

Maternal Mental Health Awareness Week 2023: summary of place-wide communications and engagement activity

Overview/contents

In this toolkit, you'll find resources to promote the Maternal Mental Health Awareness Week 2023 campaign.

Maternal Mental Health Awareness Week is a week-long campaign dedicated to talking about mental health problems before, during and after pregnancy.

The week is all about:

- raising public and professional awareness of perinatal mental health problems
- advocating for women and families impacted by it
- changing attitudes
- helping people access the information, care and support they need to recover

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1. Staff (and public) events summary

1-7 April 2023 – Maternal Mental Health Week

- Tuesday 2 May 12pm-3pm – **Little Minds Matter: The impact of maternal mental health on parent-infant relationships** – Airedale General Hospital, Parent Education Room (location B18/Ward 21)
- Wednesday 3 May at 9.30am-12pm – **Bitesize training by Lisa Milne** – Bradford Royal Infirmary, Conference Room
- Wednesday 3 May at 1pm-2.15pm – **Welcome to the World Programme training by Ifrat Ahmed** – [via MS Teams](#)
- Thursday 4 May from 9.30am – **Little Minds Matter: The impact of maternal mental health on parent-infant relationships** – Tea Trolley Training at Bradford Royal Infirmary
- Thursday 4 May 10am-12pm – **Family Action: No health without mental health** – Tea Trolley Training at Bradford Royal Infirmary
- Friday 5 May from 9.30am – **Bitesize safeguarding training** delivered by Susan Brown – Airedale General Hospital, Parent Education Room (location B18/Ward 21)
- Friday 5 May from 1.30pm – **How IAPT can support people during the perinatal period.** In this session, colleagues can find out about new Perinatal Workshops and all the types of therapy offered including courses, 1-1 sessions and online cCBT – Tea Trolley Training at Bradford Royal Infirmary

2. Internal communications

[For staff bulletins \(general\)](#)

Maternal Mental Health Awareness Week (1-7 May 2023) is a campaign dedicated to talking about mental health problems before, during and after pregnancy. The theme is 'Together in a changing world'. It is about connecting communities, both virtually and real life support, and focusing on working together for all families at what is for many, a difficult time. The week provides a supportive platform where families can be reassured and signposted to vital resources and safe support.

The Best 1001 Days programme team will be holding a number of events and training sessions throughout the week at Bradford Royal Infirmary and Airedale Hospital. There's lots of information on the [Healthy Minds website](#) to support women with their mental health during and after pregnancy. Please look out for posts on Twitter, Instagram and Facebook to share.

[ANHSFT staff bulletin copy](#)

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During Maternal Mental Health Awareness Week, the Best 1001 Days Programme team will be holding a number of events and training sessions virtually and on-site.

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If you need any help to find the Parent Education Room on ward 21 for any of the sessions, please call 01535 292211.

The events are open to all staff and are recommended for those who work on the labour ward, and anyone interested in maternal mental health and how to best support women during and after pregnancy. For more information on these sessions, please email maria.ashraf@nhs.net.

There's also lots of information and support services available on the [Healthy Minds website](#).

[BTHFT staff bulletin copy](#)

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3. Media activity

28 April 2023 BDC HCP will issue a press release (below) to local media.

PRESS RELEASE

Local NHS urges women and their families to access mental health support during and after pregnancy

In the lead-up to Maternal Mental Health Awareness Week from Monday 1 to Sunday 7 May, the local NHS and voluntary and community sector organisations are urging women and their families to access support for their mental health concerns during and after pregnancy.

According to the Royal College of Obstetricians & Gynaecologists one in five women develop a mental illness during pregnancy or in the first year after birth.

Bradford District and Craven Health and Care Partnership's Best 1001 Days Programme aims to improve experiences and outcomes of the pregnancy and birth journey across the district and one of the key focuses of this is perinatal mental health.

In Bradford District and Craven there are a range of community support services available to women and their families during and after pregnancy to support their mental health. This includes Bradford Doulas, Roshni Ghar, Family Action, as well as NHS services and many more.

Abbie Wild, Programme Manager for Bradford District and Craven Health and Care Partnership Best 1001 Days Programme, said: “Across our area, there are a number of support services provided by the NHS and voluntary and community sector, which women and their families can access for their mental health concerns during and after pregnancy. You can find all local support services in Bradford District and Craven listed on the Healthy Minds website.

“In the UK, suicide is a leading cause of maternal deaths within a year after childbirth. We know that COVID-19 increased the mental health risks for new and expectant mums and if left untreated, it can have a devastating impact on women and their families. I would strongly encourage women to come forward and to seek support, whether it’s during or after your pregnancy so that we can make sure you receive the care you need to recover.”

Katie James, service manager at Family Action, said: “Maternal Mental Health Awareness Week is really important to raise awareness of how common maternal mental ill health is and how serious it can be for mothers, babies and families.

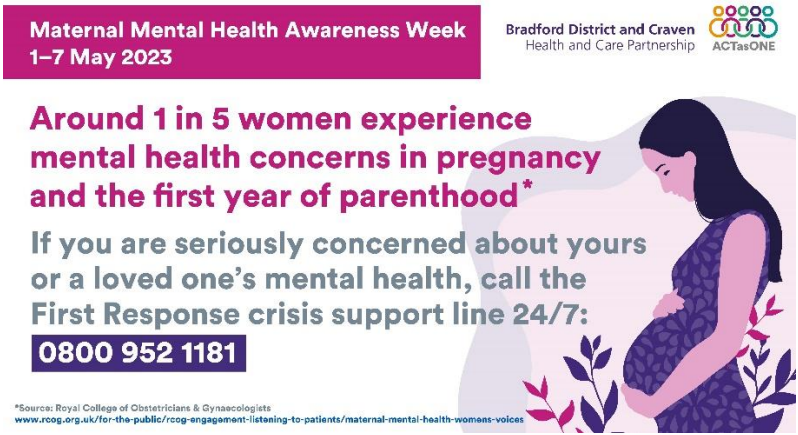
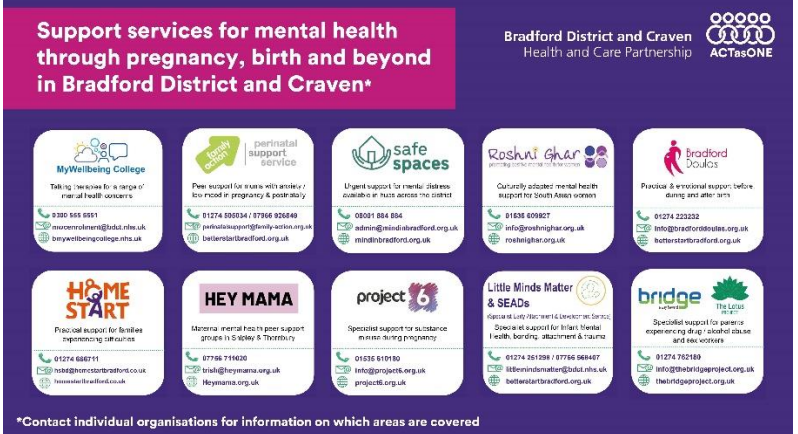
“78% of women who are generally mentally well, experience negative thoughts during the perinatal period. Family Action provides support for those who experience mild to moderate mental health issues during the perinatal period and our volunteer peer supporters provide emotional support through listening.”


For further information about maternal mental health and support services available in your area, visit www.healthyminds.services/content-article/about-maternal-mental-health.

ENDS

4. Social media content calendar

Graphics on wetransfer: <https://we.tl/t-vEzfcOuuk8>

Suggested copy	Graphic	ALT text
<p>This week is #MaternalMentalHealthAwarenessWeek, a week dedicated to talking about mental health problems before, during and after pregnancy.</p> <p>Around 1 in 5 women experience mental health concerns in pregnancy and the first year of parenthood.</p> <p>Visit Article About maternal mental health Healthy Minds Healthy Minds to find local mental health support services through pregnancy, birth and beyond.</p> <p>Tag: Healthy Minds BDC</p>	 <p>Maternal Mental Health Awareness Week 1-7 May 2023</p> <p>Around 1 in 5 women experience mental health concerns in pregnancy and the first year of parenthood*</p> <p>If you are seriously concerned about yours or a loved one's mental health, call the First Response crisis support line 24/7: 0800 952 1181</p> <p><small>*Source: Royal College of Obstetricians & Gynaecologists www.rcog.org.uk/for-the-public/rcog-engagement-listening-to-patients/maternal-mental-health-womens-voices</small></p>	<p>Title: Maternal Mental Health Awareness Week 1-7 May 2023</p> <p>Body text: Around 1 in 5 women experience mental health concerns in pregnancy and the first year of parenthood. If you are seriously concerned about your or a loved one's mental health, call the First Response crisis support line 24/7: 08009521181</p> <p>Graphic of a pregnant woman</p>
<p>There are lots of services to support mental health during and after pregnancy in Bradford District and Craven.</p> <p>Visit Article About maternal mental health Healthy Minds Healthy Minds to find out how they can help.</p> <p>#MaternalMentalHealthAwarenessWeek</p> <p>Tag: Healthy Minds BDC, My Wellbeing College, Family Action, Mind in Bradford, Roshni Ghar, Bradford Doulas, Home Start BD, Hey Mama Club, Project 6, The Bridge Project, Little Minds Matter</p>	 <p>Support services for mental health through pregnancy, birth and beyond in Bradford District and Craven*</p> <p><small>*Contact individual organisations for information on which areas are covered</small></p>	<p>Title: Support services for mental health through pregnancy, birth and beyond in Bradford District and Craven.</p> <p>Ten support services listed: My wellbeing college. Talking therapies for a range of mental health concerns. Family Action perinatal support service. Peer support for mums with anxiety or low mood. Safe spaces. Urgent support for mental distress</p>

		<p>Roshni Ghar. Culturally adapted mental health support for South Asian women.</p> <p>Bradford Doulas. Practical and emotional support before, during and after birth.</p> <p>Home start. Practical support for families experiencing difficulties.</p> <p>Hey Mama. Maternal mental health peer support groups.</p> <p>Project 6. Specialist support for substance misuse during pregnancy.</p> <p>Little Minds Matter. Specialist support for infant mental health.</p> <p>Bridge/The Lotus Project. Specialist support for parents experiencing drug/alcohol abuse</p>
<p>#MaternalMentalHealthAwarenessWeek aims to raise awareness of mental health problems before, during and after pregnancy.</p> <p>To find mental health support services to help through pregnancy, birth and beyond, visit: Article About maternal mental health Healthy Minds Healthy Minds</p> <p>Tag: Healthy Minds Bradford, My Wellbeing College, Family Action, Mind in Bradford, Roshni Ghar, Bradford Doulas, Home Start, Hey Mama, Project 6, The Bridge Project, Little Minds Matter</p>	 <p>The graphic features the text 'Maternal Mental Health Awareness Week' in large purple font, with '1-7 May 2023' in a purple pill-shaped box below it. At the bottom, it says 'First Response 24/7 crisis support line: 0800 952 1181'. On the right is an illustration of a pregnant woman in profile, wearing a purple patterned dress, with floral elements. Logos for 'Bradford District and Craven Health and Care Partnership' and 'ACTasONE' are in the top right.</p>	<p>Pink text on white background. Text says: Maternal Mental Health Awareness Week 1-7 May 2023. First Response 24/7 crisis support line 08009521181. Graphic of a pregnant woman.</p>