

2020  
*mom*<sup>TM</sup>

annual report

2016



# 5 YEARS

In addition to being a year of unprecedented growth for 2020 Mom, 2016 marked our **5 year anniversary** as a national organization dedicated to improving the maternal mental health care landscape for all moms.

We are thrilled to continue this great work and would like to thank everyone who has supported and partnered with 2020 Mom along our journey!



## THE PROBLEM

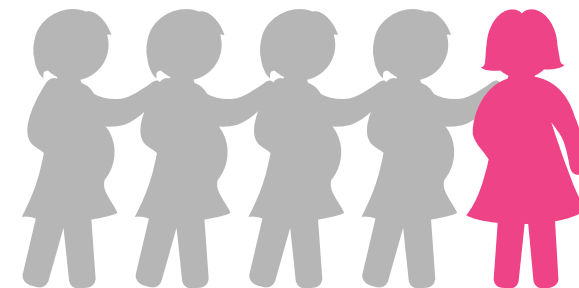
**Depression & Anxiety**  
are the most common complications  
in pregnancy & postpartum

**3.9 million**

births in the U.S. every year

up to

**1 in 5**



affected by MMH disorders



only

**15%**

of women suffering from  
**postpartum depression**  
receive professional help



## OUR MISSION

*close gaps in maternal mental health care through  
**education, advocacy, and collaboration***

# EDUCATION

## Partnership w/ PSI

**986** participants at no-cost quarterly **MMH trainings**

hosted an 8-session course with over **350** providers certified in **maternal mental health**

## Online Impact

-  **2020mom.org**  
27,653 views
-  **/2020MomProject**  
2,301 likes
-  **/mommindhealth**  
784 new followers
-  **@2020MomProject**  
271 new followers

## Conference Participation

to advance awareness of the gravity of untreated maternal mental health disorders and highlight a pathway to change, 2020 Mom presented its platform for change and highlights of the soon-to-be-released white paper from the **CA Task Force on Maternal Mental Health Care** at several national conferences:

- CityMatch
- Marce Society
- Postpartum Support International
- Zero to Three
- March of Dimes



Joy Burkhard speaking at PSI's 2016 Annual Conference

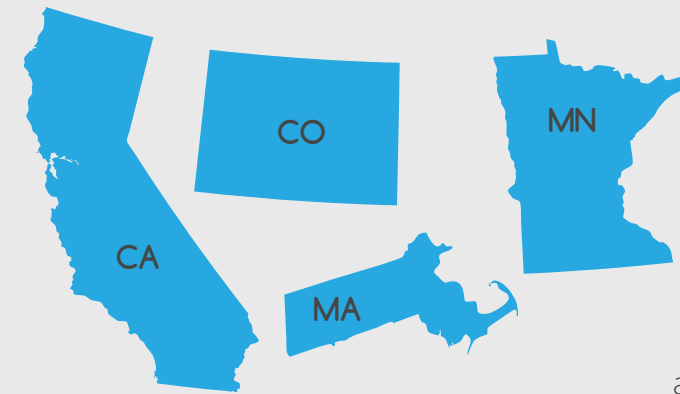
## ANNUAL FORUM

# Emerging Considerations in Maternal Mental Health:

Supporting Families through Birth Loss, Model MMH Hospital Programs, and Grief Support



5 live-stream locations in 4 states:

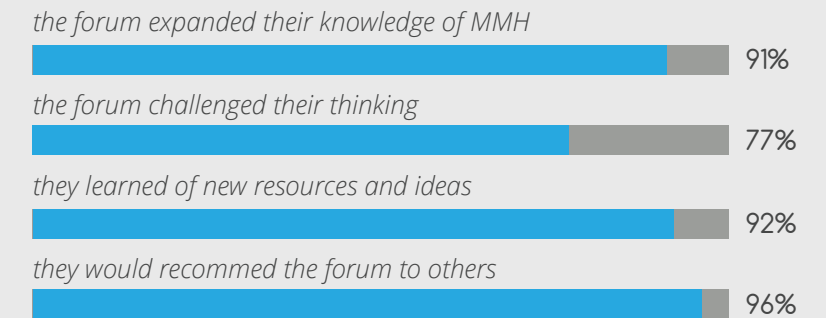


sponsored by:



**204** attendees

attendees reported:



forum attendee breakdown by occupation



over **1,800** CE hours provided

"This course was thorough, comprehensive and very interesting. I feel more prepared to work with moms who may be experiencing MMH issues. I would highly recommend this training to others."

- MMH Certificate Training participant

"Good overview and practical information/interventions that are easily transferable to my work with women who have experienced perinatal loss."

- Forum attendee



NATIONAL COALITION FOR MATERNAL MENTAL HEALTH

hosted by 2020 Mom

# #MyPPDStory

launched late Summer

introduced NCMMH

## Suicide Memorial Wall

providing a collective voice and hope to suffering families

### NCMMH Member Organizations:

- 2020 Mom
- Jenny's Light
- Junior League of San Francisco
- Maternal Mental Health Now
- MotherWoman
- Postpartum Progress
- Postpartum Support Alliance of San Diego
- Postpartum Support International
- Tangerine Owl Project
- Utah Maternal Mental Health Collaborative

successfully advocated for the **Bringing Postpartum Depression Out of the Shadows Act** (a portion of the 21st Century Cures Act)

*passed December 2016; will provide grants to states to improve screening of and treatment for women who may be experiencing postpartum depression*



with generous support from **Walton Family Foundation** launched PR and outreach campaign to **raise awareness** and **reduce stigma** surrounding MMH disorders

**36 million** media impressions through **print, radio & tv**



# Lobby Day



**44** advocates in attendance

**37** meetings w/ legislators in one day

**88** co-sponsors for HR 3235/ S 2311



### Lobby Day participants said:

*"Seeing the amount of passion that went in to planning the event and every meeting that took place was so invigorating for someone who is a maternal mental health advocate."*

*"Most of the Senators and Representatives that I met with were not from the party I'm registered with. They weren't people I thought that I really had anything in common with, or who I thought would listen to me. I was so happy to learn that I was wrong! This truly is a bipartisan issue. We have to keep pushing to stay on the radar and on the agenda, but we don't have as many minds to change as I feared. WE CAN DO THIS!"*

*"As someone who suffered from severe PPD and anxiety, it was extremely cathartic and empowering to lobby on behalf of this cause. To turn my pain and experiences into something that will undoubtedly help women of future generations is one of the best things that could have come out of my struggle."*

# COLLABORATION

**21** commissioners participated in **10** in-person & online meetings



formed to study the MMH landscape of California

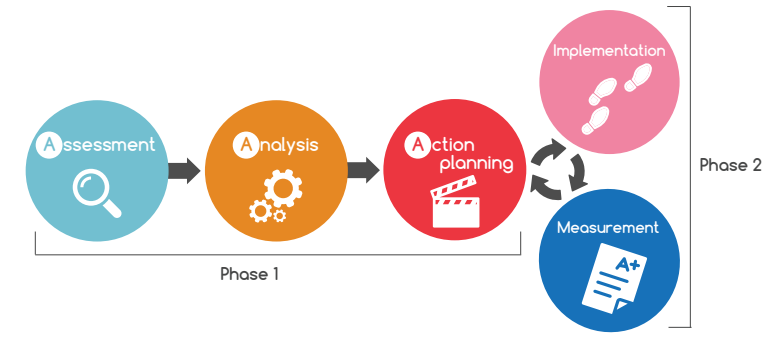
key findings to be shared in a white paper coming **March 2017**



## Community A.C.T.I.O.N. for Moms Mental Health

Advancing Collaboration through Toolkits, Initiatives & Online Networking

The ACTION Project pilot launched in 2016 and is guided by the **Community Action Toolkit**, a roadmap for convening a multi-sector MMH collaborative, conducting a needs assessment, analyzing local data, and creating an action plan to address maternal mental health care at the community level. The project occurs in 2 phases (right) and follows the Action Cycle (below).



**Phase 1** includes the *Triple A* process of assessment, analysis, and action-planning.

**Phase 2** involves *Taking A.I.M.* with ongoing action-planning, implementing planned interventions, and measuring outcomes along the way.



- Participating Organizations:
- American College of Obstetrics & Gynecology Breastfeeding USA
  - California Association of Health Plans
  - California Department of Health Care Services
  - California Department of Public Health
  - California Health Collaborative
  - California HealthCare Foundation
  - California Hospital Association
  - California Institute for Behavioral Health Solutions
  - California Maternal Quality Care Collaborative
  - El Sol Neighborhood Education Center
  - First 5 Placer County
  - Harbor UCLA Medical Center
  - Kaiser Permanente
  - LAC+USC
  - Legislative Women's Caucus
  - March of Dimes
  - Pacific Business Group on Health
  - Postpartum Health Alliance
  - Sutter Health
  - UC Davis School of Medicine

generous support for our collaborative projects provided by:

California Health Care Foundation

health happens here  
w/ Health & Justice 4All  
calendow.org

Constellation Philanthropy  
Connecting Early Childhood Investors

The Ben and Lucy Ana Walton Fund of the  
**WALTON FAMILY FOUNDATION**

- Participating Organizations:
- Pilot Sites**
- Denver Maternal & Infant Mental Health Advisory Board - CO
  - Perinatal Learning Collaborative - CO
  - Rural Resort Region Northeast Early Childhood Council - CO
- Early Adopters**
- Alachua County Perinatal Mental Health Coalition - FL
  - Perinatal Advisory Council (PAC/LAC) - CA
  - Postpartum Support International of New Hampshire - NH
- Auditors**
- California Health Collaborative - Central Valley - CA
  - Postpartum Health Alliance - CA
  - The Early Childhood Partnership of Adams County - CO
- "We believe this is a strong framework for building a coalition/collaborative and would be helpful in any community looking to establish an interdisciplinary team focused on MMH."*
- Pilot Site Facilitator



# FY16 FINANCIALS

FY16 Organizational Budget  
**\$213,000**

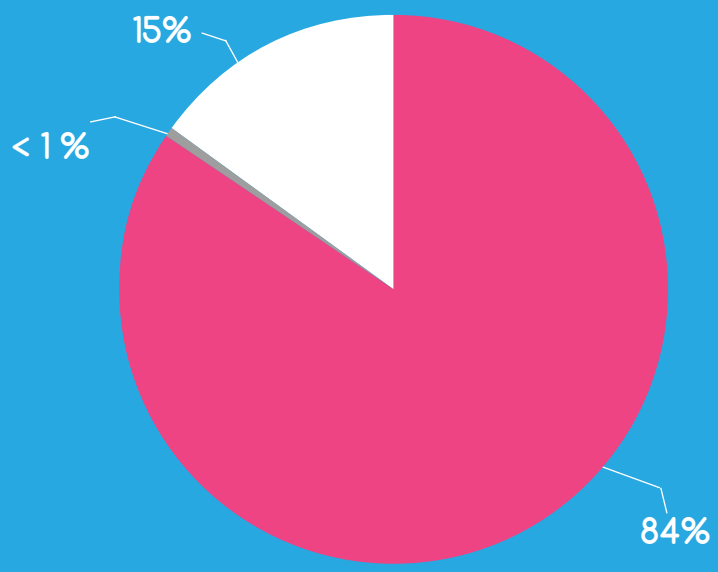
### Top 3 Programs by Budget

1. Community ACTION for MMH
2. National Coalition for MMH
3. Educational Initiatives

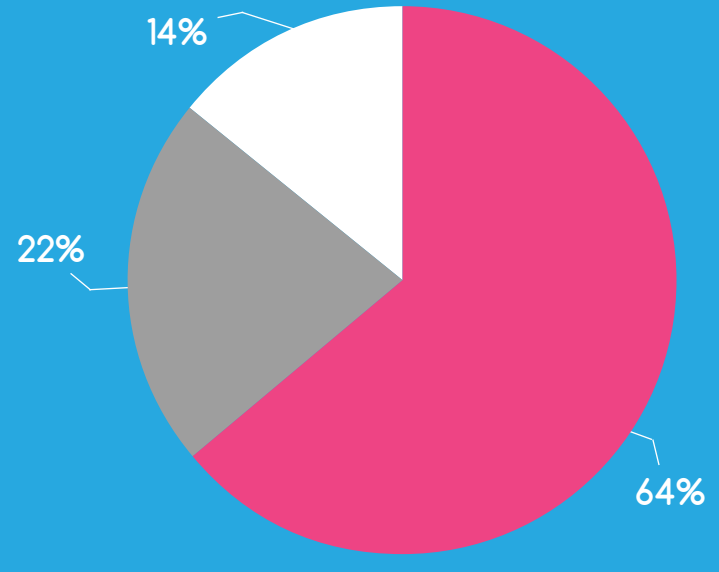
### Newest Funding Partners

- Walton Family Foundation
- Constellation Philanthropy
- March of Dimes

Revenue by Category



Expenditures by Category



- Programs
- Administration
- Fundraising

# PHILANTHROPY



raised more than  
**\$27,000**  
in support of 2020 Mom programs

collected more than  
**4,800** *diapers*  
for L.A. moms in need

**200** attendees



Support  
**2020 mom**<sup>™</sup>



**MAKE A ONE TIME DONATION**  
[2020mom.org/donate](http://2020mom.org/donate)



**JOIN THE INNERCIRCLE**  
[2020mom.org/innercircle](http://2020mom.org/innercircle)



**ORDER ITEMS IN THE GIFTSHOP**  
[2020mom.org/shop-2](http://2020mom.org/shop-2)



**BECOME AN AMBASSADOR**  
[2020mom.org/ambassador-1](http://2020mom.org/ambassador-1)

# LEADERSHIP

## 2020 Mom Board of Directors

\*\* indicates our newest directors

**Joy Burkhard, MBA** CO-CHAIR  
Compliance Project Manager - Cigna Healthcare

**Kiley Hanish, OTD, OTR/L** CO-CHAIR  
Founder - Return to Zero Center for Healing

**Aviril Sepulveda, MS, OTR/LII, BCP, SWC, CLE** SECRETARY  
Occupational Therapist - Children's Hospital Los Angeles

**Jim Davis** TREASURER \*\*  
President - Offset Printing

**Ann-Marie Bjorkman** \*\*  
Business Owner & Philanthropist

**Kate DeStefano-Torres, MA, NCC, ACS, LPC**  
Founder & Executive Director - Artemis Center for Guidance

**Bridget Frese Hutchens, MSN, RN, CNM** \*\*  
Nurse, Midwife & PhD Student - Yale School of Nursing

**Desiree L. Israel, LGSW** \*\*  
Owner - Postpartum Recovery

**Kelly Nielson, MPH**  
Director of Education - Happiest Baby

**Michelle Selko, MS, OTR/L**  
Lead Therapist, Huntington Hospital's Maternal Wellness Program

**Elyse Springer, MA, MFT**  
Licensed Marriage & Family Therapist - private practice

**Kim Walls, MS** \*\*  
Founder - Best Ever Baby

**Rupa Puri Zimmermann, Ph.D.** \*\*  
Licensed Psychologist - private practice



2016 Board Retreat

# Leader Highlight



## Joy Burkhard, MBA

Wife and Mother of Two,  
Alex & Emme

Founder, Executive Director,  
and Co-Chair at 2020 Mom

Compliance Project Manager  
at Cigna Healthcare

In addition to reaching her 20th year with Cigna Healthcare, our very own Joy Burkhard was recognized as Cigna's 2016 Volunteer of the Year.

Joy also received an Emerging Leader Award from the Department of Health and Human Services' Office of Women's Health for her work with 2020 Mom and the National Coalition for Maternal Mental Health.

We're so proud of you, Joy! Thank you for all you do!



## IN THE NEWS

2020 Mom's work was featured in several publications this year, including:

Broadly

and

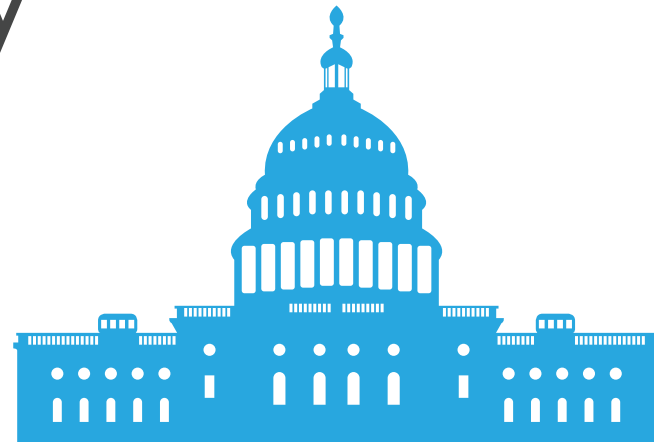
Independent Sector Quarterly ("ISQ")

6 new board  
members  
in 2016

# LOOKING FORWARD TO 2017

## Lobby Day

May 18, 2017



White Paper on the status of maternal mental health in California

March 2017



Emerging Considerations in Maternal Mental Health:

the link to Hormones, Inflammation & Policy in Action

February 13, 2017



## National Launch of

Community A.C.T.I.O.N. for Moms Mental Health

*Advancing Collaboration through Toolkits, Initiatives, and Online Networking*

Maternal Mental Health Awareness Week

May 2017



 [2020mom.org](http://2020mom.org)

 [/2020MomProject](https://www.facebook.com/2020MomProject)

 [/mommindhealth](https://twitter.com/mommindhealth)

 [@2020MomProject](https://www.pinterest.com/2020MomProject)



**2020** *mom*™