

A. Award Category: Innovative Community Solutions

B. Program objectives and overview of innovation: how is this innovation addressing MMH?

As part of the “To.Get.Her Better” social media campaign run by Better Postpartum on Instagram (a community with over 11,700 followers), moms share how they wish they had better postpartum education, by using the hashtags #NobodyToldMe and “Women Deserve a #BetterPostpartum,” in order to raise awareness for the need for women to have better education about the postpartum period.

The goal of the 9 month campaign--intentionally set from *Labor Day* to *Mother’s Day* (which featured hundreds of participants, including: Circle of Health International, the Empowered Birth Project, Speaking for Moms and Babies, Orgasmic Birth, and more), was to raise awareness about the need for women to have a Better Postpartum education (like the one that Better Postpartum provides) as a means for improving maternal health outcomes and combating both the rise in, and the intensity and duration of, most perinatal mood and anxiety disorders.

Highlighting that while most women prepare for labor and delivery by taking a childbirth education class to help them navigate the nuances of childbirth and improve their chances of an informed, empowered, and healthy outcome for mom and for baby, Better Postpartum’s stance is that the same type and level of attention should be placed on informing women about what to expect in their postpartum lives, and on helping them navigate the potential mental health and other challenges that are so common in the postpartum time, including avoiding or alleviating the most common perinatal mood and anxiety disorders like postpartum depression and anxiety.

By educating women about the signs and symptoms of perinatal mood and anxiety disorders (PMADs) and other postpartum health concerns and conditions through our social media awareness campaign, we are assisting women in finally understanding what ails them, and encouraging them to screen themselves for PMADs and take their concerns to raise to their medical providers/caregivers.

Because once a mother is self-aware and equipped to advocate for herself, that woman is much more likely to seek the care that she needs and ultimately have a better health outcome. Raising awareness about the need for women to have a Better Postpartum education is an important step in closing the information gap that women commonly experience between delivery and the postpartum phase.

C. Program details, key personnel and timeline

Better Postpartum’s “To.Get.Her Better” social media campaign encourages women to speak openly about their mental, emotional and physical postpartum challenges and concerns (using the hashtags #NobodyToldMe and “Women Deserve a #BetterPostpartum”) in an effort to change social discourse on postpartum challenges, and to raise awareness about the fact that Better Postpartum education can help women avoid or alleviate many of the most common postpartum challenges that so often lead to, or contribute to worsening, perinatal mood and anxiety disorders.

The reason the campaign is named “To.Get.Her Better” is because it can read two ways: “to” “get” “her” “better” OR “Together” “Better” -- which intentionally carries a double meaning -- in order to say that working “Together” (is) “Better” in order to successfully raise awareness about the need for all birthing women to receive a Better Postpartum education--which would then result in us achieving our common goal for maternal mental health --which is--“to” “get” “her” “better.”

The premiss is: If women aren't given Better Postpartum education, then they won't have the knowledge/information they need to make important decisions regarding their health in early motherhood--which leaves them susceptible to experiencing (or suffering from) perinatal mood and anxiety disorders and other postpartum health complications with greater intensity and/or a longer duration, and could even, in extreme cases, result in maternal death. This is why the campaign accentuates how extremely vital it is that we raise awareness about the need for mothers to have this kind of education.

The campaign makes the argument that postpartum education should be viewed as being just as "necessary," as "mainstream," and as "mandatory" as childbirth education is, if we are to see better maternal health outcomes (after birth) for the mother's of our and the world.

Key personnel include Better Postpartum founder and creator Natalie Telyatnikov. She is a parental educator, DONA trained doula, and certified postpartum support specialist and postpartum health practitioner, trained in Perinatal Mood and Anxiety Disorders and Components of Care through Postpartum Support International and in Innate Traditions of Postpartum Care through Midwife Rachelle Seliga Garcia. Natalie has over five years of experience teaching childbirth and postpartum support and has a background in journalism and business. Mary Sullivan is Better Postpartum's Business Development & Communications Manager. Mary has over 10 years of experience in media relations and business development and has managed public relations for several women's empowerment-impact clients, including Speaking for Moms & Babies, and Girls Inc.

Timeline:

September 2018: 'To.Get.Her Better' social media campaign launch

May 2019: Reached 10,000 following on social media

May 2019: First TEDx Talk

June 2019: First Conference Speaking Engagement (Doula Trainings International)

June 2019: First focus group with nurse managers at AWHONN Convention

D. Source of initial and sustained funding/support

Initial and sustained funding and support has come in the form of personal investment from the Founder, and have been partially supplemented from our postpartum education program sales, which have mainly been made mainly through online channels, through the promotion of the program on social media platforms, such as our postpartum support community on Instagram, which boasts over 11.7K members worldwide.

E. Length of time in operation and sustainability plans

Better Postpartum officially launched in January 2018 and has been in operation for 19 months. Sustainability plans to continue to build momentum for our social media awareness campaign includes calling on our growing team of 40+ birthworkers, such as doulas, childbirth educators, OBGYNs, midwives, pediatricians, baby sleep consultants, prenatal yoga instructors and others who work with pregnant and postpartum moms, who are already a part of the Better Postpartum "To-Get-Her Better" community, and who share Better Postpartum with the mothers they serve as either "licensed providers" or "affiliates," to spread the word about the initiative in their practices and with their clients, encouraging them to participate.

F. Summary of results and evidence of impact

At the heart of this social media campaign, were droves of women who felt it was their personal mission to tell their fellow women *why they* felt that a Better Postpartum education would have helped them, personally, to have a better postpartum experience. Of 350 women polled from our social media community, 91% said they thought that postpartum was *harder* than childbirth, and 95% said they wish they had Better Postpartum education prior to their first birth, because they felt it would have helped them to have a significantly improved postpartum experience.

The “To.Get.Her Better” social media campaign significantly increased awareness about maternal mental health and other challenges that are so common in the postpartum time and has helped connect a growing number of women to Better Postpartum’s education program, with up to 35 new postpartum education students per month.

In a survey given to 150 Better Postpartum users, 100% of women said they felt that the program helped them have a better postpartum, and that they were likely to recommend the program to a friend. On a scale of 1-10 (10 being the highest score), 100% of users rated Better Postpartum as an 8 or higher with 33% rating it a “perfect 10,” -- proving that our postpartum education has a positive impact on the lives of the women who receive it.

There are 5,000 posts on Instagram using the hashtag #NobodyToldMe. Our campaign’s posts received over 25,000 likes, generating well over a thousand comments, and over almost 100 shares. As an example of the popularity of the campaign, (please see newly submitted supporting material) you can see that one #NobodyToldMe post alone generated 16,388 likes and 661 comments.

G. Discussion of the likelihood others could replicate your program

Social media campaigns like this one--which shed light on a problem while also pointing readily to an easily-accessible solution to that problem--are quite easy to replicate as long as you have a proven solution in mind to the issue you want to talk about. We’ve found that people are quite hungry for these types of campaigns--especially those who are struggling and in need of a healing solution. Anyone with a heartfelt message that resonates to the masses, and a creative and catchy hashtag can have a successful social media campaign, but it is even more powerful to first raise awareness about an issue, and also, raise awareness about an evidence-based solution to that issue--so as to not leave women in the dark. That is what makes the To.Get.Her Better campaign so unique, and so popular.

It is a “full-circle” social media campaign, in that it not only encourages open dialogue, but it also offers a real and tangible solution that promises to initiate the very change that we all so desperately wish to see. So it’s a campaign that gives women a voice; gives them help; and gives them hope.

In order for you to replicate the success of this campaign, it takes lots of reaching out to social media influencers with large followings, and writing to them to get them to fall in love with the underlying mission of your campaign, explaining to them how they can help others through their participation. Target mainly specific influencers who have spoken publicly about their personal experience with maternal health issues, and/or other brands or professionals whose audience or client-base are mothers, who will see a promotional/marketing opportunity for themselves in YOU promising to share THEIR post to YOUR audience--thus getting their name, handle, and brand in front of your target audience--which is valuable for growing their business/ giving them exposure. Understand that some influencers only accept paid promotional arrangements of anywhere from \$100-1,000 dollars in exchange for a single post touting your campaign, depending on the size of their following. However, our total spend for this particular campaign was only \$500-- so it can be done without a hefty investment!

H. Optional: Documented Policies: Not applicable.

I. Primary contact name, title email address and telephone number:

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February 21 1:02 PM



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