

## Production Treatment for Be Mom Aware HPP

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### Title:

### **Be Mom Aware HPP Training Module interviews**

### Recording Location:

2477 5th Ave, Sacramento, CA 95818

[https://www.airbnb.com/rooms/1224567886342910261?source\\_impression\\_id=p3\\_1736972818\\_P33TXIFJJQvIJSt5](https://www.airbnb.com/rooms/1224567886342910261?source_impression_id=p3_1736972818_P33TXIFJJQvIJSt5)

- **Set up : Jan 30th Set up location 4pm - 7pm**
- **Day 1: January 31st 8:30 am - 5:00 pm**  
Lived Experience and Perinatal Mental Health Specialists
- **Day 2: February 1st 6:00 am until.....**  
Culturally Responsive Care Specialists  
Maternal and Child Health Specialists  
Behavioral Health and Trauma-Informed Care Specialists  
Perinatal Mental Health Specialists
- **Day 3: February 2nd 9:00 am -Rountables**  
Community Resource Navigators  
Certified Doulas

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### Objective:

To educate healthcare providers, doulas, and community health workers on addressing perinatal mental health through culturally responsive care, actionable strategies, and lived experiences, reducing stigma and improving access to support. <https://www.bemomaware.com/hppteam>

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### Target Audience:

- Healthcare providers (OB/GYNs, midwives, nurses, primary care physicians)
- Doulas and maternal health advocates
- Community health workers and navigators

- Mental health professionals
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## **Delivery Format:**

- Asynchronous, online video training hosted on an LMS (e.g., Teachable, Thinkific).
  - Incorporates interviews, animations, slides, and real-world examples.
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## **Tone and Style:**

- **Tone:** Empathetic, professional, inclusive, and empowering.
  - **Style:** Clean, modern visuals with an emphasis on storytelling and practical application.
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## **Modules Overview:**

1. **Module 2: Leveraging Perinatal Mental Health Screening in Clinic**
    - Focus: Screening tools, implementation strategies, and communication best practices.
  2. **Module 3: Addressing Stigma and Barriers to Care**
    - Focus: Reducing stigma, addressing systemic racism, and cultural safety.
  3. **Module 4: Building a Working Alliance**
    - Focus: Trust-building, trauma-informed care, and motivational interviewing.
  4. **Module 5: Addressing Social Drivers of Health**
    - Focus: Leveraging community resources and managing social barriers.
  5. **Module 6: Effective Perinatal Mental Health Care Plans**
    - Focus: Comprehensive care planning, safety plans, and continuity of care.
  6. **Module 7: Leveraging Doulas in Practice**
    - Focus: Doula roles, collaboration, and policy advocacy.
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## **Production Elements:**

### **Visuals:**

- High-quality interviews with Subject Matter Experts (SMEs) and a mom with lived experience.
- Slide presentations with key points, graphs, and infographics.
- Stock footage and animations illustrating concepts (e.g., patient-provider interactions, cultural safety practices).

### Audio:

- Clear, professional narration to guide transitions and summaries.
- Background music to create an engaging atmosphere (light, non-intrusive).

### Interactive Elements:

- Quizzes to reinforce learning objectives.
  - Downloadable resources (e.g., screening toolkits, cultural competency guides).
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## Production Schedule:

### Pre-Production:

- **W1** : Finalize scripts, interview questions, and storyboarding.
- **W2** : Secure SMEs and lived experience mom; test equipment and recording platform.
- **W3**: Set up/ Start Production

### Production:

- **Setup - January 30th 3pm -7pm**  
Mother's stories set up with Brick background and selves  
Expert area set up in Dinning room  
Virtual Interviews inOffice  
Roundtable in dinning room

**Chainging area - Dressing room**

**Table for sign in**

**Chalk boards**

**Signs for each SME**

**Door signs**

- **Day 1 Janurary 31st 9am -5pm:**

***Mother's stories - 1 expert in the am***

Lived Experience(Latina / Black Mothers)

Perinatal Mental Health Specialists

- **Day 2 February 1st 7:00am - Until:**

***Expert Interviews***

Culturally Responsive Care Specialists  
Maternal and Child Health Specialists  
Behavioral Health and Trauma-Informed Care Specialists  
Perinatal Mental Health Specialists

- **Day 3 February 2nd 9:00am -Until :**

**Expert Interviews / Round table Discussion (3:30PM - 6 PM) /Mother's interview**  
Community Resource Navigators  
Certified Doulas

**Post-Production:**

- **Week 5-6:** Create slide decks, visuals, and animations.
  - **Week 6- 8** Edit raw footage, sync with slides, and add animations. Create slide decks, visuals, and animations.
  - **Week 9:** Review and refine edits with SMEs for accuracy.
  - **Week 10:** Finalize videos and upload to LMS.
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**Module Treatment Example:**

**Module 2: Leveraging Perinatal Mental Health Screening in Clinic**

1. **Opening:**
    - Narrator introduces the importance of screening tools.
    - Visual: Infographic on perinatal depression statistics.
  2. **SME Segment:**
    - Perinatal Mental Health Specialist explains screening tools (EPDS, PHQ-9).
    - Visual: Slide showing tool comparison.
  3. **Storytelling:**
    - Lived experience mom shares her feelings about screening and its outcomes.
    - Visual: Animated reenactment of a screening process.
  4. **Practical Application:**
    - Step-by-step guide to implementing screenings in clinics.
    - Visual: Toolkit preview and downloadable links.
  5. **Closing:**
    - Narrator summarizes key takeaways and previews the next module.
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## Key Team Members:

1. **Director/Producer:** Oversees production, scheduling, and creative vision.
  2. **Scriptwriter:** Prepares scripts, questions, and storytelling prompts.
  3. **Camera/Audio Operator:** Ensures technical quality.
  4. **Editor:** Combines raw footage, slides, and animations.
  5. **SMEs (9):** Provide expert content for respective modules.
  6. **Lived Experience Mom:** Shares personal insights to humanize and contextualize content.
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## Budget Considerations:

- **Equipment:**
    - Cameras, microphones, lighting kits.
  - **Software:**
    - Editing tools like Adobe Premiere Pro or Camtasia.
  - **Personnel:**
    - Freelance editor, animator (optional for cost-saving).
  - **Venue:**
    - Use a single centralized location for in-person recordings to save on venue costs.
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## Distribution:

- Hosted on an LMS with modules segmented into bite-sized lessons.
  - Promote through partnerships with healthcare organizations, advocacy groups, and community networks.
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This treatment ensures a clear vision and production plan, balancing high-quality content with cost efficiency while delivering a meaningful learning experience.