



World Maternal Mental Health Day

#maternalMHmatters - Social Media Toolkit

Wednesday, 2 May 2018

Raising awareness of maternal mental health issues so that more women will get treatment and fewer will suffer.

During the weeks leading up to the day, you can highlight what your organisation is doing to help women with perinatal mental health problems by using the below tools.

Global Partner

- Join the campaign by simply using the [sign-up form](#) on our global partner page. Over 90 partners from around the globe are already part of this campaign. Anyone can join!

Twitter

- Use the hashtag [#maternalMHmatters](#) when posting
- Adopt the Twibbon on your Twitter profile picture: [MMHday Twibbon](#)
- Use any of our sample tweets to start a conversation with your social media network

Facebook

- Like the [Maternal Mental Health Day Facebook](#) page and share your events, stories, facts or research
- Use the hashtag [#maternalMHmatters](#) when posting
- Adopt the Twibbon on your Facebook profile picture by following the instructions on this Twibbon link: [MMHday Twibbon](#)

Blog

- Tell **your story** on our [blog](#), to help raise awareness of maternal mental health issues so that more women will get treatment and fewer will suffer
- Encourage others to share their story with a tweet like this:
You may feel alone when experiencing depression or anxiety during or after pregnancy. It's important to speak up - the sooner you get help, the sooner you're on the road to recovery. #maternalMHmatters #Listen2Women You can share your story on our blog <http://wmmhday.postpartum.net/blog/>

Events

- Join or support activities in your country or region – check the global events pages [here](#)
- Come up with your own ideas to highlight that [#maternalMHmatters](#) in your country or region and let others know by submitting your event details to us via [email](#)

Graphics

- Use our [infographic](#) to highlight that maternal mental health is an issue globally or adapt to your own language and cultural setting.
- To adapt the template send us an email [email](#)

Media

- Use our [press release](#) below as a template to reach out to your local journalists

Sample Tweets

Join our campaign to raise awareness and challenge stigma on World Maternal Mental Health Day #Listen2Mothers #maternalMHmatters #UnmaskStigma

Unmasking the Stigma – Let's talk about perinatal depression and anxiety #Listen2Mothers #maternalMHmatters #UnmaskStigma

When talking about perinatal depression we need to be sensitive to cultural barriers and differences #ProvideCulturalSafety #maternalMHmatters

Everyone's experiences are different. Understanding cultural settings is key to developing mental health services – we need more responsive services #ProvideCulturalSafety #maternalMHmatters

High levels of stigma and lack of mental health awareness create a negative environment for people seeking access to mental healthcare #UnmaskStigma #Listen2Mothers #maternalMHmatters

Perinatal depression and anxiety can affect anyone. We need to #Listen2Mothers #maternalMHmatters

Most women will hide or downplay the severity of their perinatal mental illness #Listen2Mothers #ProvideCulturalSafety #maternalMHmatters

Majority of women with maternal mental health problems suffer in silence and often go undetected and untreated #Listen2Mothers #ProvideCulturalSafety #maternalMHmatters

Suicide is one of the leading causes of maternal death in some countries – more research is needed globally #StopMaternalSuicide #MoreResearchNeeded #maternalMHmatters

Perinatal mental illnesses are a major public health issue – but data is sparse relating to costs of untreated maternal mental problems #MoreResearchNeeded #Listen2Mothers #maternalMHmatters

Perinatal depression can affect children's mental health – this can be prevented by treating mental health problems in new moms and dads #maternalMHmatters #ChildrensMentalHealth #Listen2Mothers #FathersMentalHealth

Press Release template

World Maternal Mental Health Day

Wednesday, May 2nd, 2018

International Maternal Mental Health Awareness Week

(Monday, April 30 – Sunday, May 6)

Helping Mothers, Fathers, and Babies!

As many as 1 in 5 new mothers and 1 in 10 new dads experience some type of perinatal mood and anxiety disorder in many countries. These illnesses frequently go unnoticed and untreated, often with tragic and long-term consequences to mothers, children, and fathers alike. World Maternal Mental Health Day was launched to raise awareness of maternal mental health issues so that more women seek help, receive treatment and fewer will suffer.

The first World Maternal Health Day was launched in 2016 and is commemorated on the first Wednesday of May every year - which falls on May 2 in 2018. Together with organizations from around the world - including Australia, Argentina, Canada, France, Germany, Malta, New Zealand, Nigeria, South Africa, Spain, Turkey, UK, US – the xxxxx (your organization name) united in a worldwide effort to raise awareness about maternal mental health through a collective social media drive and in-country events.

You can learn more and send information about your services or events to the [World Maternal Mental Health Day website](#), find the [WMMHD Facebook page](#), and use #maternalMHmatters to connect on social media.

This year we will focus our campaign to reduce stigma and shame by xxxxx (your planned activities).

In the United Kingdom, the Perinatal Mental Health Partnership (PMHP-UK) theme for the week is "Support for All," advocating for all families affected by perinatal mental illness to access the information and help needed to begin recovery. They will run themed days on their social media. Each will have its own unique hashtag, which will be paired with other exciting events that can be accessed on their [Facebook page](#).

No Health Without Mental Health!

Increasing awareness will drive social change with a goal towards improving the quality of care for women experiencing all types of perinatal mood and anxiety disorders, thereby reducing the stigma of maternal mental illness.

We are encouraging mental health and healthcare professionals, friends, and relatives of new moms to listen and ask how she's really feeling. Create opportunities for them to speak out about their mental health, make sure they know they are not alone and seeking help is not a weakness.

Join the campaign

By signing-up as a global partner, you will join over 90 partners from around the world in our efforts to unmask the stigma around maternal mental health and to ensure that we listen to mothers! Join the campaign by simply using the [sign-up form](#) on the campaign page.