



**HAND to HOLD**  
Fragile Babies. **Family Support.**

# #MyMentalHealthMatters

## Maternal Mental Health Month Social Media Campaign Toolkit 2020



supported by



Fragile Babies. **Family Support.**



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# Introduction

Thank you for joining Hand to Hold in raising awareness of Maternal Mental Health Month 2020. This toolkit has messaging guidance around this year's theme, "My Mental Health Matters," including sample social media messages, shareable graphics, and resources to help you spread the word about why mental health matters.

## About Hand to Hold

Hand to Hold helps families before, during and after NICU stays and infant loss by providing powerful resources for the whole family, and most importantly, one-on-one mentoring from someone who has been there.

Hand to Hold resources include in-hospital programs, articles and blogs, podcasts, social networks, virtual support, and trained peer mentors. All were designed with the emotional, physical and social needs of the whole NICU family – including siblings and grandparents.

To learn more, visit [handtohold.org](http://handtohold.org).

## 2020 Theme: #MyMentalHealthMatters

NICU mothers are at a higher risk for developing a perinatal mood and anxiety disorder (PMAD). Mothers of preterm babies are 40% more likely to develop postpartum depression, and those with neonates in the NICU have a 28-70% risk of postpartum depression. There is also an increased risk for post-traumatic stress disorder (PTSD).

With these increased risks for a PMAD, NICU mothers can quickly become engulfed in things that they feel they can control to help mitigate this new territory of unexpected hormones, moods, feelings and needs.

In 2020, we want to help all moms recognize and celebrate the importance of caring for their mental health and how making themselves a priority will allow them to heal, thrive and care for their loved ones.

## Key Mental Health Facts

1 in 5 women will suffer from a maternal mental health (MMH) disorder like postpartum depression.

Mothers of preterm babies are 40% more likely to develop postpartum depression. NICU mothers in particular are up to 70% more likely to experience PPD compared with mothers of healthy term infants outside of the NICU.

Studies also indicate that these mental health challenges can result in higher rates of divorce, child abuse and neglect.

Women of color are more likely to experience postpartum mental illness but are less likely to receive treatment. ( Keefe, Brownstein-Evans, & Rouland Polmateer, 2016 )

# Social Media

You may use the included social media posts, images and our hashtag #MyMentalHealthMatters to raise awareness of Maternal Mental Health Month and share our tools and resources with your social media communities.

**Find resources to share with your communities at [handtohold.org/maternalmentalhealth](http://handtohold.org/maternalmentalhealth).**

## Key Hashtags

#MyMentalHealthMatters

## Additional Hashtags

#MaternalMentalHealth

#MentalHealth

#MaternalMentalHealthAwareness

## Follow and tag us on Social Media

Facebook: @handtohold

Twitter: @NICUHandtoHold

Instagram: @handtohold

LinkedIn: @HandtoHold

## Sample Social Media Posts

### Facebook/Instagram/LinkedIn

Your mental health matters because YOU matter. Share your inspiration and motivation behind prioritizing your mental health with us using #MyMentalHealthMatters!

#MaternalMentalHealthMonth [\[handtohold.org/maternalmentalhealth\]](http://handtohold.org/maternalmentalhealth)

Studies show that mothers of preterm babies are 40% more likely to develop postpartum depression (PPD) and are at risk for long-lasting mental health challenges. NICU mothers in particular are up to 70% more likely to experience PPD compared with mothers of healthy term infants outside of the NICU. This month, help us raise awareness of the importance of maternal mental health by sharing why #MyMentalHealthMatters.

[\[handtohold.org/maternalmentalhealth\]](http://handtohold.org/maternalmentalhealth)

#MyMentalHealthMatters because [insert personal reason]. #maternalmentalhealthawareness

[\[handtohold.org/maternalmentalhealth\]](http://handtohold.org/maternalmentalhealth)

I care for myself by [insert personal reason] because #MyMentalHealthMatters.

#maternalmentalhealthawareness [\[handtohold.org/maternalmentalhealth\]](http://handtohold.org/maternalmentalhealth)

Studies show that NICU parents face their own long-lasting mental health challenges, including anxiety disorders, depression and PTSD. These struggles may impact the parent's ability to bond with their baby and can have devastating effects on the development of the baby. Help us raise awareness this month about the importance of maternal mental health and caring for yourself so you can care for your family. #MyMentalHealthMatters #maternalmentalhealthawareness [[handtohold.org/maternalmentalhealth](http://handtohold.org/maternalmentalhealth)]

## Twitter

Your mental health matters because YOU matter. Share your inspiration and motivation behind prioritizing your mental health with us using #MyMentalHealthMatters! [[handtohold.org/maternalmentalhealth](http://handtohold.org/maternalmentalhealth)] #MaternalMentalHealthMonth

#MyMentalHealthMatters because [insert personal reason]. #maternalmentalhealthawareness [[handtohold.org/maternalmentalhealth](http://handtohold.org/maternalmentalhealth)]

I care for myself by [insert personal reason] because #MyMentalHealthMatters. #maternalmentalhealthawareness [[handtohold.org/maternalmentalhealth](http://handtohold.org/maternalmentalhealth)]

## Images

Use any of the campaign images in the link below, or share one of your own with the hashtag #MyMentalHealthMatters. Don't forget to tag Hand to Hold!

<https://drive.google.com/drive/folders/1OFumNCS8VEsU6EWyRlGeVQgoOBpE-Zz1?usp=sharing>