

MMH WEEK 2020 TOOLKIT

Making Over MOTHERHOOD

MAY 4TH-8TH, 2020



OFFICIAL HOST OF MATERNAL
MENTAL HEALTH AWARENESS WEEK

motherhood isn't black and white

THEBLUEDOTPROJECT.ORG





Toolkit Overview

[Promotional Partner Commitments](#)

[Information on Sharing Official Campaign Memes](#)

[Messaging and Discussion Points](#)

[Overview of Maternal Mental Health Disorders](#)

[Mental Health of Mothers Through the COVID-19 Crisis](#)

[Motherload of Stressors and MMH Risk Factors](#)

[Barriers to Care, More Troubling Than Ever](#)

[What is Trauma and Collective Trauma?](#)

[COVID, Moms and Trauma](#)

[Social Media Messaging--Twitter & IG](#)

[Social Media Messaging--Facebook](#)

[Sample Informational Graphics](#)

[Logo](#)

[Facebook Banner](#)

[Facebook Frame](#)



Promotional Partner Commitments

Share posts from TheBlueDotProject's social media sites or post your own favorite messages and memes from this toolkit during the week of May 4-8. We ask that you share/post at least two messages during the week.

It is optional to promote the opportunity for mothers to take the #MakingOverMotherhood Challenge. We encourage partners who have a following of mothers to promote the challenge. This year, more than ever, mothers need to share their stories and have their voices heard.

Help Us Expand the Campaign Reach

Invite colleagues, friends, and social networks to take part. Just think of the 1 in 5 women who will suffer from an MMH disorder. Every share, like, comment, and post counts to reach 1 more mom who may be suffering in silence.

Campaign Hashtags:

#MMHWeek2020

#MakingOverMotherhood

If you post directly, REMEMBER TO TAG US!

Information on Sharing Official Campaign Memes

Official campaign memes will be available each morning during the campaign and will originate from TheBlueDotProject's [Facebook](#), [Twitter](#), and [Instagram](#) accounts, starting at 9 am EST each morning during the campaign week.

You can visit one of TheBlueDotProject's accounts each morning to share the post/image that day and use the hashtags #MakingOverMotherhood #MMHWeek2020 in your posts.



Messaging and Discussion Points

Overview of Maternal Mental Health Disorders

This term has generally referred to mental health of the perinatal population (pregnant women and women in the postpartum period). Up to one in five women will suffer from a maternal mental health disorder. These disorders can have new onset in the postpartum period, pregnancy or prior to pregnancy and persist through pregnancy. These disorders include the range of anxiety disorders, obsessive compulsive disorder, PTSD, depression and the rare but serious postpartum psychosis.¹

Mental Health of Mothers Through the COVID-19 Crisis

“The COVID-19 crisis is unprecedented and highly stressful to the entire population. For pregnant women, the worries about the pandemic can increase anxiety and worsen mood during pregnancy—both of which are known risk factors for maternal mental health concerns during the pregnancy and postpartum period. This speaks to the great need for increased emotional support for perinatal women.”

-Samantha Meltzer-Brody, MD, MPH, Director, UNC Center for Women’s Mood Disorders

Motherload of Stressors and MMH Risk Factors

This year however, it’s critical to also acknowledge the ‘Motherload’ of stressors that all mothers with children in the home have faced during the COVID crisis. It is impossible to address maternal mental health without addressing the impact of the COVID crisis on maternal mental wellness.

The current restrictions implemented to minimize the spread of COVID has created and augmented many risk factors for maternal mental health. Moms giving birth now will most likely be at a higher risk for maternal mental health disorders. Risk factors heightened by the COVID situation include, but are not limited to:

- Inadequate support
- Financial stress
- Marital stress
- A major recent life event: loss, house move, job loss²
- Feelings of powerlessness, poor communication and/or lack of support and reassurance during the delivery (risk factor for postpartum PTSD)³
- Women in their childbearing years already account for the largest group with depression in the U.S.⁴

¹ What are MMH Disorders. (n.d.). Retrieved March 29, 2020 from TheBlueDotProject: <https://www.thebluedotproject.org/whataremmhdisorders>

² Depression During Pregnancy & Postpartum. (n.d.). Retrieved March 29, 2020 from Postpartum Support International (PSI): <https://www.postpartum.net/learn-more/depression-during-pregnancy-postpartum/>

³ Postpartum Post-Traumatic Stress Disorder. (n.d.). Retrieved March 29, 2020 from Postpartum Support International (PSI): <https://www.postpartum.net/learn-more/postpartum-post-traumatic-stress-disorder/>

⁴ American Congress of Obstetricians and Gynecologists (ACOG) (May 7, 2007). News release: The Challenges of Diagnosing and Treating Maternal Depression: Women’s Health Experts Weigh In



Barriers to Care, More Troubling Than Ever

More than 600,000 women suffer from MMH disorders in the U.S. each year--yet less than 15% of those diagnosed ever receive treatment.⁵ With so many businesses closed, limited healthcare resources, and lack of childcare available right now, it is harder than ever for moms to ask for, and receive help.

What is Trauma and Collective Trauma?

- According to Substance Abuse and Mental Health Services Administration (SAMHSA)⁶, **individual trauma** results from an event, series of events, or set circumstances that is experienced by an individual as physically emotionally harmful life-threatening and has lasting adverse effects on the individual's functioning mental, physical, social, emotional, spiritual well-being.
- **Collective trauma** refers to the psychological reactions to a traumatic event that affect an entire society and may challenge standard expectations and cause confusion and distress.⁷

COVID, Moms and Trauma

Moms are at risk for increased exposure to trauma and PTSD-like symptoms due to the COVID crisis.

- Risk factors for PTSD⁸
 - Living through dangerous events and traumas
 - Exposure to actual or threatened death
 - Birth trauma during a global crisis
 - Getting hurt
 - Seeing another person hurt, or seeing a dead body
 - Childhood trauma
 - Feeling horror, helplessness, or extreme fear
 - Having little or no social support after the event
 - Dealing with extra stress after the event, such as loss of a loved one, pain and injury, or loss of a job or home
 - Having a history of mental illness or substance abuse
 - Women are twice as likely to develop PTSD than men⁹

⁵ California Task Force on the Status of Maternal Mental Health Care. (2017, April). *California's Strategic Plan: A catalyst for shifting statewide systems to improve care across California and beyond* [White Paper]. Retrieved March 29, 2020 from 2020 Mom: <https://www.2020mom.org/s/Report-CATaskForce-718.pdf>

⁶ Substance Abuse and Mental Health Services Administration. (2014). *SAMHSA's Concept of Trauma and Guidance for a Trauma-Informed Approach*. Retrieved March 29, 2020 from https://store.samhsa.gov/product/SAMHSA-s-Concept-of-Trauma-and-Guidance-for-a-Trauma-Informed-Approach/SMA14-4884?referer=from_search_result

⁷ Hirschberger G. (2018). Collective Trauma and the Social Construction of Meaning. *Frontiers in psychology*, 9, 1441. <https://doi.org/10.3389/fpsyg.2018.01441>

⁸ Post-Traumatic Stress Disorder (n.d.). Retrieved March 29, 2020 from National Institute of Health (NIH): <https://www.nimh.nih.gov/health/topics/post-traumatic-stress-disorder-ptsd/index.shtml>

⁹ How Common is PTSD in Women? (n.d.). Retrieved March 29, 2020 from US Department of Veteran Affairs: https://www.ptsd.va.gov/understand/common/common_women.asp



Moms are at an increased risk for trauma and PTSD because:

- They are overwhelmed and are bearing the brunt of the shifts and are being asked to step up without adequate support. In many cases, the load of school closures and unplanned caretaking falls upon their shoulders
- They are given the impossible challenge of filling all the roles left empty by the quarantine (educator, playmate, cook, remote worker etc.)
- Social isolation increases risk of depression and anxiety¹⁰
- Normal avenues of self-care are no longer available (gyms, babysitters, play dates, date nights, spas, etc)
- The sudden and uncontrollable events may trigger a relapse in mom who have had a maternal mental health disorder. The current quarantine environment may trigger memories of isolation, anxiety, helplessness during the perinatal period¹¹
- Most reviewed studies reported negative psychological effects including post-traumatic stress symptoms, confusion, and anger. Stressors included longer quarantine duration, infection fears, frustration, boredom, inadequate supplies, inadequate information, financial loss, and stigma¹¹
- Those who have had perinatal OCD and related health anxieties may feel especially triggered by the COVID and worry about the health and wellness of their family¹²
- Women are more likely than men to suffer from PTSD^{7,8}

¹⁰ Matthews, T., Danese, A., Wertz, J., Odgers, C. L., Ambler, A., Moffitt, T. E., & Arseneault, L. (2016). Social isolation, loneliness and depression in young adulthood: a behavioural genetic analysis. *Social psychiatry and psychiatric epidemiology*, 51(3), 339–348. <https://doi.org/10.1007/s00127-016-1178-7>

¹¹ Brooks, S. K., Webster, R. K., Smith, L. E., Woodland, L., Wessely, S., Greenberg, N., & Rubin, G. J. (2020). The Psychological Impact of Quarantine and How to Reduce It: Rapid Review of the Evidence. *The Lancet*, 395(10227), 912–920. doi: [https://doi.org/10.1016/S0140-6736\(20\)30460-8](https://doi.org/10.1016/S0140-6736(20)30460-8)

¹² Pregnancy or Postpartum Obsessive Symptoms. (n.d.). Retrieved March 29, 2020 from Postpartum Support International (PSI): <https://www.postpartum.net/learn-more/pregnancy-or-postpartum-obsessive-symptoms/>



Social Media Messaging--Twitter & IG

Up to 1 in 5 women suffer from MMH disorders in the US each year. It's likely that these numbers will increase due to increased stress on moms because of COVID. <https://www.thebluedotproject.org/whataremmhdisorders> #MMHWeek2020 @TheBlueDotPrj

The worries about the COVID pandemic can increase anxiety/worsen mood during pregnancy—both of which are known risk factors for MMH concerns during the pregnancy and postpartum period. <https://www.thebluedotproject.org/whataremmhdisorders> #MMHWeek2020 @TheBlueDotPrj

Traumatic childbirth affects up to 34% of all birthing women. This number is likely to spike due to the increased trauma many may have experienced due to the COVID crisis. <https://www.thebluedotproject.org/whataremmhdisorders> #MMHWeek2020 @TheBlueDotPrj

Less than 15% of women diagnosed with a maternal mental health disorder receive treatment. There are likely increased barriers to care due to COVID, and even fewer moms will get treatment. <https://www.thebluedotproject.org/whataremmhdisorders> #MMHWeek2020 @TheBlueDotPrj

Maternal mental health disorders like postpartum depression are the #1 complication of childbirth and one of the leading causes of maternal death (mortality). #MMHWeek2020 @TheBlueDotPrj <https://www.thebluedotproject.org/whataremmhdisorders>

#DYK: MMH disorders are much more than just baby blues and consist of a range of mental health conditions such as depression, anxiety, OCD and PTSD. <https://www.thebluedotproject.org/whataremmhdisorders> #MMHWeek2020 @TheBlueDotPrj

#DYK: More than 600K women suffer from MMH disorders in the US each year--yet less than 15% of those diagnosed ever receive treatment. <https://www.thebluedotproject.org/whataremmhdisorders> #MMHWeek2020 @TheBlueDotPrj

#DYK: There are more new cases of mothers suffering from maternal depression each year than women diagnosed with breast cancer. #MMHWeek2020 @TheBlueDotPrj <https://www.thebluedotproject.org/whataremmhdisorders>

#DYK: Women in their childbearing years account for the largest group with depression in the U.S. #MMHWeek2020 @TheBlueDotPrj <https://www.thebluedotproject.org/whataremmhdisorders>



Social Media Messaging--Facebook

Up to 1 in 5 women suffer from MMH disorders in the US each year. It's likely that these numbers will increase due to increased stress on moms because of COVID-19.

<https://www.thebluedotproject.org/whataremmhdisorders> #MMHWeek2020 @TheBlueDotProject

The worries about the COVID pandemic can increase anxiety and worsen mood during pregnancy—both of which are known risk factors for maternal mental health concerns during the pregnancy and postpartum period. More than ever, there is a great need for increased emotional support for perinatal women.

<https://www.thebluedotproject.org/whataremmhdisorders> #MMHWeek2020 @TheBlueDotProject

Traumatic childbirth affects up to 34% of all birthing women. This number is likely to spike due to the increased trauma many may have experienced due to the COVID crisis.

<https://www.thebluedotproject.org/whataremmhdisorders> #MMHWeek2020 @TheBlueDotProject

Less than 15% of women diagnosed with a maternal mental health disorder receive treatment. There are likely increased barriers to care due to COVID, and even fewer moms will get treatment.

<https://www.thebluedotproject.org/whataremmhdisorders> #MMHWeek2020 @TheBlueDotProject

Maternal mental health disorders like postpartum depression are the #1 complication of childbirth and one of the leading causes of maternal death (mortality). #MMHWeek2020 @TheBlueDotProject

<https://www.thebluedotproject.org/whataremmhdisorders>

#DYK: MMH disorders are much more than just baby blues and consist of a range of mental health conditions such as depression, anxiety, OCD and PTSD. <https://www.thebluedotproject.org/whataremmhdisorders> #MMHWeek2020 @TheBlueDotProject

#DYK: More than 600K women suffer from MMH disorders in the US each year--yet less than 15% of those diagnosed ever receive treatment. <https://www.thebluedotproject.org/whataremmhdisorders> #MMHWeek2020 @TheBlueDotProject

#DYK: There are more new cases of mothers suffering from maternal depression each year than women diagnosed with breast cancer. #MMHWeek2020 @TheBlueDotProject

<https://www.thebluedotproject.org/whataremmhdisorders>

#DYK: Women in their childbearing years account for the largest group with depression in the U.S. #MMHWeek2020 @TheBlueDotProject <https://www.thebluedotproject.org/whataremmhdisorders>



NOTE: Full high resolution graphics can be downloaded at
<https://www.thebluedotproject.org/mmhweek2020-toolkit>

Sample Informational Graphics

MATERNAL MENTAL HEALTH
DISORDERS LIKE POSTPARTUM
DEPRESSION ARE THE
#1 complication
OF **CHILDBIRTH**

Making Over
MOTHERHOOD
MAY 4TH - 8TH 2020
MATERNAL MENTAL HEALTH
AWARENESS WEEK
MOTHERHOOD IS NOT BLACK AND WHITE
TheBlueDot
project
TheBlueDotProject.org



Less than 15%
OF WOMEN DIAGNOSED
WITH A MATERNAL
MENTAL HEALTH DISORDER
RECEIVE TREATMENT.

Making Over
MOTHERHOOD
MAY 4TH - 8TH 2020
MATERNAL MENTAL HEALTH
AWARENESS WEEK
MOTHERHOOD IS NOT BLACK AND WHITE
TheBlueDot
project
TheBlueDotProject.org



Logo





NOTE: Full high resolution graphics can be downloaded at
<https://www.thebluedotproject.org/mmhweek2020-toolkit>

Facebook Banner





NOTE: Full high resolution graphics can be downloaded at
<https://www.thebluedotproject.org/mmhweek2020-toolkit>

Facebook Frame

There are 2 ways to get our #MMHWeek2020 frame applied to your Facebook profile photo:

1. Click on this link: <https://www.facebook.com/profilepicframes>, then search "mmhweek2020"
2. Click to update your profile photo → add a frame → type "mmhweek2020" into the search box.

Here is a sample:

