



Maternal Mental Health Month - Social Media Toolkit

Tag line: Let's talk about IT

Hashtags: #LetstalkaboutIT #WhatsyourIT #MaternalMHmatters

Events taking place during the month of May:

May 5th - World Maternal Mental Health Day

May 9th - Mother's Day

Entire month of May -Maternal Mental Health Month

May-July - Climb out of the Darkness

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.

Our theme:

This Maternal Mental Health Month, **we want to talk about IT.**

What is IT? IT is the thing we don't talk about. IT is the unknown. IT is the depths of the perinatal mood disorder that you are struggling or have struggled with. IT is your individual, unique, brave story of parenthood. IT is the invisible yet heavy burden you carry. IT may be slightly different for every person, every family, every parent, every professional. IT is the climb you made to recover from your Perinatal Mood Disorder. IT is the journey that you have taken to help bring light and recovery to other parents in need.

IT is what has brought you to PSI today: Your story, or the story of a friend, family member, spouse, partner, or someone you know that you know who has experienced IT. You have been affected by IT.

Will you talk about IT?

Fundraising ask: As part of our Maternal Mental Health #LetsTalkAboutIT campaign, PSI is also announcing our brand new initiative - Affordable Perinatal Care! Affordable Care was born out of PSI's mission to provide free support to families. Through Affordable Perinatal Care, PSI will be able to fund full or partial payments for parents to engage doula, midwife, or therapy services to supplement their perinatal care. Our work has shown us that our current healthcare system does not provide adequate support for families, especially low-income families. And it's time we did something about it.

Money raised all throughout the month of May will be dedicated to building this program for moms and families all over the U.S to give them a chance to support their mental health before, during and after pregnancy.

Donate today:

<https://postpartum.z2systems.com/donation.jsp?campaign=45&>

Our Call to Action: In keeping with our theme of Let's Talk About IT, this year we are asking people to submit their stories of hope and recovery with the hashtag #letstalkaboutIT to represent the metaphor of facing this emotional challenge and getting to the other side. You may share these stories on your own personal social media pages or submit them to PSI. Submit your story here: <https://www.postpartum.net/join-us/tell-your-story/>

Here are some tools you can use to get involved:

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 we can like or reshare it to increase visibility
2. Use the hashtag #letstalkaboutIT and #maternalMHmatters when posting or the climb hashtags if talking about the climb #climbout #whyiclimb #cotd2021
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 we can like or reshare it to increase visibility
2. Use the hashtag #letstalkaboutIT #maternalMHmatters when posting or the climb hashtags if talking about the climb #climbout #whyiclimb #cotd2021
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 we can like it/reshare it to increase visibility
2. Share your stories of parenthood, hope and recovery through PMDAs on your instagram profile or insta story and make sure you tag PSI
3. See if you can cross-promote with other organizations that have a similar message

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

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 5th. Learn more about this initiative: <https://wmmhday.postpartum.net/>
2. Mother's Day on May 9th - 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. Many parents have experienced loss, PTSD following birth and various other less than happy aspects of parenthood. Be inclusive in your posts and graphics and take into account a diversity of experiences when celebrating this day.
3. PSI Annual Conference July 7-11th - PSI Members get a discount for the conference so make sure you mention something about that!
4. Apply to lead a Climb in your community: bit.ly/COTDapp21
5. Join a Climb near you: <https://www.postpartum.net/join-us/climbout>
6. Sponsor a climb by donating your funds to a climb near you: <https://cotd-2021.causevox.com/>
7. Plug PSI resources whenever you are able:
 - a. Our helpline in English and Spanish - 1-800-944-4773
 - b. Online directory of qualified perinatal mental health professionals in the United States, Canada, the United Kingdom and Australia: <https://psidirectory.com/>
 - c. Local coordinators in all US states: <https://www.postpartum.net/get-help/united-states/> and internationally - <https://www.postpartum.net/get-help/international/>
 - i. We also offer specialized coordinators: <https://www.postpartum.net/get-help/specialized-support-coordinators/>
 - d. Online support meetings for parents: perinatal mood support, military moms, call based meetings for spanish speaking families - <https://www.postpartum.net/get-help/psi-online-support-meetings/>
 - e. 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/>
 - f. Resources for professionals: <https://www.postpartum.net/professionals/>

Sample Tweets and Posts

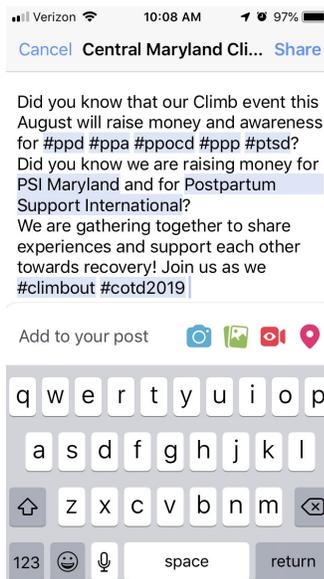
A few tips:

1. Make sure you are tagging Facebook/Instagram - @PostpartumSupportInternational
Twitter - @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 use 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 our website

World Maternal Mental Health Day is on May 5th! 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 #wmmhday #wmmhday2021

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! #letstalkaboutit #maternalMHmatters #wmmhday #wmmhday2021

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

1 in 7 moms experience postpartum depression. PSI provides a free helpline 1-800-944-4773, 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! #letstalkaboutit #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. #letstalkaboutit #maternalMHmatters

PSI is hosting its 2021 Annual Conference virtually! 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/psi-conference/>

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 #whyiclimb #COTD2021

#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/> #iClimb #climbout #COTD2021 #maternalMHmatters

This year PSI's campaign #LetsTalkAboutIT urges you to share your struggle with perinatal mood and anxiety disorder. Share your story here:

<https://www.postpartum.net/join-us/tell-your-story/>

In celebration of Maternal Mental Health, we are asking parents #whatsyourIT? IT can be anything - postpartum depression, anxiety, OCD, psychosis, loss? Share your IT to open the conversation with other parents. You are not alone, you are not to blame, with help you will be well #LetstalkaboutIT

This year to increase awareness for perinatal mental health, PSI is asking mothers, birthing

people, fathers, and partners to share their story of perinatal mood and anxiety disorder. 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. Submit your story here: <https://www.postpartum.net/join-us/tell-your-story/>
#letstalkaboutIT #whatsyourIT #maternalMHmatters

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. Submit your story here: <https://www.postpartum.net/join-us/tell-your-story/> #letstalkaboutit #whatsyourIT #maternalMHmatters

Join PSI's fundraising efforts to provide affordable perinatal care to parents by starting your own personal facebook fundraisers. Start your own here: <https://www.facebook.com/fund/PostpartumSupportInternational/>

This Maternal Mental Health Awareness Month I am donating money to Postpartum Support International. These funds will go towards their new initiative to provide affordable perinatal care to parents and families. Many new parents and families lack adequate access to necessary resources such as doula services and mental health care. With statistics showing that 1 in 7 moms and 1 in 10 dads will suffer from postpartum depression, these resources are more necessary now than ever. PSI wants to help make a change at the local level, by working with our state chapters to provide affordable care for moms, parents and families all over the U.S. Even \$5 makes a difference. Will you donate to my campaign and support mental health care for new parents?

Press Release

Postpartum Support International Focuses On Raising Awareness of Maternal Mental Health

Events Include Maternal Mental Health Day, PSI 34th 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 5th with World Maternal Mental Health Day, joining partners from around the globe on social media. PSI will hold their 34th Annual Conference virtually from July 7-11, 2021. 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 5th

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. The 2021 WMMHD theme is Let’s Invest: a call to action for investment and equity in maternal mental health care around the world. Visit the World Maternal Mental Health Day website at: wmmhday.postpartum.net.

Postpartum Support International 34th Annual Conference

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 (PMADs). This year’s virtual conference will be held in an interactive conference hall where attendees can access, sessions/recordings, e-Posters, exhibits and conference information under one roof. The conference will be held July 7-11, 2021 for live sessions. Learn more about it on our website: <https://www.postpartum.net/professionals/psi-conference/>

Climb Out Of The Darkness—May to July

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/>

For more information:

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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.