



World Maternal Mental Health Day

#maternalMHmatters - Social Media Toolkit

Wednesday, 1 May 2019

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](#)

Research

- Share your research on maternal mental health with our collaborators from around the globe

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 and posts

The field of perinatal maternal mental health is constantly growing with the help of advocates all over the world. WMMH Day is an opportunity to share your projects and research in this field! #maternalMHmatters #shareyourwork

One of the biggest ways to make a difference in the field of maternal mental health is to share the work you have done. Tag us in your projects and allow us to learn from your work #maternalMHmatters #shareyourwork

Advocates all around the world can learn from each other by sharing the projects that are working in their communities! This WMMH Day, share your work with us so we can help spread awareness #maternalMHmatters #shareyourwork

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

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 (2019)

World Maternal Mental Health Day

Wednesday, May 1st, 2019

International Maternal Mental Health Awareness Week

(Monday, April 29 – Sunday, May 5)

World Maternal Mental Health Day draws attention to essential mental health concerns for mothers and families. Many different organizations around the world are coming together to increase awareness of and decrease the stigma surrounding perinatal mood and anxiety disorders.

Why we need MMH day

Life changes around pregnancy make women more vulnerable to mental illness. For instance the negative cycle of poverty and mental illness can impact on a woman's ability to function and thrive. Mental health care provides the necessary support to empower women to identify resources and personal capabilities. This can enhance their resilience to difficult life circumstances and support them to nurture their children optimally.

Helping mothers, helping babies!

In many countries, as many as 1 in 5 new mothers experiences some type of perinatal mood and anxiety disorder (PMADs). These illnesses frequently go unnoticed and untreated, often with long-term consequences to both mother and child.

Raising awareness – Together!

Since 2016 WMMHday is commemorated on the first Wednesday of May every year - which falls on May 1 in 2019. Together with organizations from around the world we are united in a worldwide effort to raise awareness about maternal mental health through a collective social media drive and in-country events.

The field of perinatal maternal mental health is constantly growing with the help of advocates all over the world. This year we will focus our campaign to highlight the importance of research and clinical trials, as well as xxxxx (your planned activities). WMMH Day is an opportunity to share your projects and research in this field!

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

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 100 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.