



# World Maternal Mental Health Day

Social Media Toolkit

#maternalMHmatters

Wednesday, 5 May 2021



*Theme 2021: Let's Invest.. call to action for investment and equity  
in maternal mental health care*

Our theme this year highlights the need to invest in maternal mental health, while we emphasize that investment is not limited to financial donation but can include investing your time, your expertise or simply a reminder to invest in yourself.

**Become an Advocate for maternal mental health** by posting about ways in which you or your organisation invests in #MMH – spread the word by adding the #LetsInvest hashtag and tagging @WMMHday.

**Become a Global Partner for maternal mental health** by using the [sign-up form](#) on our global partner page. Around 200 partners from across the globe are already part of this campaign. Anyone can join!

During the weeks leading up to WMMHday, you can also highlight what you or your organisation is doing to help women and birthing people with perinatal mental health problems by using the below tools:

## Twitter & Facebook

- Follow the WMMHday [Twitter account](#) and like the [Maternal Mental Health Day Facebook](#) page to share your events, stories, facts or research with all our followers
- Use the hashtag [#maternalMHmatters](#) when posting. Where possible, use the various translations of the hashtag, such as [#SaludMentalMaternalImporta](#) & [#anneruhsagligifarkindalik](#) & [#SaúdeMentalMaternalImporta](#)
- Adopt the Twibbon on your Twitter and FB profile picture: [MMHday Twibbon](#)
- Use any of our sample tweets / posts to initiate a conversation with your social media network
- If possible, include the [#maternalMHmatters](#) hashtag, the campaign [website link](#) and social media handle (@WMMHday) on images you create and share

## Resources

- Sharing your research, initiatives or projects on maternal mental health with our global collaborators is already another way to invest in maternal mental health
- Share your information and links via the [website form](#) which we will upload and make available to everyone

## Events

- Join or support activities in your country or region – check the [global events pages](#) for activities near you
- Create your own ideas to highlight why maternal mental health should be a priority in your country or region - let others know by submitting your event details to us via [the website form](#)

## Graphics

- You can use our [infographic](#) to highlight that maternal mental health is a global issue global
- You can also adapt it to your own language and cultural setting – just send us an [email](#) and we'll share the template.

## Media

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

## Video

- Video is a perfect medium to explain what you have planned to your audience, while Facebook live streaming is an easy way to integrate video into your campaign or live stream your event.

## Sample Tweets, Instagram and Facebook Posts

**Join us on May 5, 2021** to call for investment in #maternal #mentalhealth around the globe!

<https://wmmhday.postpartum.net/get-involved/>

#LetsInvest #maternalMHmatters

#SaludMentalMaternalImporta #anneruhsagligifarkindalik #SaúdeMentalMaternalImporta

### **Make Maternal Mental Health a priority worldwide.**

Sign the petition calling on the @WHO to officially recognize World Maternal Mental Health Day to be commemorated annually on the first Wednesday of May.

#maternalMHmatters #LetsInvest

<https://wmmhday.postpartum.net/call-on-the-un-to-recognize-world-maternal-mental-health-day/>

### **This year's #WMMHday theme is about investing in maternal mental health.**

This can include women and birthing people investing in their own #mentalhealth - therapy, self-care, self-love.

Share a photo of how you are investing in yourself today!

#maternalMHmatters #LetsInvest

### **This year's #WMMHday theme is about investing in maternal mental health.**

You can invest your time by volunteering, invest your resources by sharing them and invest your voice by helping us amplify our message.

#LetsInvest #maternalMHmatters

#SaludMentalMaternalImporta

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

#LetsInvest #maternalMHmatters

The field of perinatal maternal mental health is constantly growing with the help of advocates all over the world.

#WMMHday is an opportunity to **share your projects and research in this field!**

<https://wmmhday.postpartum.net/share-your-project/>

#maternalMHmatters #LetsInvest #shareyourwork

## Press Release template (2021)

World Maternal Mental Health Day  
Wednesday, May 5th, 2021



**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.

This year the theme is **Let's Invest.. call to action for investment and equity in maternal mental health care**. Our theme highlights the need to invest in maternal mental health, while we emphasize that investment is not limited to financial donation but can include investing your time, your expertise or simply a reminder to invest in yourself.

### **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 5 in 2021. 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. You can learn more and send information about your projects, research or events to

the [World Maternal Mental Health Day website](#), follow the [WMMHD Facebook page](#) or WMMHday [Twitter account](#) and use #maternalMHmatters to connect on social media.

*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.*

### **Join the campaign**

By signing-up as a global partner, you will join 200+ 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