



Maternal Mental Health Month - Social Media Toolkit

#MaternalMHmatters #iClimbfor #iClimb #Climbout #COTD2019 #PSI2019

Events taking place during the month of May:

May 1st - World Maternal Mental Health Day

May 12th - Mother's Day

Entire month of May - PSI Awareness Month

May-August - Climb out of the Darkness

June 26th - 30th - PSI Annual Conference in Portland, Oregon

Raising awareness for perinatal mental health so women and families can openly share their experiences and stories; ultimately empowering people to seek the help they need to heal.

Here are some tools you can use to start promoting:

Facebook

1. Like the [Postpartum Support International Facebook](#) page and share your events, stories, facts or initiatives
 - a. You can tag PSI's fb page in posts so I can like or reshare it to increase visibility
2. Use the hashtag #maternalMHmatters when posting or the climb hashtags if talking about the climb
3. Add the World Maternal Mental Health Day [Twibbon](#) to your facebook profile

Twitter

1. Follow [Postpartum Support International's Twitter](#) page and share you events and news
 - a. You can tag PSI's twitter page in posts so I can like or reshare it to increase visibility
2. Use the hashtag #maternalMHmatters when posting or the climb hashtags if talking about the climb
3. Use any of our sample tweets to start a conversation with your social media network

Instagram

1. Follow [Postpartum Support International's Instagram](#) page and share your events and news
 - a. You can tag PSI's instagram page in posts so I can like it/reshare it to increase visibility
2. Post pictures from your events on your instagram profile or insta story and make sure you tag PSI
3. See if you can cross-promote climbs with other groups climbing in your state

Enlist a mommy blogger

1. Mommy bloggers have massive followings that we can tap into. Find a mommy blogger in your community to see if you can ask them to post about Maternal Mental Health Month and tag PSI.
 - a. See if they are willing to post about the climb or join a climb!
 - b. Make sure they are tagging PSI and your chapter social media channels as well if you have them

Mom's/Partner's stories

1. We are asking moms to post about the reality of motherhood so that more families can feel like they can talk freely about mental health and seeking help.
 - a. Ask moms you know/mom's in your community/mommy bloggers to write a post about their story and tag PSI. Ask them to use the hashtag #Iclimb #cotd2019 #climbout to represent the metaphor of facing this emotional challenge and getting to the other side

Press Release

1. Use our press release below to reach out to your local journalists

Graphic

1. Use our [infographic](#) to highlight that maternal mental health needs attention

Suggestions for things you can post about:

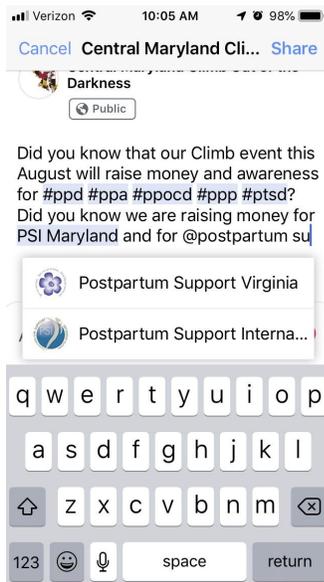
1. World Maternal Mental Health Day on May 1st
2. Mother's Day on May 12th - be careful about the wording you use for posts on this day. Mother's day can be especially traumatizing for some mothers and we want to be cognizant of our messaging.
3. PSI Annual Conference June 26th-30th - PSI Members get a discount for the conference so make sure you mention something about that!
4. A Climb taking place in your state:
https://www.google.com/maps/d/u/0/viewer?mid=1JBp8icaAFIJUaLc7Jddq-YaamcbkzuF&ll=34.73036880000015%2C-86.58610369999997&z=8&fbclid=IwAR3yJ2BKV3a_ou9H9wLtb2NJoYvdKMxiDTIMciLqUQ0ecAv-c_2em-hFQeE
5. Plug PSI resources whenever you are able:
 - a. Our helpline in English and Spanish - 1-800-944-4773
 - b. Local coordinators in all US states:
<https://www.postpartum.net/get-help/locations/united-states/> and internationally - <https://www.postpartum.net/get-help/locations/international/>
 - i. We also offer specialized coordinators:
<https://www.postpartum.net/get-help/specialized-support-coordinators/>
 - c. Online support meetings for perinatal mood support, military moms, call based meetings for spanish speaking families -
<https://www.postpartum.net/get-help/psi-online-support-meetings/>
 - d. Chat with an expert for Moms:
<https://www.postpartum.net/get-help/chat-with-an-expert/> and for Dads:
<https://www.postpartum.net/get-help/resources-for-fathers/chat-with-an-expert-for-dads/>

e. PSI Trainings

Sample Tweets and Posts

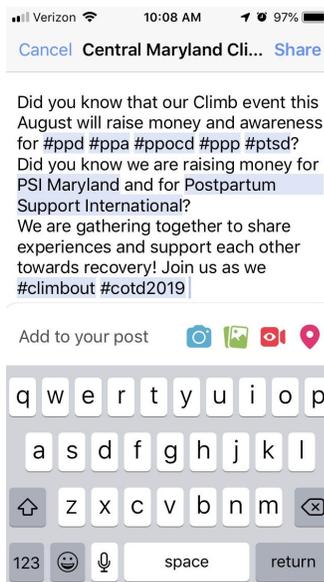
A few tips:

1. Make sure you are tagging Facebook - @Postpartum Support International
Twitter/Instagram - @postpartumhelp in your posts so we can like/share your posts increasing visibility
2. How to tag on facebook:
 - a. Make sure you select Postpartum Support International from the dropdown



b.

3. How you use hashtag:



a.

4. We **STRONGLY** encourage you to your own photos with these posts! Visual elements like photos, videos get more visibility and thus higher engagement!
5. If you are in need of visuals, please check out this dropbox folder: [Maternal Mental Health Awareness Month 2019 Photos](#)

- a. This folder is a combination of stock images, Climb photos from 2018, and PSI resource infographics

World Maternal Mental Health Day is on May 1st! Join us in celebrating a day that helps shed light on perinatal mental health, which is one of the most overlooked and common complications of childbirth #maternalMHmatters #PSI2019

High levels of stigma and lack of mental health awareness create a negative environment for people seeking access to mental health. It's time to destigmatize mental health! #maternalMHmatters #PSI2019

Majority of women with maternal mental health problems suffer in silence and they often go undetected and untreated. Investing in our mothers builds stronger communities, builds a better healthcare system and positively impacts children's development. #maternalMHmatters

1 in 7 moms experience postpartum depression. PSI provides a free 24/7 helpline 1-800-944-4773 and a textline 503-894-9453, free specialized online support meetings for everyone including spanish speaking and military parents, free weekly chats with experts for moms and dads and much much more! #maternalMHmatters #PSI2019

According to [studies](#), race and ethnicity play a troublingly significant role in women initiating and continuing treatment for postpartum depression. Conversations like this need to be had and cannot begin without mother's feeling like they can speak out! We stand with our mothers. #maternalMHmatters

PSI is hosting its 2019 Annual Conference in June in Portland, Oregon! This is a fantastic networking and training opportunity and a chance to meet, learn together and share ideas with others involved in the field of perinatal mood and anxiety disorders. Did you know members get a discount to attend the conference? Find out more about the conference and how to register here: <https://www.postpartum.net/professionals/conference-2019/>

PSI's Climb out of the Darkness is the largest event raising awareness and funds for new families experiencing perinatal mental health issues. Join our campaign to help drive change in local communities all over the US! Join a climb or donate today: <https://www.postpartum.net/join-us/climbout/> #climbout #iclimb #COTD2019 #maternalMHmatters

Did you want to be part of a movement that helps mothers overcome postpartum depression? There are so many ways to get involved! You can join or host a Climb out of the Darkness event in your community or share your story about perinatal mental health. Your voice can make all the difference to someone! <https://www.postpartum.net/join-us/climbout/> #Climb #climbout #COTD2019 #maternalMHmatters

This year to increase awareness for perinatal mental health, PSI is asking mothers, father, and partners to share the reality of mental health as a parent. As parents, we are constantly surrounded with unrealistic images of what parenthood is going to be like, which perpetuates

feelings of shame, guilt, anger and despair when real life fails to live up. It's time to speak out about your experiences and get real! We invite you to share your story through words, images, videos so we can end the stigma of talking about perinatal mental health. Don't forget to use the hashtags #IClimb and #COTD2019

The idea that sparked our massive Climb out of the Darkness campaign is simple - climbing represents healing. Regardless of where you are in your healing process, you wake up and show up everyday and that is enough. Today we ask you - who would you dedicate your climb, your journey, your recovery to? Why do you Climb? Share your story with us because your voice can make all the difference to someone suffering. Don't forget to use hashtags and tag Postpartum Support International #IClimbfor #IClimb #COTD2019

Press Release

Postpartum Support International Focuses On Raising Awareness of Maternal Mental Health

Events Include Maternal Mental Health Day, PSI 32nd Annual Conference and Climb out of the Darkness

PORTLAND, OR. --- Postpartum Support International (PSI), the leading organization dedicated to helping women suffering from perinatal mood disorders, is raising awareness of maternal mental health (MMH) by focusing on global awareness, education, and local fundraising. PSI will kick-off the MMH awareness campaign on May 1st with World Maternal Mental Health Day, joining partners from around the globe on social media. In June, PSI will hold their 32nd Annual Conference in Portland OR from June 26 – 30th, 2019. The conference will focus on education and awareness of Perinatal Mood Disorders. Running consecutively with these two events from May through August is the world's largest event fundraising for mental health of new families, Climb Out Of The Darkness (COTD).

"We hope that by bringing awareness to maternal mental health, families will know they are not alone, there is help available, and there is hope in recovery. We want to use our voices and join our global partners to reach as many moms, partners and families as we can so no one has to go through this alone. PSI and its support coordinators are available every day to provide parents with the support they need," said Wendy N Davis, PSI Executive Director.

Join the conversation by joining PSI on Facebook @PostpartumSupportInternational, and Twitter and Instagram @PostpartumHelp

World Maternal Mental Health Day – May 1st

PSI recognizes Maternal Mental Health Day on the first Wednesday of May each year. PSI is a proud member of a taskforce of organizations from around the world banding together to raise awareness about Maternal Mental Health. Starting in 2016, this group has declared the first Wednesday of May to be Maternal Mental Health Day. PSI will continue their social media campaign focusing on Maternal Mental Health throughout the month of May, asking followers to

share personal stories and experiences hoping to reduce stigma and empower people to seek help. Visit the World Maternal Mental Health Day website at: wmmhday.postpartum.net.

Postpartum Support International 32nd Annual Conference

PSI is hosting its 32nd Annual Conference in Portland, OR June 26-30, 2019. The event will take place at the Hilton Portland Downtown, and will include 3 exciting keynote speakers, over 2 days of expert breakouts, and Friday night banquet open to all. The annual PSI conference provides an opportunity to meet, learn together, and share ideas with others involved in the field of perinatal mood and anxiety disorders (PMDs).

<https://www.postpartum.net/professionals/conference-2019/>

Climb Out Of The Darkness—May to August

Every year PSI hosts The Climb Out Of The Darkness (COTD), a movement that invites people from all over the world to host local walks to spread awareness for mental health of new families. This fundraising event runs May through August, and is hosted by individuals and groups in communities all over the world. Each Climb is different and is planned by a local Climb leader and open to anyone. The Climb focuses on effecting change at a local level, with proceeds being sent back into local programs and PSI state chapters. Last year COTD gave over \$50,000 to local programs and nearly \$90,000 to PSI state chapters. To find a climb in your community go to <https://www.postpartum.net/join-us/climbout/>

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About Postpartum Support International

Postpartum Support International was founded in 1987 by Jane Honikman in Santa Barbara, California. The purpose of the organization is to increase awareness among public and professional communities about the emotional changes that women experience during pregnancy and postpartum. Approximately 15 percent of all women will experience postpartum depression following the birth of a child. Up to 10 percent will experience depression or anxiety during pregnancy. When the mental health of the mother is compromised, it affects the entire family. PSI headquarters is located in Portland Oregon and has members all over the world, including volunteer coordinators in every one of the United States and in more than 36 other countries. PSI disseminates information and resources through its volunteer coordinators, website and annual conference. Its goal is to provide current information, resources, education, and to advocate for further research and legislation to support perinatal mental health.