



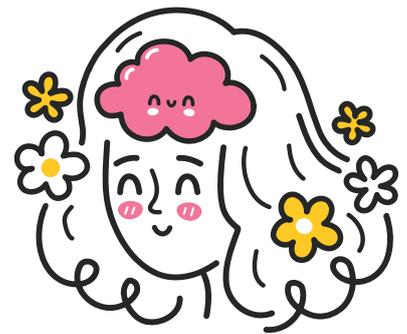
Minding Me Kildare and West Wicklow World Maternal Mental Health Day Campaign Partner Pack 4th May 2022

LET'S BREAK THE SILENCE

WORLD MATERNAL MENTAL HEALTH DAY:

Maternal Mental Health Day is an international campaign dedicated to talking about mental health problems during and up to one year after pregnancy.

It's all about raising public and professional awareness of maternal mental health difficulties, advocating for women affected, changing attitudes and empowering women and families by helping them to access the information, care and support they need to recover.



OBJECTIVES OF OUR CAMPAIGN:

- » **Talk:** To encourage conversations about maternal mental health, and in the process reduce stigma.
- » **Connect:** To engage with women and their families to raise awareness of maternal mental health.
- » **Empower:** To empower women to look after their mental health in pregnancy and beyond by connecting women and families with information, care and support they need.

KEY MESSAGES:

- » **Let's Let's Break the Silence** – It's time to start a conversation about maternal mental health
- » **Up to one in five** – Maternal mental health issues are common and can affect up to one in five women
- » **Help is available** – There are supports and services that can help. Visit parentingsupport.ie/mmh for more info.



HOW CAN YOU HELP?

We're asking you to champion women and their families by sharing content on your social media platforms on World Maternal Mental Health Day, the **4th of May**, and during the week of the **3rd-9th of May**.

On the **4th of May** we are asking supporters to share the campaign social media content that is included in a folder in the email that you received with this partner pack. You can post this content directly to your social media platforms using ***#maternalmentalhealthmatters #mindingmeKWW #letsbreakthesilence***

When posting social media content we recommend using the below description:

*Mental health difficulties can occur in pregnancy and after your baby is born. Getting help early will give you and your baby the best start. **Remember your needs matter too.***

Visit parentingsupports.ie/mmh for info.

#maternalmentalhealthmatters #mindingmeKWW #letsbreakthesilence

During the week of the **3rd-9th of May** we are asking supporters to share some of the other content we have produced:

- » Amy's story: <https://youtu.be/HT2IJAYHoVg>
- » Lititia's story: <https://youtu.be/5tmHFmKOURQ>
- » Michelle's story: <https://youtu.be/sbPgT0-BR4k>
- » Dr Sabrina Coyle (Clinical Psychologist in Specialist Perinatal mental health at the Coombe) on Maternal mental health and transitions to motherhood: <https://www.youtube.com/watch?v=OHANX6qP3U4>

You can access other resources at:
parentingsupports.ie/mmh





Minding Me
Supporting Expectant and New Mothers in Kildare West Wicklow

HOW CAN YOU HELP SPREAD THE WORD?

Maternal mental health is everybody's business, and we want to provide connection, comfort and support to those who are living with maternal mental health difficulties.

We want as many people as possible to know about maternal mental health and the availability of supports and services. Our campaign content and other resources can be shared or incorporated into your current communications including newsletters, email updates, direct mail or printed materials.

We are happy to work in collaboration with you to make sure we reach those who need support.

FOLLOW THE CAMPAIGN

You can also follow the campaign on our social media channels and you can reshare the content to your page using

#maternalmentalhealthmatters #mindingmeKWW #letsbreakthesilence

HSE:

Twitter: [@HSECHO7](#)

Instagram: [@DSKWWCH](#)

CYPSC WICKLOW:

Twitter: [@wicklowcypsc](#)

Facebook: [@wicklowcypsc](#)

PARENTINGSUPPORT.IE:

Twitter: [@parentingsupp](#)

Facebook: [@parentingsupport](#)

Instagram: [@parentingsupport](#)

CYPSC KILDARE:

Twitter: [@KildareCYPSC](#)

Facebook: [@Kildare CYPSC](#)

CONTACT

For more information or to get hard copies of resources, please contact:
Niamh Crudden on 0862535529 (HSE)

