



**THE MATERNAL
MENTAL
HEALTH
ALLIANCE**

**WELCOME TO
THE
CAMPAIGN'S
SECOND
NEWSLETTER!**

- **New Campaign developments**
- **Tips for Commissioners**
- **RCGP Perinatal Mental Health Update**
- **Future key dates for your diaries**

'We saw a paradigm shift in the 20th century in the care for the physical health and well-being of mums and pregnant women, we now need to see a similar paradigm shift in the care for their mental health and well-being in this Century'.

Andrew Morris, England Deputy Director, Big Lottery Fund commenting on Big Lottery Fund's Better Start investment and in particular maternal health.

Maternal Mental Health – Everyone's Business Newsletter

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Comic Relief Campaign Update

The campaign team - Emily Slater and Maria Bavetta - supported by the Campaign Working Group, has been continuing to build relations with key national and local stakeholders, as well as working behind the scenes to build up information and evidence for the campaign. The campaign's Evaluators have now been recruited and the design and website company is also currently being

selected. There is a real sense of momentum building and the team look forward to the launch of the Everyone's Business website, as well as the accompanying Ministerial Roundtable discussions at the Department of Health event this Summer.



The campaign's three main objectives:

A) Raise the profile of perinatal mental illness amongst key stakeholders

B) Apply sustained pressure to address the commissioning and the delivery of perinatal mental health care

C) Showcase solutions and examples of best practice

**For further details please email Maria:
maria@app-network.org**

Focus on Welsh Services

Current perinatal mental health service mapping in Wales is showing worrying gaps across the pathway. Emily Slater and Dr Jane Hanley (President of [the International Marcé Society](#), based at Swansea University) met at the Welsh Assembly to discuss this in light of the closure of the Cardiff

Mother and Baby Unit. Emily and Jane have subsequently requested a meeting with Mark Drakeford, Minister for Health and Social Services. Dr Alain Gregoire ([MMHA](#) Chair) has also sent a letter on behalf of the MMHA Campaign to Mr Daniel Phillips, Director of Planning - Welsh Health Specialised Services Committee expressing

serious concern about the lack of access to specialist advice and care for women.

If your organisation would also like to formally express its concerns contact Maria.



Dr Jane Hanley and Emily Slater outside the Welsh Assembly

Campaign Evaluation Team recruited!

We are pleased to announce that Gillian and Wendy from Gillian Granville Associates have been recruited as the campaign's evaluators. They will be supporting the team and MMHA including regularly reviewing our strategy and progress.

'We are delighted to be working with you again and are really excited about the work of MMHA and your Everybody's Business Campaign! Our role will be to support you to build on the theory of change and finding out what works to drive the changes that are needed. We look forward to catching up with you all again on May 15th and working in partnership with you going forward!'



Our evaluators Dr Gillian Granville and Wendy Sugarman from Gillian Granville Associates.

Tips for Commissioners

One of the core campaign objectives is to support positive commissioning of perinatal mental health services. Here are two tips to progress this:

Tip 1 - Work out your local area's needs. Calculate the number of women needing support / treatment based on the most up-to-date birth rate for your locality and perinatal mental health statistics.

Tip 2 - Take time to read and familiarise yourself with the messages, guidance and standards from the following key documents:

- a) [NSPCC Prevention in Mind Report](#);
- b) [Joint Commissioning Panel Guidelines](#);
- c) [Boots Family Trust Report](#);
- d) [NICE Guidelines](#)



For more details please contact emily@app-network.org

Mapping Updates!

As part of its contribution to the campaign, the [Royal College of Psychiatrists](#) is mapping 'specialist perinatal mental health services' (i.e. Specialist perinatal mental health Community Teams

and inpatient Mother and Baby Units). This will enable the campaign and the public to see at a glance the areas of the country which currently have unacceptable gaps.

In addition, [Netmums](#) is busy mapping the 'support/services currently provided by the third sector.

Information from both maps will feature on the Everyone's Business website.

To be a part of the mapping please contact Maria

RCGP - New priority!

Thanks in part to the many letters of support from MMHA members, Perinatal Mental Health is one of [Royal College of GP's](#) clinical priorities for 2014-17 and Judy Shakespeare will start a 3 year post as RCGP Clinical Champion for Perinatal Mental Health from April. The main

programme aims are to:

- increase awareness of perinatal mental health amongst GPs and the RCGP;
- to promote teaching and training of GPs;
- to promote collaborative working with other universal services by forging and developing links with [iHV](#) & [RCM](#).

These aims are closely aligned to those of the

Everyone's Business Campaign.

Raising awareness in the RCGP is Judy's initial priority. Targets include perinatal mental health on the core curriculum for new GPs and developing a virtual GP network.

For further details please contact Judy:

Judy.shakespeare@virginmedia.com



Big Lottery: A Better Start

The Everyone's Business team has been working hard to support the bids of the 15 local authority areas through to the final stage of the Big Lottery Fund 'A Better Start' programme. This has included a presentation by Dr Alain Gregoire on Maternal Mental Health to all bidding teams and an MMHA and Campaign stall at two further Lottery organised events for the

local authorities. The Lottery also circulated four key documents on behalf of the MMHA and highlighted maternal mental health as a crucial issue to be addressed in the bids. As a result the campaign team have also had liaison with several of the areas directly, as well as a one day training workshop, at which Alain and Emily

presented. A big thank you to Celia Suppiah from [Parents 1st](#) for kindly donating a day of her week to support this event and a big thank you also to Clare Dolman for all her support.

For further information on the support we can provide please contact Maria.

A huge thank you to [NCT](#) for seeking information about perinatal mental health services and contributing funding. After organising a series of questions to be asked in Parliament, they also submitted a FOI request. Watch this space for more details!

Statistics Part Two!

As you all know, part of the Campaign resources is to collate and share statistics to illustrate our messages. Here are some further examples that have been useful when communicating the need for improved perinatal mental health services:

* **1 in 10** women (at least) will suffer from a perinatal mental illness
 * Teenage mums are **3 times** more likely to experience post-natal depression than older mums and more likely to experience poor mental health for three years after birth

* **7 in 10** women will hide their perinatal mental illness or not be completely honest about it
 * Women who have suffered from a severe perinatal mental illness have around a **50%** chance of it recurring in a subsequent pregnancy.

** If you can add to the Statistics Bank or would like more information on any statistics please contact Maria*

Round up

The campaign team is also working on:

- Supporting the [London School of Economics](#) and [Centre for Mental Health](#) with the Economic Report.
- Responding to consultations and inquiry requests

- Attending relevant APPG meetings and perinatal stakeholder meetings
- Speaking at various events including the London Strategic Maternity Network Launch.

Requests

Please contact Maria if you can support the Campaign in anyway, including:

1. **Key contacts for the Mailing list**
2. **Case study examples of perinatal mental health services working well or needing more support**
3. **Events to highlight the campaign**

Thank you!

Dates for your 2014 diary!

15th May - Campaign Review and Evaluation Workshop

15th May - [British Psychological Society](#): Supporting Maternal Mental Health and Wellbeing in the Perinatal period

19th—20th June National Perinatal Mental Health Training Course, Winchester Cathedral coursescentre@gmail.com

25th June - MMHA meeting

3rd July - [NICE](#) Consultation for the Antenatal and Postnatal Mental Health Guideline

8th July - MMHA Roundtable with Dr Dan Poulter MP and the Department of Health

11th July - Family Links Conference: The International Year of the Family.
www.familylinks.org.uk/conference

10th-13th September - [International Marcé Society Conference](#), Swansea

September 2014 Scottish Perinatal Mental Health Forum Conference

8th October - MMHA meeting

21st October - Perinatal Mental Health Economic Report Launch

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Consultant and Honorary Senior Lecturer in Perinatal Psychiatry

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Sheelah Seeley: MMHA Membership

Secretary: sheelah@quayplace.com

Spotlight on MMHA Member

Stillbirth or miscarriage remain strangely taboo in our society – we seem reluctant to acknowledge this harsh reality even though 1 in 200 pregnancies are stillborn and at least 1 in 4 pregnancies miscarry.

CEO and founder of Petals Karen Burgess says

“For a woman, losing a pregnancy or a baby has a profound psychological effect; most of the time the loss is compounded by the experienced trauma – then combined with a desperate need to become pregnant again. The result of this

complex type of bereavement means many women struggle to cope with their day to day lives, suffer in silence and become ‘stuck’ in a tangle of denial and grief. As a professional counsellor working within maternity services, I have counselled hundreds of women who are desperate for help.”

The charity Petals is currently running a pilot project at Addenbrookes Hospital (CUFHT) to deliver 6 one hour counselling sessions free of charge to women or couples who suffer trauma

or loss related to pregnancy or birth.

The project aims to provide robust evidence to facilitate engagement with NHS commissioners. This will raise the profile of perinatal mental illness in this context and showcase examples of best practice to secure sustainable services.

For further details visit: www.petalscharity.org

To discuss this topic further with Karen Burgess please email: contact@petalscharity.org

