



*Healthy New Moms
Campaign Accomplishments*



Healthy New Moms' goal is to raise awareness of perinatal mood and anxiety disorders and offer support and resources to moms, families and providers across the state of Maryland.



1 out of 7 moms will experience some sort of perinatal mood and anxiety disorder after giving birth. Mental health problems during pregnancy are common too. These illnesses are treatable.

10+ Years

2005-2011

Maryland was one of nine states selected by the Health Resources and Services Administration to develop a comprehensive public and provider education campaign on perinatal depression. Through this grant, Healthy New Moms reached more than **1 million individuals** with media outreach, literature distribution, and web-based education. In addition, provider specific materials were developed, provider education was conducted and we worked to increase perinatal depression screening in Maryland.

FY '14

Convened a stakeholder group to prioritize maternal mental health needs and were successful in securing passage of a **Maternal Mental Health Task Force Bill**, with unanimous support in both houses of our state legislature.

FY '15

Nearly a decade after the HRSA grant, demand for resources remained high, so the Campaign was re-launched. Three focus groups, two with pregnant and new moms and one with providers were conducted to determine how best to update the Campaign.

Based on those results, Healthy New Moms:

- ♥ Updated materials identified as priorities
- ♥ Rebranded the Campaign with updated logo and slogan
- ♥ Developed a Resource List, updated Medication Chart and reproduced the Edinburgh Postnatal Depression Scale

Resources: where to go for help

If you or someone you know is in crisis or thinking of suicide, get help quickly.

24 hour hotline in Maryland - 1-800-422-0009
National Suicide Prevention Lifeline at 1-800-273-TALK
 (1-800-273-8255) | TTY: 1-800-799-4TTY (4889)

Call 911 for emergency services or go to the nearest emergency room

Non-emergency resources:

<p>Healthy New Moms - a program of the Mental Health Association of Maryland 443-901-1500 www.hnm.org</p> <p>Postpartum Support Maryland 800-654-6497 www.postpartum.net</p> <p>Postpartum International (PSI) 1-800-944-4770 www.postpartum.net</p> <p>Postpartum Progress www.postpartumprogress.org</p> <p>PPDMOMS 800-952-6265 (775-6667) www.100years.org</p> <p>The Perinatal Depression & Anxiety Outreach Program Seash Hospital of Baltimore Community Initiatives 410-601-2632</p> <p>MentalHealth www.mentalhealth.org</p>	<p>Network of Care Maryland www.networkofcare.org</p> <p>National Institute of Mental Health (NIMH) 1-800-424-2446 www.nimh.nih.gov</p> <p>Massachusetts General Hospital Center for Women's Mental Health www.massgeneral.org/psychiatry</p>
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Healthy New Moms is a program of the Mental Health Association of Maryland with support from the Department of Health and Mental Hygiene. For more information, please visit our website, www.healthynewmoms.org or call 800-422-0009.

of Accomplishments

Community Outreach

- ♥ Reached over **100,000 Marylanders** through community materials and web-based outreach
- ♥ Disseminated over **10,000 publications**
- ♥ Continue to receive over **25,000 page views** per year on our website
- ♥ Redesigned website
- ♥ Developed plans for renewed community outreach
- ♥ Compiled a comprehensive list of provider trainings across the country for preparation in developing a Maryland initiative



Advocacy

- ♥ **Senate Bill 74** established a maternal mental health task force in 2015 looking forward to reporting back to the legislature with findings and recommendations to improve maternal mental health in Maryland

Provider Education and Training

- ♥ Conducted **8 presentations** to providers across the state
- ♥ Staff completed **Post-Partum Support International's 2-day training** to learn about what others have developed for training curriculum

FY '16 MHAMD continued networking with others working in the area of maternal mental health to further expand the Campaign.

- ♥ Developed a brochure and perinatal mood and anxiety disorders **Signs and Symptoms Fact Sheet**
- ♥ Added content to the website including information on substance use, intimate partner violence and ways community and provider partners could get involved with the Campaign
- ♥ Developed an **Eastern Shore Resource list**

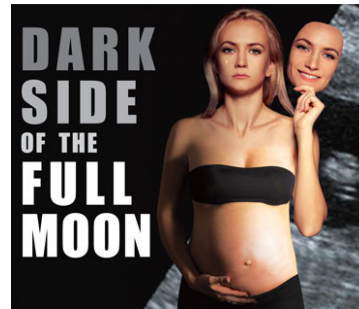


"I took resources to share with my neighbors."

Attendee - 2016 Presentation

Community Outreach

- ♥ Reached over **200,000 Marylanders** through media, materials and web-based outreach
- ♥ Disseminated over **12,000 publications**
- ♥ Website had over **50,000 page views** for the year
- ♥ Hosted Campaign Kick-Off with a screening the maternal mental health documentary, **Dark Side of the Full Moon** and held a panel discussion
- ♥ Participated in a live, **5 minute maternal mental health segment** on WMAR
- ♥ Conducted **7 presentations** to community groups



"CHILLING AND BRILLIANT."
— CHOICE! FILM FESTIVAL

#STANDWITHMOMS

FURA FILMS PRESENTS "DARK SIDE OF THE FULL MOON"
WRITTEN BY MAUREEN FURA PRODUCED BY JENNIFER SULLIVAN, CAMILLE COLOBERG AND RACHAEL WAX TABER DIRECTED BY RYAN FURA AND SHOSHANA BENNETT STARRING JONATHAN ZALBEN AND RACHAEL WAX TABER
WWW.DARKSIDEOTHEFULLMOON.COM

Advocacy

- ♥ MHAMD continues to serve on the Maternal Mental Health Task Force and looks forward to the final report being submitted to the Maryland Legislature in **December 2016**.

Provider Education and Training

- ♥ Conducted **11 presentations** to providers across the state
- ♥ MHAMD, in partnership with the Carroll County Health Department and Carroll Hospital, sponsored a **Perinatal Mood and Anxiety Disorders training** in early June with Lynne McIntyre, MSW and Lauren Osborne, MD. The four hour training was held at Carroll Hospital for over **60 attendees** representing local agencies, the hospital, school staff, OB/GYNS, doulas and midwives.

Healthy New Moms Presentation Feedback

