



World Maternal Mental Health Day

#maternalMHmatters - Social Media Toolkit

Wednesday, 6 May 2020

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!

Video

- Use video in promotion of your event, as well as on the day of your event.
- You can record video leading up to your event, telling your audience about what is planned, doing interviews, etc. On World Maternal Mental Health Day, you can record video live at your planned event.
- Use live streaming on Facebook is an easy way to integrate video.

Twitter

- Use the hashtag [#maternalMHmatters](#) when posting. Include the other translations of the # [#SaludMentalMaternaImporta](#) & [#anneruhsagligifarkindalik](#) & [#SaúdeMentalMaternaImporta](#)
- 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.
- Include the other translations of the # [#SaludMentalMaternaImporta](#) & [#anneruhsagligifarkindalik](#) & [#SaúdeMentalMaternaImporta](#)
- Adopt the Twibbon on your Facebook profile picture by following the instructions on this Twibbon link: [MMHday Twibbon](#)
- Tag others that can help share you message, or possibly local influencers who you have had contact with.
- Make sure to put the website/facebook/twitter on images you create and share, as well as your local contact information, and include [#maternalMHmatters](#)

Research

- Share your research on maternal mental health with our collaborators from around the globe
- We will add the research to the website to be access by other partners globally.

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](#)
- Try using live video streams on facebook to engage your audience via social media.

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

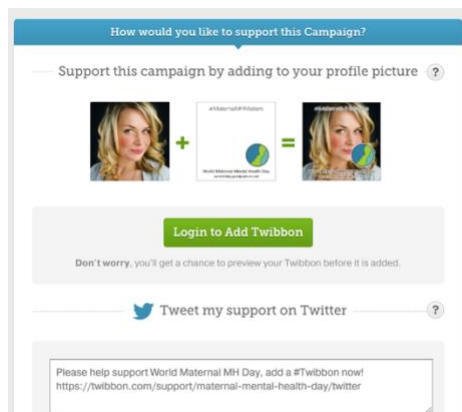
- Use our [press release](#) below as a template to reach out to your local journalists

Sample Tweets and Facebook Posts



Join us on May 6, 2020 to bring light to Maternal Mental Health and [#endthestigma](#) [#maternalMHmatters](#) [#SaludMentalMaternaImporta](#) [#anneruhsagligifarkindalik](#) [#SaúdeMentalMaternaImporta](#)

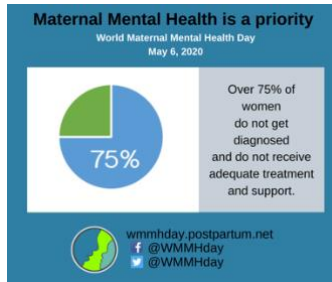
Make Maternal Mental Health a priority worldwide. [#endthestigma](#) [#itsokaytoaskforhelp](#) [#maternalMHmatters](#) [#SaludMentalMaternaImporta](#) [#anneruhsagligifarkindalik](#) [#SaúdeMentalMaternaImporta](#)



Share your support of Maternal Mental Health worldwide. **Add the twibbon** to your profile picture. <https://twibbon.com/Support/maternal-mental-health-day> [#maternalMHmatters](#) [#SaludMentalMaternaImporta](#) [#anneruhsagligifarkindalik](#) [#SaúdeMentalMaternaImporta](#)

If you can't join us in person, join us virtually online by posting a photo of how you are **bringing light to Maternal Mental Health Day in your community.** [#endthestigma](#) [#maternalMHmatters](#) [#SaludMentalMaternaImporta](#) [#anneruhsagligifarkindalik](#) [#SaúdeMentalMaternaImporta](#)

Sign the petition asking the World Health Assembly and the UN World Health Organisation to officially recognize World Maternal Mental Health Day (WMMH Day) <https://wmmhday.postpartum.net/call-on-the-un-to-recognize-world-maternal-mental-health-day/> [#maternalMHmatters](#) [#SaludMentalMaternaImporta](#) [#anneruhsagligifarkindalik](#) [#SaúdeMentalMaternaImporta](#)

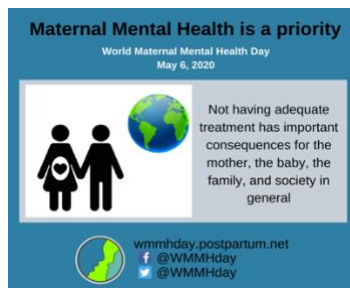


More than 75% of women who suffer from maternal mental health disorders go undiagnosed and untreated. **Your story** could help end the shame and stigma that so often come with mental illnesses. <https://wmmhday.postpartum.net/blog/>

Majority of women with maternal mental health problems suffer in silence and often go undetected and untreated. **Share your story** and help end the stigma. #EndtheStigma #Listen2Mothers #ProvideCulturalSafety #maternalMHmatters #SaludMentalMaternaImporta #anneruhsagligifarkindalik #SaúdeMentalMaternaImporta <https://wmmhday.postpartum.net/blog/>

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 #maternalMHmatters #SaludMentalMaternaImporta #anneruhsagligifarkindalik #SaúdeMentalMaternaImporta

One of the biggest ways to make a difference in the field of maternal mental health is to **share the work you have done in your community**. Our list of resources is growing! Tag us in your projects and allow us to learn from your work #maternalMHmatters #shareyourwork #maternalMHmatters #SaludMentalMaternaImporta #anneruhsagligifarkindalik #SaúdeMentalMaternaImporta <https://wmmhday.postpartum.net/share-your-project/>



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

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

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 #SaludMentalMaternaImporta #anneruhsagligifarkindalik #SaúdeMentalMaternaImporta

Press Release template (2020)

World Maternal Mental Health Day

Wednesday, May 6th, 2020

International Maternal Mental Health Awareness Week

(Monday, April 27 – Sunday, May 3)

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 6 in 2020. 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