



Maternal Mental Health Advocacy Day

Social Media Toolkit

The most effective social media posts include a graphic element, a hashtag, and a caption.
Please tag Shades of Blue Project, MMHLA, and 2020 Mom.

HASHTAGS

#MMHAdvocacy (primary hashtag)
#maternalmentalhealth
#perinatalmentalhealth
#maternalMHmatters

#IntoTheLight
#MomsMatterAct
#TRIUMPHForNewMoms
#TRIUMPHAct

HANDLES -- be sure to follow *Shades of Blue Project, MMHLA, and 2020 Mom!*

| | Twitter | Instagram | LinkedIn | Facebook |
|--|------------------|----------------------|--|-------------|
| | @shadesofblueprj | @shadesofblueproject | Shades of Blue Project | @sobproject |
| | @MMHLA2 | @MMHLA2 | Maternal Mental Health Leadership Alliance (MMHLA) | @MMHLA2 |
| | @2020MomProject | @2020_mom | 2020 Mom | @2020Mom |

IMAGES (download images [HERE](#))



SOCIAL MEDIA CAPTIONS

TWITTER

- Maternal mental health conditions -- primarily anxiety and depression -- are the **MOST COMMON** complication of pregnancy and childbirth, impacting 1 in 5 women.
- 800,000 new mothers will experience MMH conditions each year in the United States.
- 75% of women experiencing MMH conditions go untreated.
- The cost of untreated MMH conditions is \$32,000 per mother-infant pair, or \$14.2 billion nationally.
- Untreated MMH conditions can have long-term negative impact on mother, baby, family, and society.
- Women of color and women who live in poverty experience MMH conditions at 2-3X the rate of white women.
- The COVID-19 pandemic has **TRIPLED** the incidence of MMH conditions.
- Fund MMH programs now! \$2 million for a hotline, \$5 million for grants to states.
- MMH needs additional funding: \$2 million for a dedicated hotline and \$5 million for grants to states to create programs to address MMH.
- Fund MMH programs now! Co-sponsor new legislation to address MMH!

INSTAGRAM, FACEBOOK, LINKEDIN

- Maternal mental health conditions — primarily anxiety and depression — are the **MOST COMMON** complication of pregnancy and childbirth impacting 1 in 5 women. Sadly, 75% of women experiencing MMH conditions go untreated.
- Each year, 800,000 women in the United States will experience MMH conditions — primarily anxiety and depression — during pregnancy or the first year of baby's life. A new study shows symptoms of anxiety and depression can last up to 3 years following pregnancy.
- The cost of untreated MMH conditions is \$32,000 per mother-infant pair, or \$14.2 billion nationally, in addressing poor health outcomes of mother and baby and accounting for lost wages and productivity of the mother.
- Untreated MMH conditions can have long-term negative impact on mother, baby, family, and society.
- Women of color and women who live in poverty experience MMH conditions at 2-3 times the rate as white women. Lack of access to healthcare, logistical barriers to obtaining help, systemic racism, and cultural and racial biases in the healthcare system all contribute to these disparities.
- The COVID-19 pandemic has exacerbated MMH conditions with women experiencing anxiety and depression during pregnancy at 3-4 times the rate prior to the pandemic.
- MMH needs additional funding for established programs: \$5 million for grants to states to create programs to address MMH, and \$2 million for a dedicated MMH hotline to provide 24/7 specialized voice and text support
- Fund MMH programs now — and co-sponsor new legislation to further address MMH.

SPECIFIC REQUESTS

- **Increase FY23 funding for existing MMH programs:**
 - \$5 million for grants to states
 - \$2 million for MMH hotline
- **Co-sponsor legislation to address MMH:**
 - *Into the Light for Maternal Mental Health and Substance Use Disorders Act* to reauthorize and fund existing MMH programs
 - *Moms Matter Act* to address MMH equity
 - *TRIUMPH for New Moms Act* to improve federal MMH coordination