Social Media Toolkit

POSTPARTUM SUPPORT CENTER

WALK FOR MOMS

MATERNAL MENTAL HEALTH

WALK FOR MOMS

MAY 19, 2024

Campaign Hashtags:
#WalkForMoms
#MMHAwareness2024
#postpartumsupportcenter
#MaternalMentalHealth

POSTPARTUM
Support Center

With the rise in Maternal Mental Health conditions and their far-reaching consequences, we stand at a critical juncture where your support can bring about real change. We are thrilled to invite you to **be an integral part of the 4th Annual Walk For Moms Maternal Mental Health Awareness Campaign!** Your participation and support will extend its benefits to thousands of parents and children in our communities and far beyond.

WHO IS POSTPARTUM SUPPORT CENTER

OUR MISSION: As the first and only organization to provide peer-based maternal mental health support in Marin County, our mission is to provide a comprehensive support system and safe place for mothers/parents and families in need and to promote awareness and prevention of Perinatal Mental Health Disorders. We help perinatal families navigate the postpartum period, reduce parental stress, build effective support systems, and prevent clinical depression.

WHAT IS WALK FOR MOMS

4th Annual Walk For Moms

"**Walk For Moms**" is Postpartum Support Center's Annual Maternal Mental Health Awareness and Fundraising Campaign: it's a movement that **unites advocates** of all ages, races, and backgrounds, and **raises critical funds to support perinatal families**; it opens the door for all mothers and birthing people **to have access to free perinatal mental health peer support services**; it gives opportunity to pregnant people **to prevent postpartum depression**; it gives **free diapers and baby supplies to local children in need;** it raises **awareness about Maternal Mental Health and breaks the stigma.**

THE PURPOSE OF MATERNAL MENTAL HEALTH AWARENESS CAMPAIGN

The purpose of a Maternal Mental Health Awareness Campaign is multifaceted, focusing on several key objectives to support the well-being of mothers during the perinatal period. We have prepare some posts and captions for you to use that encompass the primary goals of our campaign:

1. **Increase Awareness** of maternal mental health issues.
2. **Reduce Stigma** associated with mental health struggles among new mothers.
3. **Improve Access to Resources** for mental health care for mothers.
4. **Advocate for Policy Change** to support maternal mental health.
5. **Support Research** into maternal mental health conditions.
6. **Foster Community Support** for mothers experiencing mental health challenges.
7. **Educate Healthcare Providers** on screening and treating maternal mental health issues.

Maternal Mental Health (MMH)
FACTS & STATS

WHAT?

While pregnancy and new motherhood are often romanticized as joyful and exciting, the challenges inherent in childbearing and child-rearing can lead to significant mental health consequences—most commonly, mood and anxiety disorders. Megan Smith, at Yale University, studies the mental health of low-income mothers. She's found that "diaper need is a predictor of postpartum depression in mothers, and can make it difficult for mothers and babies to form an attachment."

FACTS:

- **800,000 women diagnosed** each year in the U.S.
- **1 in 5** pregnant and new mothers are diagnosed with a mood or anxiety disorder.
- **1 in 3** low-income women suffers from MMH disorders.
- **75% of women who experience MMH symptoms go untreated.**
- Annual cost of not treating MMH is **$32,000 per mother-infant** (up to $14 billion nationally).
- **1 in 4 mothers with depression have thoughts of harming herself.**
- **1 in 10 new fathers are diagnosed with a mood or anxiety disorder.**
- **Suicide is the second leading cause of death in postpartum women.**
- MMH conditions have **TRIPLED** during the COVID-19 pandemic.
- **Low-income mothers** who don't have enough diapers for their babies are more likely to report symptoms of depression and anxiety than other mothers.
- **Diapers are a significant expense**, a major monthly costs along with food and rent.
- Food stamps and similar programs like WIC don't cover diapers.
- **1 in 3 American families reports experiencing diaper need.**

IMPORTANT DATES:

1 May - World Maternal Mental Health Day
2 May - Maternal Mental Health Forum
5 May - Maternal Mental Health Awareness Week begins
6 May - Postpartum Support Center's 5th Birthday
11 May - Maternal Mental Health Awareness Week ends
12 May - Mother's Day
19 May - Walk for Moms at Lagoon Park

LEARN MORE: WWW.POSTPARTUMSC.ORG

Sample Post captions to invite community to participate in Walk For Moms:

1. **Empowerment and Unity:**
🌟 Let's stand together for Maternal Mental Health at the 4th Annual Walk for Moms! 💪 Join us in raising awareness and funds to support families in need. Together, we can make a difference! #WalkForMoms #MaternalWellness #CommunitySupport

2. **Impactful Advocacy:**
🚶 Step up and speak out for Maternal Mental Health! Join us at the 4th Annual Walk for Moms to support perinatal families, break stigmas, and raise awareness. Every step counts! #WalkForMoms #EndTheStigma #SupportingFamilies

3. **Personalized Outreach:**
🌸 Calling all advocates! Your voice matters. Join us for the 4th Annual Walk for Moms and be part of the movement to provide crucial support for mothers, birthing people, and children in our communities. Together, we're stronger! #WalkForMoms #SupportingParents #CommunityLove

4. **Heartfelt Invitation:**
💖 You're invited to walk with us for a cause close to our hearts. Join the 4th Annual Walk for Moms and help us make a difference in the lives of families affected by Maternal Mental Health conditions. Your support means the world! #WalkForMoms #MaternalWellbeing #TogetherWeCan

INFORMATIONAL CAPTIONS to raise awareness about Maternal Mental Health

1. **Raising Awareness:**
Did you know that the challenges of pregnancy and new motherhood can lead to significant mental health consequences? Let's break the stigma surrounding maternal mental health and support all mothers in their journey to wellness. #MaternalMentalHealth #EndTheStigma #SupportMothers #WalkForMoms

2. **Facts Matter:**
Knowledge is power! Did you know that maternal mental health conditions tripled during the COVID-19 pandemic? It's time to raise awareness and support mothers in need. Together, we can make a difference. #MMHFacts #SupportingMothers #COVIDImpact #WalkForMoms

3. **The Hidden Truth:**
Behind the joy of motherhood, there lies a hidden truth. 1 in 5 pregnant and new mothers are diagnosed with a mood or anxiety disorder. Let's shine a light on maternal mental health and provide the support these mothers deserve. #MaternalWellbeing #SupportMothers #MentalHealthAwareness #WalkForMoms

4. **Facing the Reality:**
The statistics are sobering: 1 in 3 low-income and women of color suffer from maternal mental health disorders. It's time to address the disparities and ensure access to support for all mothers, regardless of their background. #MaternalHealthEquity #SupportingAllMothers #BreakTheBarriers #WalkForMoms

5. **Untreated Consequences:**

Did you know that 75% of women who experience maternal mental health symptoms go untreated? Let's change this statistic by advocating for accessible mental health support for all mothers. Together, we can make a difference in the lives of families. #SupportMothers #EndTheStigma #MaternalWellness #WalkForMoms

6. **The Cost of Silence:**

The annual cost of not treating maternal mental health is staggering - up to $14 billion nationally. It's time to invest in the well-being of mothers and babies to prevent long-term negative impacts on families and society. #InvestInMothers #MaternalWellness #PreventativeHealthcare #WalkForMoms

7. **Supporting Fathers Too:**

Maternal mental health isn't just a concern for mothers. Did you know that 1 in 10 new fathers are diagnosed with a mood or anxiety disorder? Let's ensure support is available for all parents as they navigate the challenges of parenthood. #SupportingFathers #ParentalWellness #MentalHealthMatters #WalkForMoms

8. **Diapers and Depression:**

For low-income mothers, the struggle to afford diapers can exacerbate symptoms of depression and anxiety. Let's work together to address diaper need and support families facing financial challenges. Every child deserves to have their basic needs met. #DiaperNeedAwareness #SupportFamilies #EndChildPoverty #WalkForMoms

9. Understanding Baby Blues and PPD

"Did you know? 50-75% of new mothers experience the 'baby blues' after delivery, with 20-25% developing more severe postpartum depression. Let's raise awareness and support each other. 🤍 #MaternalMentalHealth #PostpartumDepression" #WalkForMoms

10. Postpartum Anxiety Awareness

"Approximately 75% of women with postpartum depression also exhibit anxiety symptoms. 17% of new moms face anxiety disorders within three months post-birth. You're not alone. #PostpartumAnxiety #MentalHealthMatters" #WalkForMoms

11. Spotlight on Postpartum OCD

"3-5% of new mothers suffer from Postpartum OCD, with symptoms that can last six months or more. If you've had OCD before, your risk increases after childbirth. #PostpartumOCD #MentalHealthSupport" #WalkForMoms

12. Understanding Postpartum Panic Disorder

"About 7% of new mothers may experience postpartum panic disorder, with panic attacks that can begin shortly after childbirth. Know the signs, seek help. #PostpartumPanic #MentalHealthAwareness" #WalkForMoms

13. Addressing Postpartum PTSD

"Nearly 10% of women may develop postpartum PTSD, especially after a complicated delivery. It's important to talk about it and get support. #PostpartumPTSD #MentalHealthAdvocacy" #WalkForMoms

14. Raising Awareness of Postpartum Psychosis
"Postpartum psychosis affects about 1-2 in every 1,000 new mothers. Those with a history of bipolar disorder are at a higher risk. Early intervention is crucial. #PostpartumPsychosis #MentalHealthCare"

15. Intrusive Thoughts During Postpartum
"70-100% of new parents experience intrusive thoughts about their newborn's safety. These thoughts are common and generally not a cause for alarm. #PostpartumSupport #MentalHealthEducation"

16. Maternal Mental Health and Racial Disparities
"Maternal mental health issues lead to significant risks, including higher rates of mortality among Black mothers, who face 3-4 times the pregnancy-related deaths as their white counterparts. #MaternalHealthDisparity #RacialHealthGap"

17. Impact of Systemic Racism on Maternal Health
"Despite higher education and income, Black mothers still face greater risks in childbirth, including higher rates of cesarean sections and preterm births. We need change. #EndHealthDisparities #SupportMaternalHealth"

Feel free to adapt these captions to fit your specific messaging and platform requirements!

Don't forget to RSVP for our in person Walk For Moms event!

POSTPARTUM SUPPORT CENTER

WALK FOR MOMS

MATERNAL MENTAL HEALTH

JOIN THE 4TH ANNUAL #WALK4MOMS

SUNDAY, MAY 19, 2024

3:00 PM – 5:00 PM

LAGOON PARK

(CIVIC CENTER)

160 ARMORY DR, SAN RAFAEL, CA 94903

WWW.POSTPARTUMSC.ORG/WALK4MOMS