

Greater Richmond Maternal Mental Health Coalition

The Greater Richmond Maternal Mental Health Coalition (The Coalition) will convene community stakeholders who interact with women during the perinatal timeframe (from conception through first year postpartum) to address postpartum depression and other perinatal mood and anxiety disorders (PMADs) in a coordinated, comprehensive, community-wide manner.

The goal of the Coalition is to ensure that all childbearing women in Greater Richmond will receive information about PMADs and have access to help.

Background. Postpartum depression and other perinatal mood and anxiety disorders (PMADs) are the MOST COMMON complication of pregnancy and childbirth, affecting 1 in 5 women from conception to baby's first birthday. Left untreated, PMADs can have long-term negative impact on mother, baby, and entire family. Fortunately, there are evidence-based interventions to successfully identify and treat women for these illnesses.

Seven hospitals in Greater Richmond provide maternity services, delivering approximately 15,000 babies each year. At least 3,000 of these new mothers will experience PMADs. The cost of NOT treating PMADs is \$22,000 per mother/infant dyad; for Greater Richmond, this amounts to \$66 million in lost wages and productivity and addressing poor birth outcomes.

Many individuals and organizations in Greater Richmond are addressing PMADs. However, it is vital to bring together all community stakeholders to create a far-reaching and long-lasting approach to screening and treating women experiencing PMADs.

The Coalition. The Coalition will convene community stakeholders to ensure that all childbearing women in Greater Richmond receive information about PMADs and have access to help. The Coalition will meet monthly for six months.

Key outcomes: <ol style="list-style-type: none">1. Educate maternal-child healthcare providers about PMADs so they can screen women for these illnesses2. Create / expand treatment options, including<ul style="list-style-type: none">• FREE social support (telephone, email, support groups)• therapy (trained psychotherapists)• medication management (psychiatric care)3. Implement universal program to educate, screen, refer, and treat childbearing women	Specific steps: <ol style="list-style-type: none">1. Identify and convene stakeholders in maternal-child and mental health2. Educate stakeholders about perinatal mood and anxiety disorders3. Define a comprehensive plan to ensure all childbearing women receive information about PMADs, are screened routinely for them, and have access to help4. Conduct wide-scale public awareness campaign
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Potential Members of The Coalition			
Obstetric Providers <ul style="list-style-type: none"> Individual providers Practices Hospitalists / MFM Community providers 	Pediatric Providers <ul style="list-style-type: none"> Individual providers Practices Hospitalists / NICU Community providers 	Family Physicians <ul style="list-style-type: none"> Individual providers Practices Community providers 	Government Agencies <ul style="list-style-type: none"> WIC DHS Health Districts
Hospital staff <ul style="list-style-type: none"> Women's Services NICU Nursing staff 	Community/Nonprofit Resources <ul style="list-style-type: none"> Clinics serving un- or under-insured Early childhood intervention Home visitors Resource Centers 	Mental Health Resources <ul style="list-style-type: none"> Community Service Board Individual Providers Psychiatrists Psychotherapists Social workers 	Birth and Postpartum Professionals <ul style="list-style-type: none"> Doulas Lactation consultants Childbirth educators

Phase 1 Planning	Phase 2 Building the Foundation	Phase 3 Educating Providers	Phase 4 Raising Public Awareness
<ul style="list-style-type: none"> Create Executive Committee and additional Committees Identify members of the Coalition Identify sources of funding 	<ul style="list-style-type: none"> Launch support groups Identify and train mental health providers 	<ul style="list-style-type: none"> Educate providers with "touch points" with perinatal women Create a "train the trainers" program 	<ul style="list-style-type: none"> Implement full-scale public awareness campaign
<ul style="list-style-type: none"> Plan of actions and milestones Large-scale kick-off meeting 	<ul style="list-style-type: none"> 4 Support groups 25 therapists / counselors 5 psychiatric providers 	<ul style="list-style-type: none"> Universal standardized education, screening, referral 	