



2021 Maternal Mental Health Advocacy Day Social Media Toolkit

On **Thursday, March 4, 2021** maternal mental health (MMH) advocates will meet with Members of Congress to request funding for established programs to address MMH:

- \$5 million for grants to states to create programs to address MMH conditions
- \$2 million for a dedicated MMH hotline

On **Friday, March 5, 2021** additional MMH advocates will engage in additional advocacy through posting to social media and sending follow-up emails to Members of Congress to amplify and augment the in-person requests.

This social media toolkit includes everything you need to message your network. We encourage you to post on social media using these graphics, hashtags, captions, and handles, and tagging specific elected officials. Feel free to augment the images, facts, and figures by adding your voice and sharing your story. ***Facts and figures plus personal stories make the most compelling case to support additional funding for MMH initiatives.***

FUNDING REQUESTS:

The March 4 Advocacy Day is focused specifically on ***requesting additional FY22 funding*** for two established programs to address MMH:

- \$5 million for grants to states to create programs to address MMH conditions
- \$2 million for a dedicated MMH hotline

GRAPHICS:

Access the graphics folder [HERE](#)

HANDLES:

@MMHLA2

@MarchofDimes

Access social media handles for key Members of Congress [HERE](#)

HASHTAGS:

#MMHAdvocacy (primary hashtag)

#MaternalMentalHealth

#MaternalMHMatters

#MaternalMentalHealthMatters

SOCIAL MEDIA CAPTIONS:

TWITTER

- Maternal mental health conditions – primarily anxiety and depression – are the MOST COMMON complication of pregnancy and childbirth, impacting 1 in 5 women.
- 800,000 new mothers will experience MMH conditions each year in the United States.
- 75% of women experiencing MMH conditions go untreated.
- The cost of untreated MMH conditions is \$32,000 per mother-infant pair, or \$14.2 billion nationally.
- Untreated MMH conditions can have long-term negative impacts on mother, baby, family, and society.
- Women of color and women living in poverty experience MMH conditions at 2-3 times the rate as White women.
- The COVID-19 pandemic has TRIPLED the incidence of MMH conditions.
- MMH needs additional funding: \$5 million for grants to states and \$2 million for a dedicated hotline.

INSTAGRAM / FACEBOOK / LINKEDIN

- Maternal mental health conditions – primarily anxiety and depression – are the MOST COMMON complication of pregnancy and childbirth impacting 1 in 5 women. Sadly, 75% of women experiencing MMH conditions go untreated.
- Each year, 800,000 women in the United States will experience MMH conditions -- primarily anxiety and depression -- during pregnancy or the first year of baby's life. A new study shows symptoms of anxiety and depression can last up to 3 years following pregnancy.
- The cost of untreated MMH conditions is \$32,000 per mother-infant pair, or \$14.2 billion nationally, in addressing poor health outcomes of mother and baby and accounting for lost wages and productivity of the mother.
- Untreated MMH conditions can have long-term negative impacts on mother, baby, family, and society.
- Women of color and women who live in poverty experience MMH conditions at 2-3 times the rate as White women. Lack of access to healthcare, logistical barriers to obtaining help, and cultural and racial biases in the healthcare system all contribute to these disparities.
- The COVID-19 pandemic has exacerbated MMH conditions with women experiencing anxiety and depression during pregnancy at 3-4 times the rate prior to the pandemic.
- MMH needs additional funding for established programs: \$5 million for grants to states to create programs to address MMH, and \$2 million for a dedicated MMH hotline to provide 24/7 specialized voice and text support.

**Don't forget to follow @MMHLA2 and @MarchofDimes
on Twitter, Instagram, Facebook & LinkedIn!**

For additional information, contact [Suzanne Elliot](#), MMHLA Social Media Manager