

TheBlueDot  
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*Maternal  
Mental Health*  
AWARENESS WEEK  
STORYTELLING SAVES LIVES

**MAY 5TH - 11TH**

**Social Media Toolkit**



# Campaign Overview

## The Purpose of #MMHWeek2024 is to:

- Raise awareness of maternal mental health disorders,
- Proliferate the blue dot as the symbol of solidarity and support,
- Combat stigma and shame

The blue dot is the national symbol for maternal mental health survivorship, support, and solidarity. The blue dot symbol is owned by the community and is **free** for anyone to use.

Share posts from TheBlueDotProject's social media sites or post your favorite messages and memes from this toolkit during the week of **May 5th-11th**. We ask that you share/post at least two messages during the week.

## This year's theme is Storytelling Saves Lives

We will focus on storytelling by sharing daily stories from people impacted by MMH. We encourage others to share their stories to help others know they are not alone and there is hope and help.

## Help Us Expand the Campaign Reach

Invite colleagues, friends, and social networks to take part. Just think of the 1 in 5 individuals who will suffer from an MMH disorder. Every share, like, comment, and post helps reach those suffering in silence.

Help them know that they are not alone.

## Campaign Hashtags:

#MMHWeek2024  
#StorytellingSavesLives  
#MaternalMentalHealth



# Campaign Overview Continued

## Overview of Maternal Mental Health Disorders

Maternal Mental Health Disorders (MMH) occur during the perinatal period (pregnancy and up to one year postpartum). 1 in 5 will suffer from a maternal mental health disorder. These disorders include perinatal anxiety, depression, obsessive-compulsive disorder, PTSD, bipolar, and psychosis.

## Information on Sharing Official Campaign Memes

Official campaign memes will be available each morning during the campaign. They will originate from TheBlueDotProject's Instagram, Facebook, and X accounts, starting at 9 am EST.

**If you post directly, REMEMBER TO TAG US!**

Instagram: @TheBlueDotPrj

Facebook: @TheBlueDotProject

X: @TheBlueDotPrj

## A Week of Action

Maternal Mental Health Awareness Week  
May 5 - 11, 2024

May 5th Share your story

May 6th Raise your hand if you're 1 in 5

May 7th Wear Blue

May 8th Find a moment to celebrate YOU

May 9th Tag 5 Moms that could use a little extra love

May 10th What do you wish someone had told you postpartum?

May 11th Continue Spreading Awareness

Help us in spreading awareness through participating in daily activities.



# Social Media Messaging

Campaign Hashtags: #MMHWeek2024 #MaternalMentalHealth #StorytellingSavesLives  
Instagram: @TheBlueDotPrj Facebook: @TheBlueDotProject X: @TheBlueDotPrj

Perinatal mental health disorders like postpartum depression are the **#1 complication** of childbearing.



#MaternalMentalHealth disorders like postpartum depression are the #1 complication of childbearing and one of the leading causes of maternal mortality. #MMHWeek2024 #StorytellingSavesLives  
Learn more:

<https://www.thebluedotproject.org/whataremmhdisorders>

Up to **1 in 5** women will suffer from a maternal mental health disorder like postpartum depression.



1 in 5 women suffer from #MaternalMentalHealth disorder & most have difficulty finding help. @PostpartumSupportInternational's HelpLine offers support in finding local resources at 800-944-4773. You never need a diagnosis to ask for help. You are not alone, you are not to blame, and with help, you will be well.

#MMHWeek2024 #StorytellingSavesLives

Learn more:

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Approximately **60%** of parents experiencing perinatal loss present with depression, anxiety, and PTSD symptoms.



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Up to **100%** of individuals (and their partners) have "intrusive" thoughts surrounding childbirth/the postpartum period.



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#MMHWeek2024 #MaternalMentalHealth #StorytellingSavesLives

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Up to **85%** of individuals will experience the "baby blues" after giving birth, tied to sudden shifts in hormones.



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Learn more:

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## [Click to Download Graphics](#)

Please wait to post these till MMH Week to post and share these images.