✓ Templates
- ✓ And more!

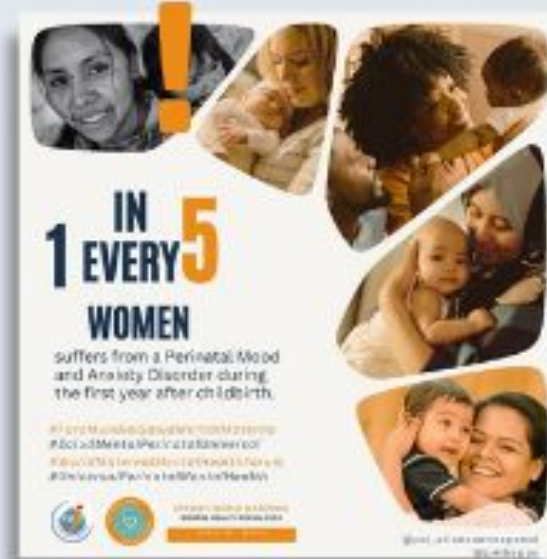
Perinatal Mental Health Alliance for People of Color



April 29th - May 3rd

- ✓ Free MMH forum in Spanish
- ✓ Bilingual documentary screening & discussion
- ✓ Spanish networking event

JOIN THE CAMPAIGN



FORUM REGISTRATION



- Downloadable graphics to share on social media.
- Content guide to create your own material.



DOWNLOAD THE TOOLKIT

Perinatal Mental Health Alliance for People of Color



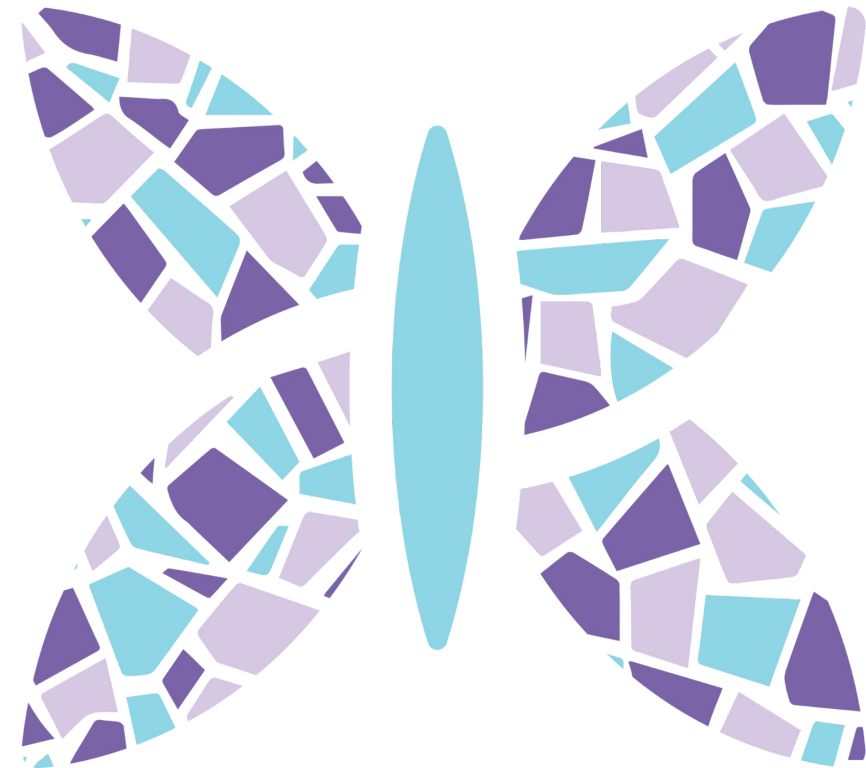


Kristina Dulaney

Pregnancy & Postpartum
Psychosis Awareness Day

info@ppppawarenessday.org

Pregnancy & Postpartum Psychosis (PPP) Awareness Day

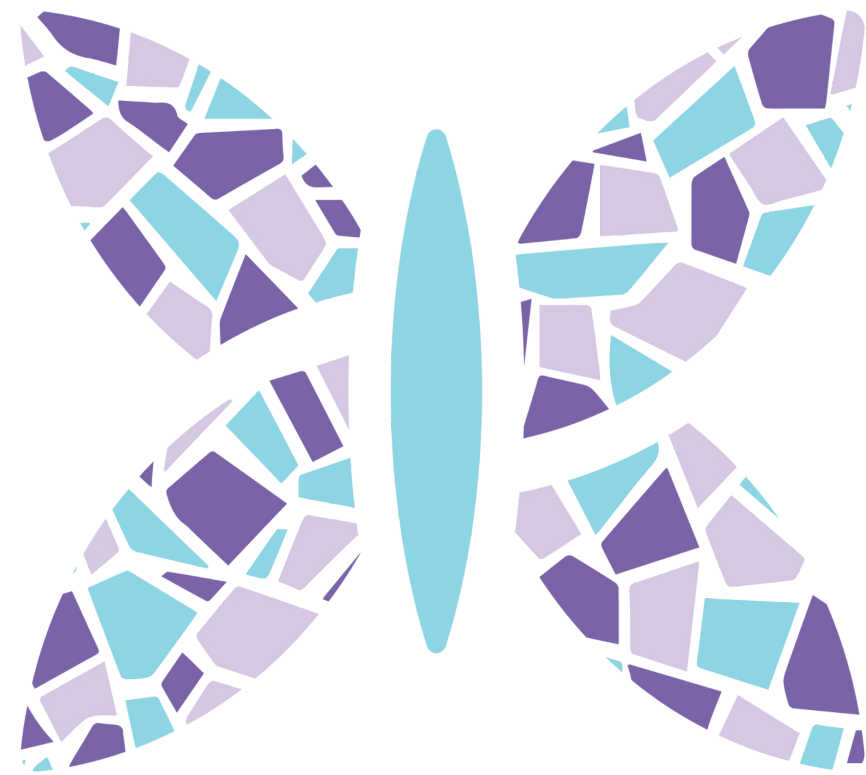


- 4th annual PPP Awareness Day
- FIRST ever US-based international fundraising effort for PPP awareness
- Awareness is crucial for saving lives, preventing trauma, aiding recovery

May 3rd, 2024



CHERISHED Mom[®]

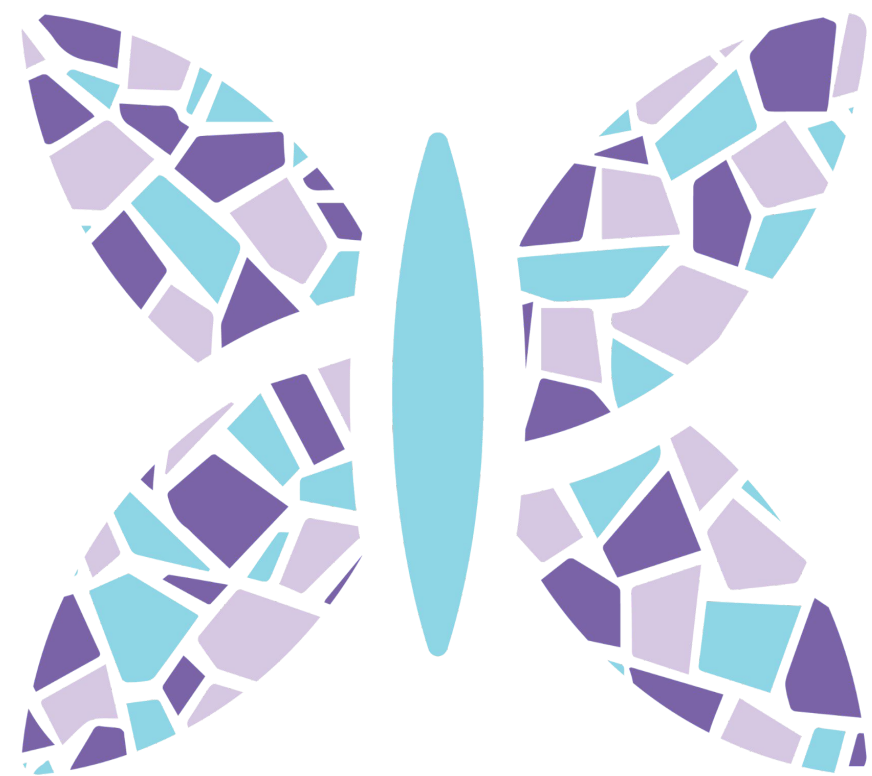


May 3rd, 2024

- April 2021, Kristina Dulaney said to Teresa Twomey: "I think we should have a PPP Awareness Day."
- A month later PPPAD was born
- Enrolled allies
- Led small social media campaign



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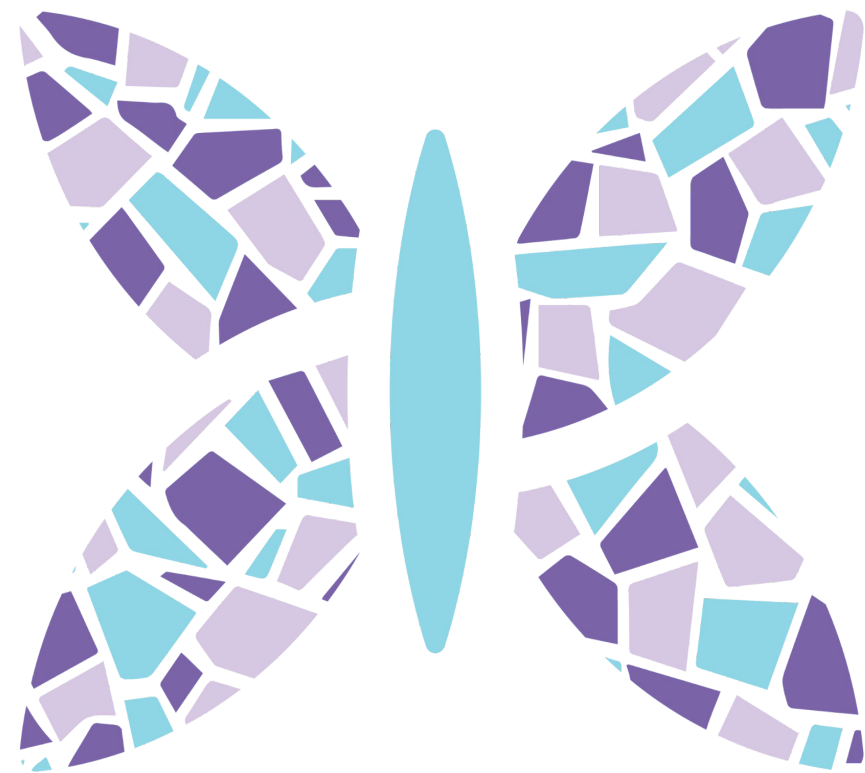
May 3rd, 2024

PPPAD 2022

- Created logo
- New website with survivor stories
- Virtual interest group panels
- MOTH story slam
- Social media campaign



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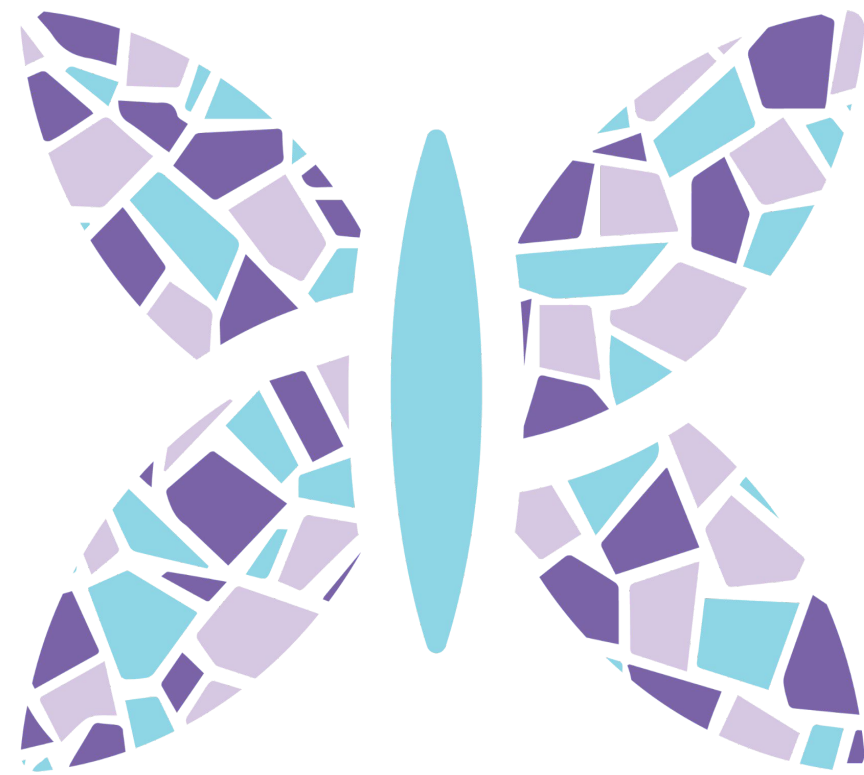
May 3rd, 2024

PPPAD 2023

- Virtual Global Survivor Meet-ups
- MOTH Story Slam
- Social Media Campaign
- Blog
- Storytelling Tips Sheet



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May 3rd, 2024

PPPAD 2024

- Fundraising Campaign to send 8 survivors to PSI conference to present on a panel
- MOTH Story Slam
- Social Media Campaign



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Ways to Get Involved or Support Us



- ★ Repost our Social Media
- ★ Announce PPPAD and share our website in your own circles (pppawarenessday.org)
- ★ Contact us for more possibilities, partnering, etc.
- ★ Donate





Laura Killgore

TheBlueDotProject
Postpartum Support
International

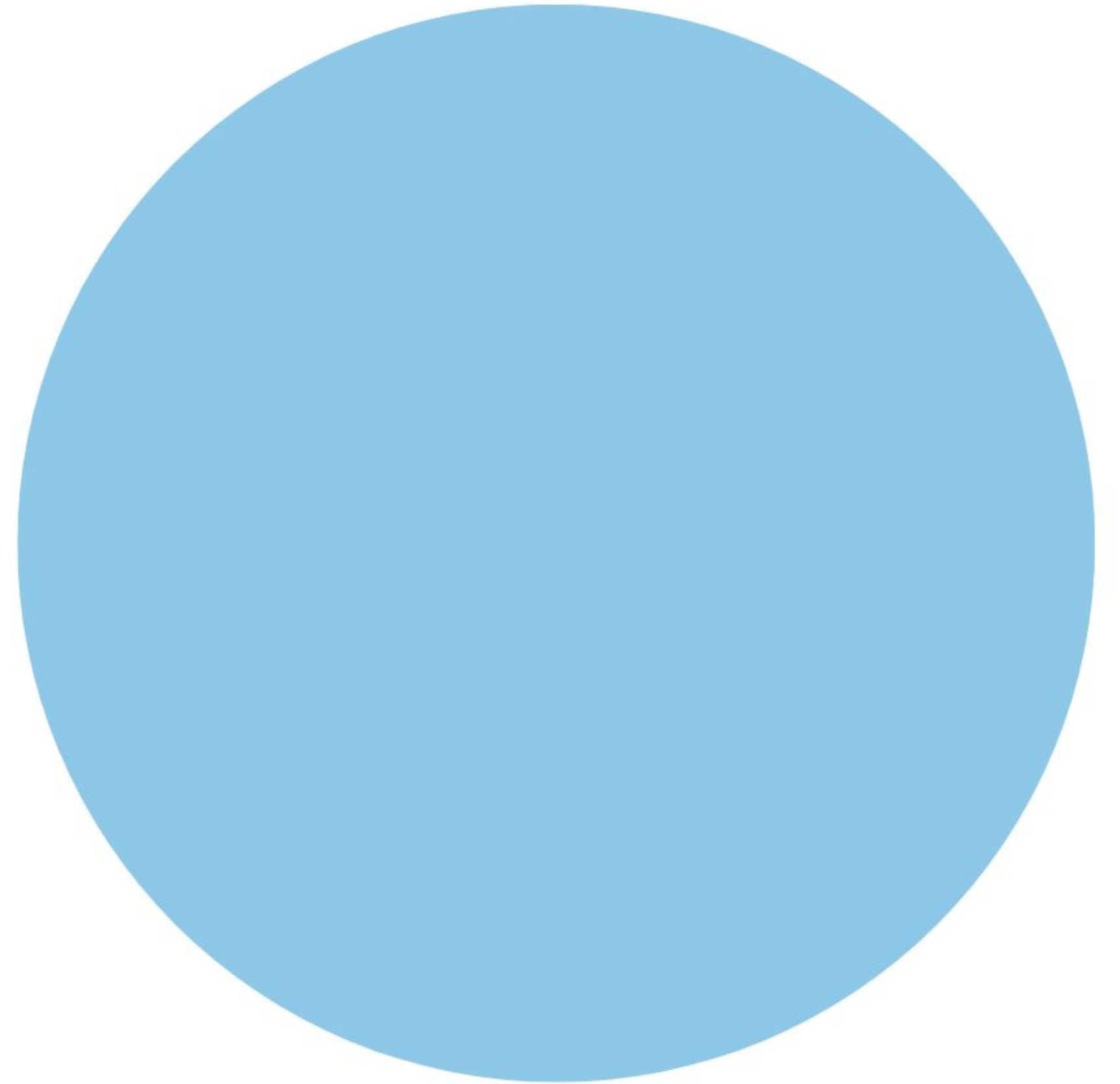
laurak@postpartum.net



TheBlueDot

p • r • o • j • e • c • t

The blue dot is the national symbol for maternal mental health survivorship, support, and solidarity.





SAVE THE DATE

TheBlueDot
p.r.o.j.e.c.t

**Maternal
Mental Health**
AWARENESS WEEK
STORYTELLING SAVES LIVES

MAY 5TH - 11TH

The Purpose of #MMHWeek2024 is to:

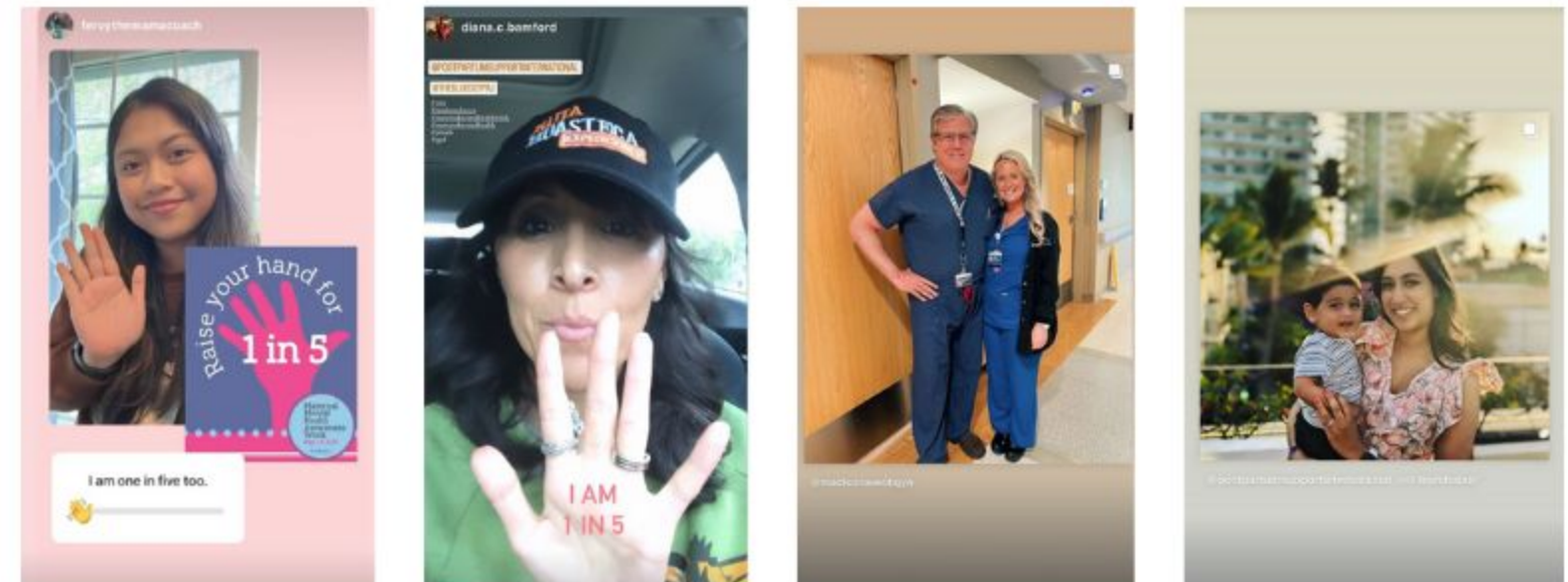
- Raise awareness of maternal mental health disorders
- Proliferate the blue dot as the symbol of solidarity and support
- Combat stigma and shame

Help Us Expand our Reach

Moms, Organizations, and Brands are invited to share daily posts from TheBlueDotProject's social media sites or post their own favorite messages and memes from our toolkit during the week of May 5-11.

#MMHWeek2024
#StorytellingSavesLives

A social media toolkit will be available before May. Subscribe to our BlueDot Bulletin and follow us on social media to stay current.



Raising Awareness

The National Maternal Mental Health Hotline

Share Information About the National Maternal Mental Health Hotline

- 24/7
- Voice and Text
- English and Spanish
- Translation for 60 languages
- Highly-trained counselors

1-833-TLC-MAMA (1-833-852-6262)



You're not alone.

National Maternal Mental Health Hotline

HRSA
Health Resources & Services Administration

**For Support, Understanding, and Resources,
CALL OR TEXT 1-833-9-HELP4MOMS
1-833-943-5746**

Free - Confidential - Available 24/7





Materials to Help Promote the Hotline

- Promotional materials
- Social media posts
- Resources

[LINK](#) to the partner toolkit with shareable materials in digital and print formats.

Raising Awareness

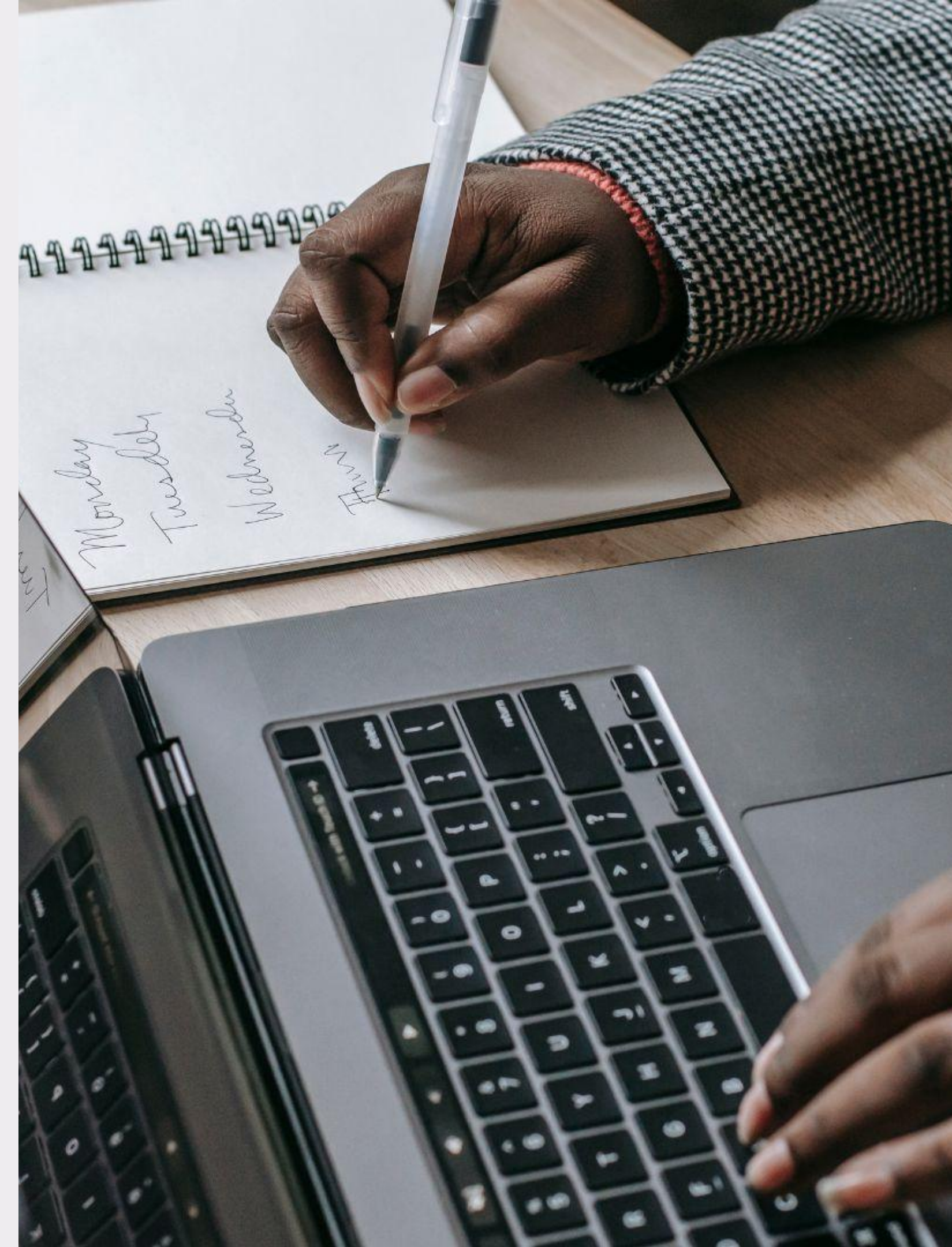
Write an Op-Ed or
Letter to a Media Outlet

Why write an op-ed / letter?

Storytelling + facts and figures make
advocacy more *compelling*.

Who Can Write an Op-Ed / Letter About Maternal Mental Health?

- Individuals with lived experience
- Family and friends of someone who experienced MMH conditions
- Providers who interact with pregnant and postpartum people



You can write an op-ed / letter for...

- Blog
- Article for a publication
- Local newspaper
- Template op-ed / letter on our website: mmhla.org/advocate.



Suggested Touchpoints to Cover in Your Op-Ed / Letter

Your Personal Experience

- My story / experience
- How I felt; how I recovered..
- Challenges I faced; how I overcame them.
- What I wish had been different.
- The worst and best part of this experience.

Someone Else's Experience

- Did someone you know / love experience a maternal mental health condition(s)?
- What was the impact?
- In your work, what stories have you heard? What impacts you the most?

An Effective Op-Ed / Letter...

1 Identifies the issue

2 Makes it personal

3 Offers a solution

4 Makes the "ask"

Example Outline for an Op-Ed / Letter

- I experienced postpartum depression 20 years ago.
- It took me 6 months to get the help I needed.
- I could have benefited from the National Maternal Mental Health Hotline.
- I started volunteering.
- 20 years later I lead national advocacy efforts.
- Please fund the National Maternal Mental Health Hotline.



How to Send a Letter to a Newspaper Editor

- Find your local newspaper's website
- Search "How do I submit a letter to the editor?"
- Search the CONTACT information
- Some newspapers ask that you send an email
- Some newspapers have an online form

Advocating for Resources and Policy

Email Your Elected Officials in Congress

Email your elected officials in Congress

MMHLA's website has all you need!

- Email template
- Links to find your elected officials
- Go to: mmhla.org/advocate



3 Advocacy Requests

- 1 Funding for the ***National Maternal Mental Health Hotline*** at \$10 million for fiscal year 2025.
- 2 Funding for the ***MMH & Substance Use Disorder Program*** at \$24 million for fiscal year 2025.
- 3 Co-sponsoring the ***Maintaining Our Obligation to Moms who Serve Act*** (The MOMS Act) to support military mothers.

In Summary...

3 Ways You Can Advocate with us this May!

Go to mmhla.org/advocate for all links, templates, and materials.

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Raise awareness with social media campaigns and Hotline materials.

2

Write an op-ed / letter to an editor of a media outlet.

3

Email your elected officials.

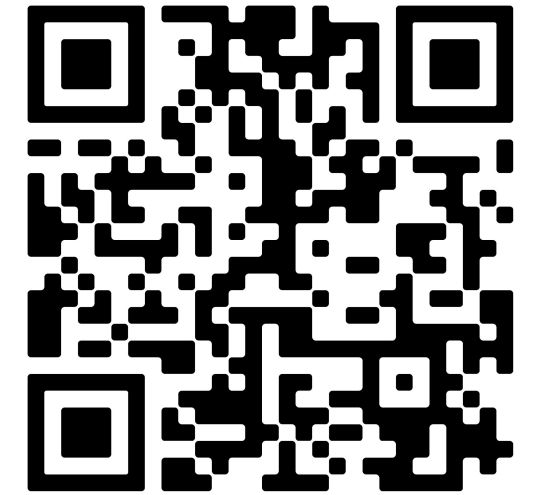
Q & A

Thank you!



1

Get our newsletter



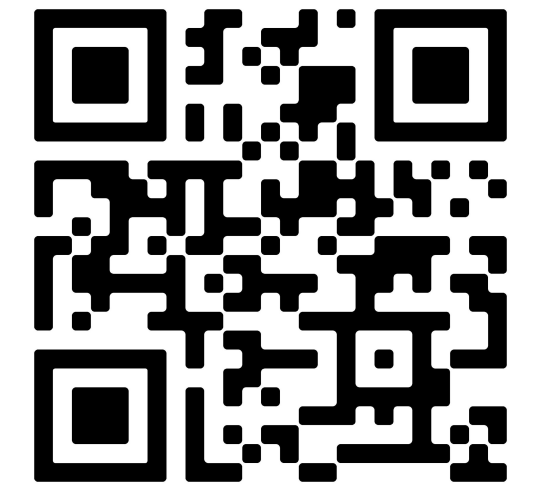
2

Follow us! @mmhla2



3

Make a donation



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