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The Bloom Foundation for Maternal Wellness Launches Maternal Mental Health Friendly Certification

New program certifies those who prioritize mental health throughout the perinatal period and uphold the highest standards of care for their patients

FOR IMMEDIATE RELEASE

Lincroft, NJ - March 25, 2019- The Bloom Foundation for Maternal Wellness has launched the Maternal Mental Health Friendly (MMHF) Certification, a program created to recognize providers who successfully implement and uphold the new standard of care for all levels of maternal mental health services in the US. This certification is available to hospitals, OB-GYNs, midwives and pediatricians, and will serve to generate widespread understanding of and enthusiasm for best practices for maternal mental health.

"It is crucial for everyone involved in caring for a perinatal patient, or those who see them on a regular basis such as a pediatrician, to know and follow the best practices for assessing their patients' mental health," said Shannon Hayes, Chief Operating Officer of The Bloom Foundation for Maternal Wellness. "These are the people on the frontlines of care who can recognize a problem right from the start and treat it accordingly, keeping their patients, their families and their babies from needlessly suffering."

Providers who treat and care for the perinatal patient population can achieve the Maternal Mental Health Friendly Certification only after ensuring they meet the standards and follow the steps required. These guidelines, developed by a team of perinatal mood and anxiety disorder (PMAD) experts, consist of both evidence-based and proven best practices that serve to increase recognition and responsible treatment of perinatal mood and anxiety disorders. They vary depending on provider and level (silver, gold or platinum), but the highest guidelines include:

- Have a well-constructed policy to provide Perinatal Mood and Anxiety Disorders (PMAD) educational materials to participants of Childbirth Preparation classes.

- Women will be screened and assessed by trained staff using the nationally validated Edinburgh Postnatal Depression Screening tool (EPDS).
- MMHF appropriate treatment plans in place for women who fall within the at-risk criteria.
- A comprehensive follow up program initiated for the perinatal population.
- Frontline providers trained to recognize risk factors, signs and symptoms of PMAD.
- Required annual hospital education via NetLearning or Intranet for all staff in contact with the perinatal community.
- Existing multidisciplinary, mother/baby evidence based treatment center for Perinatal Mood & Anxiety Disorders.
- Established program parameters for inclusion of onsite and online PMAD programs and communities.
- Private, online PMAD community forums for PMAD center patients.
- The PMAD Center staff and clinicians are responsible for availing themselves to the most current and evidence based research available in maternal mental health

The Bloom Foundation is honored to recognize the first group of recipients of certifications. Receiving Platinum Certification as a hospital, Monmouth Medical Center in Long Branch, NJ, for its commitment to the highest standards of maternal mental health care, benefiting mothers, babies and the wellness of the family unit. Receiving OB-GYN Certification, Dana B Jacoby, M.D., FACOG of Hackensack Meridian Medical Group – Specialty in Tinton Falls, NJ. Receiving Pediatric Certification, Alla Gordina, MD of Global Pediatrics & Family Medical in East Brunswick, NJ. And receiving Midwives Certification, Avon Midwives, located in Avon, NJ.

For more information about the Bloom Foundation for Maternal Wellness' Maternal Mental Health Friendly Certification visit

<https://www.thebloomfoundation.org/maternal-mental-health-friendly/>