



Perinatal Mental Health Awareness Week 2022 Social Media Toolkit

#eliminatethestigma #PerinatalMHAotearoa

Perinatal Mental Health Awareness Week
1st to 7th Mei May 2022

2022 Theme - Choose to Move! with [She Moves](#) Fitness Collective

Become a champion for perinatal mental health participating and showing your support during this week!

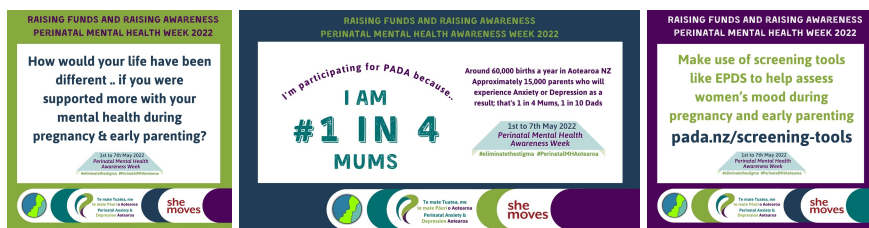
Perinatal Mental Health Awareness Week 2022 aims to:

- promote awareness of [antenatal](#) and [postnatal](#) anxiety and depression
- encourage new and expectant parents to seek help early
- eliminate the stigma surrounding this common health issue by advocating to Government

During the weeks leading up to Perinatal Mental Health Awareness Day, you and your organisation can also highlight what you are doing to help women and birthing people with perinatal mental health problems by using the below tools:

Spread awareness!

Send out statistics, messages of awareness and what you will do to help. See the end of this document for [graphics](#) and sample messaging to send out on your website and social media. Contact hello@pada.nz for more information or if you wish to help in any other way. View all graphics at the end of this document or download [here](#):



Get involved in our event - or set up your own!

Take part in our annual [Perinatal Mental Health Awareness fundraiser](#)! Happening virtually this year, this event is unique as you can choose how and wherever YOU want to #ChooseToMove

Register for the event, and complete it anytime between 1st to 7th Mei May 2022. Let us know how you got on by posting your pics on our socials! Our event is designed to highlight the link between mental wellbeing and exercise. Registrations are \$20 and all proceeds go to PADA.

To encourage people to get together and raise awareness, you could:

..fundraise, donate, hold events such as a movie night, picnic, buggy walk, morning tea, high tea, exercise class. Ask for a koha or have a donation box at your event.

Or if you wish to set up your own event or fundraiser, you can do it via [The Good Registry here](#).

Let others know by submitting your event details to us via email (hello@pada.nz) so we can share your campaign!

Connect with local support groups in your area

Many support groups can offer services such as coffee mornings, counselling, peer support meetings, lists of local services. They are a safe place for mums or dads with perinatal anxiety or depression to connect with others, and help acknowledge their struggles. If you have previously been supported in your own perinatal mental health journey, you may wish to connect with them to see about becoming a volunteer or helping them fundraise directly. Go to our [Support Services](#) page to navigate to support services in your region.

Share the work of PADA

Buy our [book](#), share our [videos for Health Professionals](#) or [Videos for Family/Whanau](#), download and distribute our [free resources](#) (email us if you want any sent to you!) and distribute [posters](#) of our events.

Raise Awareness of Perinatal Mental Health in your social channels

Become an Advocate for perinatal mental health by posting about ways in which you or your organisation invests in and supports Perinatal Mental Health – for men, women and all birthing parents. Use the ideas and sample text below to share!

Instagram

- Use the hashtags #eliminatethestigma #PerinatalMHAotearoa #maternalMHmatters #worldMMHday when posting
- Like posts and reshare to your stories
- Tag @perinatalanxiety_depression_nz and @worldMMHday when sharing your events, stories, facts and research
- DM us information and/or graphics you would like us to reshare!

Twitter

- Tag [@pmhnz](#) and use the hashtags #eliminatethestigma #PerinatalMHAotearoa #maternalMHmatters #worldMMHday when posting.
- Adopt the Twibbon on your Twitter profile picture: MMHday Twibbon <https://twibbon.com/support/pmhaw2022>
- Use any of our sample tweets (below) to start a conversation with your network

Facebook

- Like the [PADA page](#) and [Perinatal Mental Health Aotearoa 2022 page](#) and share your events, stories, facts or research.
- Use the hashtags #eliminatethestigma #PerinatalMHAotearoa #maternalMHmatters #worldMMHday when posting
- Update your Facebook Profile Pic with a Twibbon image by following the instructions on this Twibbon link: <https://twibbon.com/support/pmhaw2022>
"I support Perinatal Mental Health Awareness Week 2022 #eliminatethestigma Update your Facebook with a Twibbon image on your profile picture by following the instructions on this link: <https://twibbon.com/support/pmhaw2022>"
- Tag others who can help share your message.
- Include our logo and graphics on any images you create and share (available [here](#))

Research/Initiative/Projects

- Share your research/initiative/projects on perinatal mental health so we can highlight your mahi and share with our networks.

Media

- Use our press release template as a template to reach out to your local journalists

Video / Go Live

- Use video in promotion of your event, as well as on the day of your event
- Record a video leading up to your event, telling your audience about what is planned, doing interviews
- Use live streaming on Facebook/Instagram/TikTok to integrate your video into your campaign

Sample Tweets, Instagram and Facebook Posts

Sample Text Posts:

Join us on between 1st to 7th May 2022 to bring light to Perinatal Mental Health and #eliminatethestigma #PerinatalMHAotearoa #maternalMHmatters #worldMMHday

Make Perinatal Mental Health a priority worldwide. #eliminatethestigma #PerinatalMHAotearoa #maternalMHmatters #worldMMHday

Join us virtually online by posting a photo of how you are supporting our raising awareness of Perinatal Mental Health Awareness Week 2022 - #eliminatethestigma #PerinatalMHAotearoa #maternalMHmatters #worldMMHday

More than 75% of women who suffer from maternal mental health disorders go undiagnosed and untreated. Your story could help end the shame and stigma that so often come with mental illnesses. #eliminatethestigma #PerinatalMHAotearoa #maternalMHmatters #worldMMHday

The field of perinatal maternal mental health is constantly growing with the help of advocates all over the world. Perinatal Mental Health Awareness Day and WMMHDay is an opportunity to share your projects and research in this field! #eliminatethestigma #PerinatalMHAotearoa #maternalMHmatters #worldMMHday

When talking about perinatal depression we need to be sensitive to cultural barriers and differences #ProvideCulturalSafety #eliminatethestigma #PerinatalMHAotearoa #maternalMHmatters #worldMMHday

Everyone's experiences are different. Understanding cultural settings is key to developing mental health services – we need more responsive services. #ProvideCulturalSafety #eliminatethestigma #PerinatalMHAotearoa #maternalMHmatters #worldMMHday

Suicide is one of the leading causes of maternal death in Aotearoa, 7 times more than the UK – more research is needed globally #StopMaternalSuicide #MoreResearchNeeded #eliminatethestigma #PerinatalMHAotearoa #maternalMHmatters #worldMMHday

Perinatal mental illnesses are a major public health issue – but data is sparse relating to costs of untreated maternal mental problems #MoreResearchNeeded #eliminatethestigma #PerinatalMHAotearoa #maternalMHmatters #worldMMHday

Perinatal depression can affect children's mental health – this can be prevented by treating mental health problems in new mums, dads and parents. #eliminatethestigma #PerinatalMHAotearoa #maternalMHmatters #worldMMHday

Sample Facebook Post:

If you or someone you know has experienced anxiety or depression after the birth of a child, you are not alone. New Zealand has around 60,000 births a year and in around one in four of those births, parents will experience anxiety or depression as a result.

PADA - Perinatal Anxiety & Depression Aotearoa is working to raise funds and to raise awareness to help every new Kiwi parent.

This Perinatal Mental Health Awareness Week, May 1-7, they would love your help.

You can do that by sharing your story on social media - let's bring perinatal anxiety and depression into the open.

You can also help raise funds by getting involved in their annual Choose to Move fundraiser. It's happening virtually this year, and you get to choose However and Wherever you want to [#choosetomove](#) - run, swim, walk, cycle, anything, anytime, anywhere! 🏃🚴👟

You can find out more and sign up on the PADA website - <https://pada.nz/perinatal-mental-health-awareness-week-2022/>

#eliminatethestigma #PerinatalMHAotearoa #maternalMHmatters #worldMMHday



World Maternal Mental Health Day - 4th May 2022

This year our theme is all about supporting each other through our worldwide journey in Maternal Mental Health. You are not alone and we are #strongertogether This can include women and birthing people showing how and what methods and organisations they used in their own mental health journey - therapy, self-care, self-love. Share a photo of how you are supporting yourself or others today. #maternalMHmatters #worldMMHday #eliminatethestigma #PerinatalMHAotearoa

This year we are empowering every parent to support in maternal mental health. Support by investing your time in volunteering, support by investing your money by donating and support by using your voice in helping us amplify our message. #strongertogether #eliminatethestigma #maternalMHmatters #worldMMHday #PerinatalMHAotearoa

Sign the [petition](#) asking the World Health Assembly and the UN World Health Organisation to officially recognize World Maternal Mental Health Day (WMMH Day). #eliminatethestigma #maternalMHmatters #worldMMHday #PerinatalMHAotearoa

Graphics to use and share

All graphics are available to download [here](#):

General Banners

The first banner features a purple background with a white triangle on the left containing the text: "1st to 7th May 2022 Perinatal Mental Health Awareness Week #eliminatethestigma #PerinatalMHAotearoa". The main text in the center reads "ARE YOU #1 IN 4 MUMS OR #1 IN 10 DADS?". On the right, a green circle says "Share your story" next to a logo, with the text "Te mate Tuatea, me te mate Pōuri o Aotearoa Perinatal Anxiety & Depression Aotearoa" below it.

The second banner has a purple background with a white triangle on the left containing the text: "1st to 7th May 2022 Perinatal Mental Health Awareness Week #eliminatethestigma #PerinatalMHAotearoa". The main text in the center reads "AWARENESS, ADVOCACY, TRAINING". On the right, a green circle says "Eliminate the Stigma" next to a logo, with the text "Te mate Tuatea, me te mate Pōuri o Aotearoa Perinatal Anxiety & Depression Aotearoa" below it.

The third banner has a purple background with a white triangle on the left containing the text: "1st to 7th May 2022 Perinatal Mental Health Awareness Week #eliminatethestigma #PerinatalMHAotearoa". The main text in the center reads "RAISE FUNDS AND RAISE AWARENESS TO HELP EVERY NEW KIWI PARENT". On the right, a green circle says "Find out how to get involved" next to a logo, with the text "Te mate Tuatea, me te mate Pōuri o Aotearoa Perinatal Anxiety & Depression Aotearoa" below it.

The fourth banner is a wide purple banner with a world map background. The text reads "WORLD MATERNAL MENTAL HEALTH DAY - 4 MAY 2022" and "Global Partnership". It features a globe icon and the text "Te mate Tuatea, me te mate Pōuri o Aotearoa Perinatal Anxiety & Depression Aotearoa" on the right.

Raise Funds, Raise Awareness - PMHAW Banner and space for your logo

The grid consists of 12 banners arranged in 4 rows and 3 columns. Each banner has a purple background with a white circle on the left containing the text "RAISE FUNDS, RAISE AWARENESS".

- Row 1: Banner 1 (left) has a white circle with "RAISE FUNDS, RAISE AWARENESS". Banner 2 (middle) has a white triangle with "1st to 7th May 2022 Perinatal Mental Health Awareness Week #eliminatethestigma #PerinatalMHAotearoa". Banner 3 (right) has a white circle with "RAISE FUNDS, RAISE AWARENESS".
- Row 2: Banner 1 (left) has a white triangle with "1st to 7th May 2022 Perinatal Mental Health Awareness Week #eliminatethestigma #PerinatalMHAotearoa". Banner 2 (middle) has a white circle with "RAISE FUNDS, RAISE AWARENESS". Banner 3 (right) has a white triangle with "1st to 7th May 2022 Perinatal Mental Health Awareness Week #eliminatethestigma #PerinatalMHAotearoa".
- Row 3: Banner 1 (left) has a white circle with "RAISE FUNDS, RAISE AWARENESS" and a logo on the right with text "Te mate Tuatea, me te mate Pōuri o Aotearoa Perinatal Anxiety & Depression Aotearoa". Banner 2 (middle) has a white circle with "RAISE FUNDS, RAISE AWARENESS" and a logo on the right with text "Te mate Tuatea, me te mate Pōuri o Aotearoa Perinatal Anxiety & Depression Aotearoa". Banner 3 (right) has a white circle with "RAISE FUNDS, RAISE AWARENESS" and a logo on the right with text "Te mate Tuatea, me te mate Pōuri o Aotearoa Perinatal Anxiety & Depression Aotearoa".
- Row 4: Banner 1 (left) has a white triangle with "1st to 7th May 2022 Perinatal Mental Health Awareness Week #eliminatethestigma #PerinatalMHAotearoa". Banner 2 (middle) has a white triangle with "1st to 7th May 2022 Perinatal Mental Health Awareness Week #eliminatethestigma #PerinatalMHAotearoa". Banner 3 (right) has a white circle with "RAISE FUNDS, RAISE AWARENESS".

Row 5: Banner 1 (left) has a white circle with "RAISE FUNDS, RAISE AWARENESS" and a logo on the right with text "Te mate Tuatea, me te mate Pōuri o Aotearoa Perinatal Anxiety & Depression Aotearoa". Banner 2 (middle) has a white circle with "RAISE FUNDS, RAISE AWARENESS" and a logo on the right with text "Te mate Tuatea, me te mate Pōuri o Aotearoa Perinatal Anxiety & Depression Aotearoa". Banner 3 (right) has a white triangle with "1st to 7th May 2022 Perinatal Mental Health Awareness Week #eliminatethestigma #PerinatalMHAotearoa" and a logo on the right with text "Te mate Tuatea, me te mate Pōuri o Aotearoa Perinatal Anxiety & Depression Aotearoa".

Choose a message to share or add your own:

RAISING FUNDS AND RAISING AWARENESS
PERINATAL MENTAL HEALTH WEEK 2022

I'm participating for PADA because..

**I AM
#1 IN 4
MUMS**

1st to 7th May 2022
Perinatal Mental Health Awareness Week
#PerinatalMHAotearoa

Around 60,000 births a year in Aotearoa NZ
Approximately 15,000 parents who will experience Anxiety or Depression as a result that's 1 in 4 Mums, 1 in 10 Dads

Te mātā Tūtiao, me te mātā Pūoro o Aotearoa
Perinatal Anxiety & Depression Aotearoa

she moves

RAISING FUNDS AND RAISING AWARENESS
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PERINATAL MENTAL HEALTH WEEK 2022

**NZ MATERNAL SUICIDE RATES
7 TIMES HIGHER
THAN IN THE UK**

Maternal suicide rates in Aotearoa are 7 times higher than in the UK.* Māori are disproportionately represented, accounting for 57% of suicides in NZ during pregnancy or within six weeks of birth (2006–2016).*

PMHRC 2021

1st to 7th May 2022
Perinatal Mental Health Awareness Week
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RAISING FUNDS AND RAISING AWARENESS
PERINATAL MENTAL HEALTH WEEK 2022

**#eliminatethestigma of
Perinatal Mental Health**

Provide better training to the health workforce to better support our whānau

1st to 7th May 2022
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Te mātā Tūtiao, me te mātā Pūoro o Aotearoa
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RAISING FUNDS AND RAISING AWARENESS
PERINATAL MENTAL HEALTH WEEK 2022

How would your life have been different .. if you were supported more with your mental health during pregnancy & early parenting?

1st to 7th May 2022
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#PerinatalMHAotearoa

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PERINATAL MENTAL HEALTH WEEK 2022

I'm raising awareness for Perinatal Mental Health because..

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RAISING FUNDS AND RAISING AWARENESS
PERINATAL MENTAL HEALTH WEEK 2022

Make use of screening tools like EPDS to help assess women's mood during pregnancy and early parenting
pada.nz/screening-tools

1st to 7th May 2022
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Twitter/LinkedIn

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#eliminatethestigma #PerinatalMH/Aotearoa

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#eliminatethestigma of Perinatal Mental Health

Provide better training to the health workforce to better support our whānau

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