



POSTPARTUM
Support Center



2021-2025
STRATEGIC
PLAN

POSTPARTUM SUPPORT
CENTER

SupportLine: 415-326-3623 | info@postpartumsc.org

www.postpartumsc.org

From our Board



Dear Friends,

We built the Postpartum Support Center (PPSC) with the power of community – a community of volunteers, parents, and clinicians. The idea was bold: to prevent mental illness and lessen the suffering in expectant and new families in our local community.

We created the PPSC just before COVID-19 swept across our planet. Now, we feel more grateful than ever for our community as the world continues to contend with an unprecedented surge in mental health needs.

In the last year, the PPSC has emerged as a leader in the movement to prioritize perinatal mood disorders as a major public health concern. We have built a strong community of friends, members, volunteers, and donors. Since our launch, we have been proactive in sharing our important work and building avenues for a sustainable future.

What follows is a five-year strategic plan for the PPSC. We lay out ideas for growth and longevity that are in line with our core values and beliefs. At the PPSC, we live by the mantra: "Give relief, prevent depression, and inspire hope." This message of positivity and hope is just one of our essential values, along with many others, such as inclusivity, diversity, access, community, opportunity, and collaboration. These values are woven into the roadmap that we outline on these pages.

Together we will grow the maternal mental health movement to ensure that no parent in Marin or Sonoma County will ever feel alone.

Sincerely,

Board of Directors:

Irina deFischer, MD,
Adam Nelson, MD,
Andrea Yannone,
Roxanne Albin,
Ivana Jagodic Meholick

Postpartum Support Center

2019-20 SNAPSHOT

- 270+ individuals received direct peer support
- 330+ SupportLine Calls
- 29,800+ SupportLine texts
- 733 Mental Health self-screening assessments
- 37,500+ diapers distributed
- 125,000+ wipes distributed
- 17 Mentors and Peers
- 188,120 People reached via social media
- 30+ Volunteers
- Board Members are Donors



ABOUT PPSC

Postpartum Support Center (PPSC) is a nonprofit public organization founded in 2019, in Marin County, to directly support pregnant/new mothers and their families. Perinatal Mood and Anxiety Disorders (PMADs) are a common public health problem with serious and lasting consequences. Not only are PMADs distressing to mothers, but they also put children at increased risk for cognitive, emotional, and behavioral problems. A large body of research demonstrates that mothers with untreated PMADs may form an insecure attachment with their infant, have poor maternal sensitivity, parent ineffectively, and have an increased likelihood of tobacco and substance abuse, child abuse, marriage/relationship breakdown, family conflicts, and risk of suicide.

Our purpose is to help perinatal families navigate the postpartum period, reduce parental stress, build effective support systems, and prevent postpartum depression whenever and wherever possible.

OUR MISSION

The mission of Postpartum Support Center is to provide a comprehensive support system and safe place for mothers/parents and children in need and to promote awareness and prevention of Perinatal Mental Health Disorders. We strive to bridge the perinatal mental health treatment gap by normalizing and destigmatizing these disorders.

OUR VISION

The vision of Postpartum Support Center is that expectant and new parents and their children have access to prevention and high-quality care, information, and resources and are well prepared for parenthood in a supportive and stigma-free community.

A LOOK INSIDE



To build a meaningful roadmap, PPSC's stakeholders stepped back to assess where the organization has been, how it has been successful, and what challenges remain. As we share this strategic plan, PPSC is at a crossroads. With significant organization's growth, we are poised to extend our reach exponentially. Finding funding resources, building our capacity and marketing efforts, and adding an advocacy focus are core objectives to make it all possible.

CHALLENGES & ASSETS 2021

How does PPSC add value to the community of Perinatal Mental Health? We are all impacted in one way or another by Perinatal Mood and Anxiety Disorders (PMADs); they reach far beyond the expectant or new mother—to fathers, partners, grandparents, siblings, friends, neighbors, and coworkers. The impact of PMADs can be felt in all communities, workplaces, and families. Early assessment and treatment of these disorders are crucial to the optimal developmental and psychological functioning of the whole family, but prevention is critical. PPSC convenes all of these by providing direct peer and social support, prevention program, practical help, information, resources, and referrals.

CHALLENGES	RESOURCES & ASSETS
Reach We are always asking ourselves, "Can we reach more parents and families?" The answer is a resounding, "YES", if we secure the necessary resources.	Our model Combining direct peer support, education, outreach, and practical support maximizes our reach and reputation. We are known to be the bridge that combines all these areas.
Resources Fundraising, marketing, and public relations are underdeveloped compared to the organization's reputation and opportunities.	Our people PPSC has grown its team exponentially. The dedication that went into the selection and training process has created a committed, dynamic, and highly skilled team.
Metrics Our programs have quantitative and qualitative impact. Capturing and analyzing this data takes times and resources.	Our community With an ever growing number of volunteers, supporters, partners, and professionals involved in our organization, PPSC has built a robust network.
Capacity While the organization scales and grows, maintaining the high quality of our offerings is imperative.	Our track record PPSC has well-documented evidence that our programs and services, have not only helped people, but have also saved lives.

THE POPULATION WE SERVE



Because Perinatal Mental Health affects everyone, many of us experience the life-saving nature of PPSC's work through life experiences or by providing support to those in need. PPSC has a direct connection with each individual help-seeker and provider it encounters, as well as local organizations, clinics, and hospitals. We took a step back and asked how PPSC adds value in the world of Perinatal Mental Health to our community as a whole.

INDIVIDUAL OR PROVIDER

- I can call the Support Line whenever I need extra support or resources
- I can join a weekly online support group
- I can schedule a time to talk to a trained peer at my convenience
- I can attend the ROSE prevention program
- I can learn to better prepare myself and my family for the postpartum challenges
- I can use the website to learn about perinatal mood and anxiety disorders (PMADs)
- I can use the website to learn about how to support moms after childbirth
- I can use the website to learn about how to support new dads/parents
- I can use the website to do a self-screening mental health assessment
- I can ask for a professional who specializes in PMADs near me
- I can get free diapers, wipes, and other baby supplies
- I can request diapers and wipes for new moms/children that we serve
- I can organize Diaper Drive and support Marin Diaper Bank
- I can become a PPSC Peer Volunteer
- I can join the PPSC team and help to advance the PPSC mission
- I can learn about PMADs and apply them to patient care
- I can refer patients to the ROSE and Peer Support programs
- I can list my perinatal services on the PPSC website
- I can request the PMADs orientation for our team

LOCALLY & GLOBALLY

PPSC has built an affiliated community network, leading to increased support and more education. PPSC has joined Maternal Mental Health Collaborative and Perinatal Services Network at the local and state level and teamed up with leading perinatal mental health advocacy organizations to make the world a better place by bringing awareness about the prevalence of PMADs, that prevention is possible, and to inspire hope with proper support that those who suffer can be well. PPSC creates new avenues for connection and shared experience. We bring awareness to the mental health needs of the perinatal population locally and globally. We invite local professionals to use the PPSC resources and services.

OUR SERVICES



Postpartum Support Center is focused on providing empirically-validated programs and services that concentrate on the wellbeing of mothers/parents, children, and their support teams. Our programs provide relief, prevent mental health complications, and inspire hope.

DIRECT PEER SUPPORT

We offer direct peer-based emotional support and a 7-day-a-week Support Line. Our trained peers provide individualized and group assistance to all mothers and their support teams. Peers teach skills, model recovery, and offer support via email, phone, text, chat, and face-to-face. Peers also provide information, resources, and referrals to the local care when needed.

THE ROSE PROGRAM – Postpartum Depression prevention

The ROSE Program (Reach Out, stay Strong, Essentials for mothers of newborns) is the only evidence-based postpartum depression prevention intervention program that has shown to reduce the risk of postpartum depression in racially and ethnically diverse low-income pregnant women by half. This is a 5-session course. Our local clinics and hospitals refer their pregnant patients to the program.

SELF-SCREENING MENTAL HEALTH ASSESSMENTS

New mothers are usually only screened at their 6-week OBGYN postpartum appointment, while fathers/partners are not screened at all. With PPSC, they can be screened at any time. PPSC offers free anonymous self-screening assessments for Postpartum Depression, Anxiety, OCD, and Parent Compassion Fatigue. Those who score in the higher ranges are encouraged to utilize PPSC services and seek professional help.

MARIN DIAPER BANK – baby essentials for families in need

Diapers are a significant expense, calculated as a major monthly cost along with food and rent. Our goal is to help prevent mental and physical health consequences in both parents and children by providing free monthly diaper/wipe supplies to unprivileged families. “Low-income mothers who don’t have enough diapers for their babies are more likely to report symptoms of depression and anxiety than other low-income mothers, according to new research from Yale University.”

ADVOCACY

PPSC strives to bring the awareness to the mental health needs of the perinatal population.

5-YEAR STRATEGIC INITIATIVES



INCREASE COMMUNITY OUTREACH

PPSC will prepare expectant families for the postpartum period in order to prevent clinical depression and negative mental and physical health consequences that are associated with it. PPSC will improve the health outcomes for those suffering from Perinatal Mood and Anxiety Disorders, including children, by first identifying existing gaps in services. This goal includes covering gaps by educating providers and increasing staff and volunteer presence to bring awareness, resources, and services to underserved populations.

To improve population health, PPSC will cultivate strategic partners and use co-branding to spread broader awareness about PMADs, what they are, and how and where to find prevention and help. PPSC will place strategic focus specifically on reaching disadvantaged parents who are at increased risk (1 in 3 mothers) for developing PMADs.

5-YEAR STRATEGIC INITIATIVES



OPTIMIZE AND STRENGTHEN EXISTING SERVICES

PPSC commits to continually evaluate programs, processes, and performance and make data-driven decisions at every level of the organization. Through the use of data, PPSC will establish qualitative norms, benchmarks, and goals to optimize existing services and programs and when creating new ones. The use of data and metrics will best leverage PPSC's business model to increase revenue and expand key services. Additionally, the organization will implement marketing plans that include measurable and actionable goals for each of the organization's core programs.

PPSC will continue to build a dynamic, diverse, and representative organization through targeted awareness campaigns. This plan will continue to include people of color, men, LGBTQIA, diverse religions and cultures, and be reflected among our board, staff, and volunteer base, as well as in our marketing and training. The health and wellness of minority groups will also be an area of strategic focus through the building and stewarding of partnerships with providers and agencies serving those populations.

INCREASE MARKETING REACH

PPSC will increase its reach as the trusted voice of perinatal mental health by amplifying the core organizational messages and expanding its visibility as a community leader. PPSC further commits to establishing goals that stretch and expand the organization's reach while also using powerful storytelling, and design in all areas to reduce stigma and reach wide audience.

DEVELOP NEW PROGRAMS AND SERVICES

- Develop Psychoeducational materials, presentations, and classes for different population targets: pregnant and new parents, their support teams, the general public, employers, AND mental health professionals, in both English and Spanish.
- Develop Virtual Fitness class for Pregnant and New Moms to support healthy living and reduce stress.
- Establish The PPSC Psychotherapy Support Funds: for individual out-of-network therapy for people who would otherwise have to wait excessively for an in-network appointment; for uninsured and low-income families.
- PPSC plans to have a center that will offer childcare on-site so that parents can attend the support groups, educational, health, and wellness classes in person and be able to safely leave their children at the center. Single mothers and financially disadvantaged families will be able to leave their children for low or no fee. Additionally, the center will also have sufficient space to store supplies for Marin Diaper Bank.

5-YEAR STRATEGIC INITIATIVES



SUSTAIN INTERNAL GROWTH AND COMMIT TO RESOURCE DEVELOPMENT

PPSC will onboard highly qualified and diverse staff and support them by offering increased autonomy, professional development, and performance management based on core competencies as well as measurable and actionable goals. This imperative includes the need to create and manage a comprehensive archive of all organizational policies and procedures. Sustaining internal growth will also require growing support for fundraising and commitment to collaboration, communication, and establishing ever more clearly defined roles. Additionally, PPSC will build succession plans for the Board and staff, work to ensure that organizational leadership is fully supported with proper staffing, and create and build the membership base while also increasing retention.

PPSC will build a culture of organizational resource development through meaningful relationships and savvy board recruitment. The organization's long-term success and growth depend on successfully increasing revenue by fundraising strategically and widening the base of financial supporters. Additionally, PPSC leadership commits to thoughtfully cultivating and stewarding donors, members, those who have been helped, and other supporters whose generosity provides the backbone for PPSC's future growth.

WILL YOU JOIN US

PPSC will only reach these ambitious goals with the support of our community and individuals like you who understand the importance of the well-being of new parents and their children. There are many ways to support our goals.

- Get Involved: <https://www.postpartumsc.org/get-involved>
- Make a donation: <https://www.postpartumsc.org/donate>
- Sign-up for PPSC's newsletter: <https://www.postpartumsc.org/join-your-community-1>

To explore more ways to support Postpartum Support Center, please contact our Executive Director, Ivana Jagodic Meholick at ivana@postpartumsc.org.

NOTE FROM OUR FOUNDER AND EXECUTIVE DIRECTOR



Dear Friends,

The future of the PPSC is contingent upon strengthening our relationships with those of you who are familiar with our work and building a larger network of committed supporters. It is clear that the PPSC will face many challenges in the near and long-term—I am ready to lead the PPSC over any hurdles.

This year, the PPSC participated in two major initiatives: the evidence-based PPD prevention program (ROSE) and the foundation of the first Marin Diaper Bank. Through these initiatives, we connected with many parents and children in need. With similar initiatives planned going forward, we are well-positioned to serve even more individuals and families in the next five years.

There is a palpable energy in our community and a sense of urgency driving us to do more.

After reading the strategic plan, my hope is that you find our goals for the coming years to be both ambitious and attainable. With your help, we won't stop until we know that no parent in our community feels alone. Please know how much we need and appreciate your support as we work towards a brighter future.

With gratitude,

Ivana Jagodic Meholic
Founder & Executive Director
Postpartum Support Center