

# 2021 Annual Report



Visionaries for the Future of Maternal Mental Health

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

## Letter From the Executive Director

# Driving Change in Maternal Mental Health



Joy Burkhard, MBA  
Executive Director

2020 Mom turned 10 in 2021. We are proud of the foundation we helped to lay in these 10 years, including galvanizing national and state cross-sector leaders, framing the nomenclature to “Maternal Mental Health” (vs. postpartum depression and “PMADs”), and getting to and elevating the root cause of unidentified and untreated maternal mental health disorders. We have become a trusted leader with the know-how needed to drive change.

This year, in addition to celebrating this milestone, we moved our contract team to employees, our board refreshed our bylaws and adopted new governance policies, and after an 18-month effort, we produced our 2022-2025 strategic plan.

### Our strategic plan hones in on our unique strengths and assets, including our:

- Understanding of the complex U.S. healthcare system and insurer/payor levers
- Ability to curate content and distill complex concepts into easy-to-understand information and bite-sized and approachable solutions
- Cross-sector partnerships which bring to life challenges and solutions
- In-depth experience leading policy change

### Our “Areas” of focus for the next four years include:

- Availability of Providers and Treatments
- Ample Insurance Coverage
- Appropriate Screening and Integration

We will continue to place mothers at the center of our work.

We thank you, our investors (individual donors, philanthropy, and corporate sponsors), for your contributions and for being a part of the 2020 Mom family.

A handwritten signature in black ink that reads "Joy Burkhard". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Joy Burkhard, MBA

# Mission, Vision, and Values

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## Our Vision

- ◆ A health care system that routinely detects and treats maternal mental health disorders for every mother, every time.



## Our Mission

- ◆ Closing gaps in maternal mental health.



## Our Values

- ◆ Innovation & Creativity
- ◆ Courageousness & Urgency
- ◆ Collaboration & Partnership
- ◆ Empathy & Understanding
- ◆ Excellence & High-Performance

# Accomplishments

## FORUM



Our 11th annual Emerging Considerations in Maternal Mental Health FORUM, held virtually March 24-26, had over 900 change agents in attendance from across the U.S.

Our short-term goals were to convene cross-sector change agents, offer cutting edge and critical content, and support collaboration. Our long-term goal is to see these decision-maker attendees lead programs and policy changes.

**"Right now, we are in a moment of time that is remarkable. It's remarkable because society is recognizing the significance and burden of mental illness, the power and importance of respecting women, and the burden mothers have carried for too long, and especially in 2020 and 2021."**

*Joy Burkhard*

Executive Director, 2020 Mom

### SPONSORS

#### PLATINUM SPONSORS



#### GOLD SPONSORS



#### SUPPORTER-LEVEL SPONSORS



**BACUS FAMILY FUND**

*"Through the FORUM, 2020 Mom has created a beautiful space that educates, inspires, and activates those in attendance, by cultivating programming that reaches not only the mind but the heart through storytelling that humanizes the reason why perinatal mental health is so important. Work in the perinatal mental health space can be difficult and draining. Coming together for these three days has been healing and invigorating. Thank you."*

*-- Public Health Department/Agency*



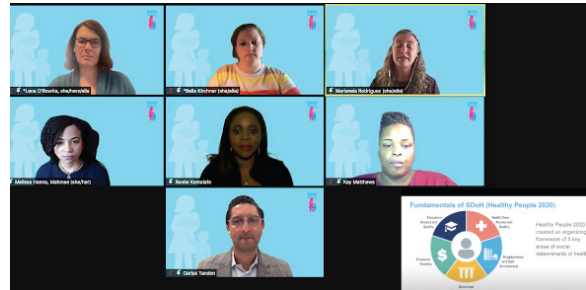
**MAINSTAGE TOPICS INCLUDED:**

**A Mother's Story: Amy Stiffarm, member of the Aaniiih (White Clay) tribe of the Fort Belknap Indian Community in Montana**



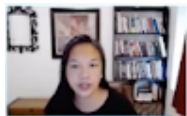
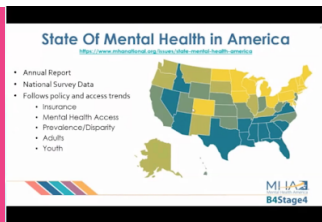
*"This was eye opening to me, gave me several great ideas and I'm so glad I attended."  
--Provider, Hospital Health System*

**Panel: Taking Social Determinants of Health to the Next Level**



**Opening Keynote: State of the State of Mental Health and Maternal Mental Health Care**

**"You think you know depression, until you have children. It really took me for a ride."**



*Theresa Nguyen*  
LCSW  
Chief Program Officer, Mental Health America

**Maternal Mental Health Hero Award, Honoring John Straus, MD**  
Founding Director  
Massachusetts Child Psychiatry Access Program

**Fireside Chat: University of Utah Maternal Loneliness & Cigna's Resilience Studies**

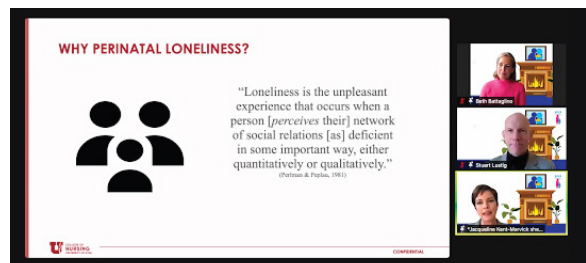
**"At this point in time, forgive yourself. Nobody is truly doing okay in the way they want to be doing."**



**Panel: Advancing Improvements in Care: Payor, Employer and Provider Perspectives**



**A Mother's Story: Suzanne Nelson for her Sister, Melissa McGill Church**



*"The presenters' diversity was so humanly right!"*

*-- Nonprofit Leader*

# FORUM

## MAINSTAGE TOPICS CONTINUED:

### Screening of Not CAROL (shortened) and Roundtable Discussion on Postpartum Psychosis

The stigma around being a good mother and what it means to be a good mother, the expectations on women are so lofty and unreasonable they get mired in this trap so we stay silent and don't say anything.

-Diana Barnes



I think it's important to have these conversations and fight for the moms who cant fight for themselves who have lost their voice.

The system as a whole just does not prepare a family to go through a mental health crisis like that and I just cant imagine what he (my husband) was going through trying to help me the best he could while he was working.



### A Mother's Story: Swiyyah Woodard

"I really felt that the health care system had it together, that they would be able to help me...but a few times they failed me."



"This was THE BEST virtual event I have ever attended. I didn't really think I could network remotely but you really changed my opinion! Whova is an excellent platform and you came up with so many ways for us to connect. I'm super impressed - way to go!"

-- Nonprofit Leader

### Joia Crear-Perry, MD - The Birth Equity Movement

This is the first bill I have ever been a part of that started out by asking Black women "what do YOU need?"

Dr. Joia Crear-Perry

Speaking on the Black Maternal Health Omnibus of 2021

The Black Maternal Health Omnibus Act of 2021

Comprehensive federal legislation to address and improve every dimension of the Black maternal health crisis in America.

- ◆ Social Determinants for Moms Act
- ◆ Kira Johnson Act
- ◆ Protecting Moms Who Served Act
- ◆ Perinatal Workforce Act
- ◆ Maternal Health Pandemic Response Act
- ◆ Maternal Vaccinations Act
- ◆ Data to Save Moms Act
- ◆ Moms MATTER Act
- ◆ Justice for Incarcerated Moms Act
- ◆ Tech to Save Moms Act
- ◆ IMPACT to Save Moms Act
- ◆ Protecting Moms and Babies Against Climate Change Act

### Panel: What's Next for Mental Health Policy

According to one survey that was done by our friends at Kaiser Family foundation, about 40% of American adults have delayed seeking some type of care, because of concerns about cost, and that speaks to so many of the problems that we're facing as a nation, and one of the cruelest ironies.

Benjamin Miller

### Fireside Chat: What's Next for Motherhood?

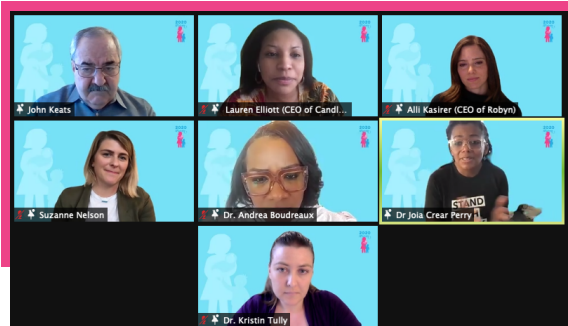
"All of it! All of it! All of it! But the connection and kindness of all the participants. The meaningful discussions. The genuine love and support of women. Every topic touched on and was inspiring. Favorite speaker was Dr. Joia birth equity."

-- Clinician, Survivor/Family Member

# FORUM

## MAINSTAGE TOPICS CONTINUED:

### Panel: The 4th Trimester and Beyond



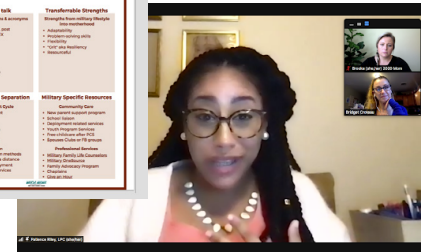
The beginning of this work is internal, it starts with YOU!



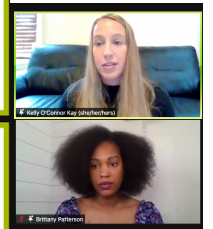
*Joia Crear-Perry*  
MD, FACOG  
President, National Birth Equity Collaborative

## WITH REGIONAL NETWORKING, TOPIC NETWORKING, AND BREAKOUT SESSIONS THAT INCLUDED TOPICS SUCH AS:

- ◆ Hospital Leaders Discussing Where to Start
- ◆ Birth Trauma and Maternal Mental Health
- ◆ Supporting Those Who Have Terminated a Pregnancy
- ◆ Maternal Suicide: Discussing Next Steps in Prevention
- ◆ Occupational Therapists - Digging in For MMH
- ◆ Closing Gaps in Maternal OCD
- ◆ Obstetricians Connecting re: Increasing Capacity
- ◆ Public Health and Maternal Mental Health
- ◆ Perinatal Quality Collaboratives - Paving the Way for MMH
- ◆ Employers Going Deep to Support Moms
- ◆ Insurers/Medicaid Plans What More Can They Do?
- ◆ Closing Research Gaps
- ◆ Supporting Military Families
- ◆ Supporting those Experiencing Stillbirth/Infant Loss
- ◆ Community-Based Nonprofits Connect



### Breakout Session: Peer to Peer Storytelling for Overcoming Maternal Trauma, Loss and Hardship



## EVALUATION & IMPACT

- ◆ 100% of attendees were satisfied with the FORUM content providing insight on systemic barriers and solutions to close gaps in maternal mental health
- ◆ 89.3% felt that they left the FORUM with 1-3 actions they can take in 2021 to address MMH

# Federal Policy

## Leading Federal Policy

This year, with substantive financial support from the Perigee Fund, 2020 Mom made numerous policy and advocacy advances, including introducing the federal legislation, the **Taskforce Recommending Improvements for Unaddressed Mental Perinatal and Postpartum Health (TRIUMPH) for New Mothers Act**. 2020 Mom also deeply supported efforts of a Black-led sister nonprofit in advocacy related to the **Moms Matter Act**, aimed at increasing the number of Black/Brown maternal mental health specialist and providing funding to community-based organizations providing maternal mental health services to marginalized communities.

## Garnering Support

Our advocacy work included:

- Drafting and circulating **four letters of support** for these critical bills,
- **obtaining 172 organizational sign-ons**, and
- creating action alerts urging individuals to contact their lawmakers, leading to **799 individuals** in our network taking action on these policies.

## Writing to Federal Officials and Congress

In addition to the work on these two key pieces of legislation, 2020 Mom submitted **15 comment letters to federal officials and congressional leaders**. These letters included addressing the importance of addressing maternal mental health and the pathways forward. We also addressed:

- The opportunities to improve the general mental health infrastructure in a letter to the Senate Finance Committee,
- providing a minimum of 4 weeks of paid parental leave after the birth of a child, in a letter to Senator Manchin, a key decision maker with the Build Back Better Act.

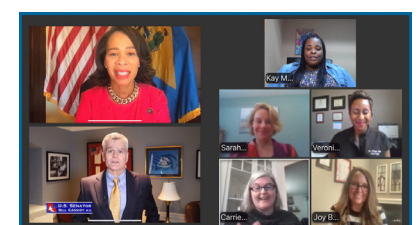
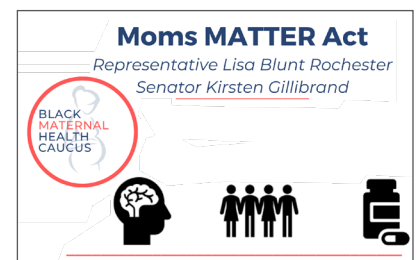
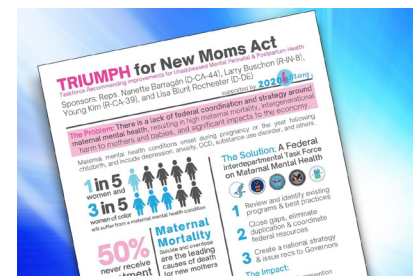
## Supporting Other Key Legislation

Further, we signed **52 letters of support** directed to lawmakers and federal agencies which were drafted by partner organizations.

## Establishing New Relationships

In 2021, we established new key relationships with the **Surgeon General's office**, the **White House**, and the **Health and Human Services Agency** and continued to meet with other key agencies for which we already had established relationships, including the **CDC**, **HRSA**, and **SAMHSA**.

2020 Mom acknowledges generous support for our work from:





# Studying and Scaling Certified Mental Health Peer Specialists in Maternal Mental Health

2020 Mom is working to propel the use of **State Certified Peer Support Specialists (CPSSs)** to:

- augment behavioral health professional shortages
- give those in need with trusted and knowledgeable support
- provide those with lived experience meaningful and needed paid work opportunities
- build the capacity of obstetric providers in addressing maternal mental health disorders
- support community-based organizations using peer support with sustainable income streams



**Our short-term goal** is to educate the field about this very promising solution.

**Our long-term goal** is to see certified peer support specialists in every community-based organization serving mothers and in obstetric settings, including Ob/midwife practices and high-risk pregnancy and neonatal intensive care settings for example.

## Issue Brief Released

This year, 2020 Mom released our first issue brief, on the use of state-certified peers to provide support in maternal mental health. Highlights include the use of peers in **community-based settings, obstetric settings, a case study, and more.**



**STUDYING AND SCALING CERTIFIED MENTAL HEALTH PEER SPECIALISTS IN MATERNAL MENTAL HEALTH CONTINUED:**

**Launch of Peer Support For Black Mamas and Doulas Pilot**

With the financial support of Cigna, and partner organizations, Mental Health America Ohio (POEM Project), RI International, and The Shades of Blue Project, we led new research (our second pilot study) on the use of **state certified mental health peer specialists in the Black community**. This research tested the use of training adapted from our earlier pilot study for use in Black mothers (including those with a birth loss) and doulas, supporting the Black pregnant and postpartum population. Though doulas are gaining attention, regarding their place in the U.S. maternity care, only a handful of states have been able to implement policies and Medicaid payment models for doulas. The pilot will conclude in early 2022.

FUNDER



PARTNERS





### Peer Support for Black Mamas: Tackling Isolation and Depression


A pilot study supporting Black mamas

#### Background

- All 50 States endorse use of State Certified Peer Specialists Providing Mental Health and Substance Abuse Recovery.
- Support provided for Maternal Mental Health (MMH) disorders by state-certified peer specialists is evidence-based.

#### This Study

Aimed to increase the number of certified peer support specialists to further culturally competent maternal mental health support for the Black pregnant and postpartum community, and potential career pathways for these peers.



#### Participant's Top 3 Types of Peer's History of Maternal Distress

- 15 Postpartum Depression
- 12 Trauma
- 10 Depression

#### Training Facts

2

Training Cohorts

30

Participants

2020-2021

MMH Disorder Overview Woven into Base Peer Support Training

Trained in the "I.N.S.P.I.R.E" support model

#### Participants

Identified as Black	93%
Identified as Native	7%
Doulas	56%
Actively Parenting (1-9 children per mom)	93%
Requested Reasonable Accommodations to Help Them Succeed in the Training	13%

#### Reasons to Share Their Story w/ Others in Distress

- 23
- 15
- 11

#### Reasons for Interest in Becoming a Peer Specialist

- 7
- 6
- 5
- 5

#### Personal Strengths Cited by Participants

Communication and listening skills	25
Empathy, vulnerability, compassion, positivity, encouraging	20
Personable and relatable	10
Hard worker, consistent	28
Time management	10
Eager to learn	8
Hard worker, consistent	13
Team-oriented	9

#### Pilot Success

100%

#### Key Take-Aways:

Being in training

# Training and Webinars

This year we continued our partnership with Postpartum Support International in administering **Maternal Mental Health 101**, and **Certificate Course** trainings.



**MMH 101,**

4 training sessions, **2141 People Trained**



**MMH Course for Clinical Professionals,**  
**877 People Trained**

We also continued to offer webinars to the field on “Emerging Considerations in Maternal Mental Health” similar to the content shared at the annual FORUM. These webinars included:



**Fireside Chat: California's Roadmap for Maternal Mental Health, 44 Attendees**



**A Conversation for Change: What Medicaid Agencies and Managed Care Organizations can do to Close Gaps in Maternal Mental Health, 172 Attendees**



**Maternal Mental Health: The First ACE, 799 Attendees**

# Maternal Mental Health Fellows Programs

2020 Mom served as the backbone organization advancing maternal mental health policy in the state of California, including legislative policy and agency interaction. As a result, California created the most comprehensive state action plan and has passed the most sweeping maternal mental health legislation in the country.

As requests for support came in from those looking to take similar action in their states, 2020 Mom launched the [Nonprofit State Policy Fellows Program](#) with financial support from Sage Therapeutics, to share our strategies and road maps and allow participants to learn and share with each other.

This program is made possible in 2022 through a grant from:



This program provides 12 months of training in learning community settings, covering a core set of topics, with presentations and ample time for robust discussions and action planning.

**Our short-term goal** with the fellows program is to support nonprofit backbone organizations in the development of policy action plans including having 1-2 key pieces of legislation be introduced to close gaps, as a result.

## The Inaugural Nonprofit State Policy Fellows Class Graduates



2020-2021 Nonprofit State Policy Fellows

The inaugural class included nine participants from the following states: Washington, Montana, New York, Michigan, and Georgia.

## EVALUATION & IMPACT

- ◆ 100% of graduates reported a high level of satisfaction with the program
- ◆ 100% reported increases in confidence in their knowledge of maternal mental health policy strategies

*"Thank you, thank you, thank you. This is a unique opportunity that has helped to advance our organization in ways we didn't anticipate, as well as affirming the work that we have done. Having the dedicated time to think about policy and advocacy helped us to realize we can expand policy in our current work plans and identify areas of possibility."*  
-- Nonprofit State Policy Fellow



## A New Nonprofit Fellows Cohort Starts

In June of 2021, we launched the second cohort of our Nonprofit State Policy Fellows Program for nonprofits well positioned to serve as backbone policy and advocacy organizations leading state legislative policy change.



2021-2022 Nonprofit State Policy Fellows

## Public Health Fellows Program Launches



Given the success of the NPO Fellows program and ongoing outreach by public health departments for support, we launched a new maternal mental health fellows program providing training and technical assistance to public health departments across the country. We had fifteen fellows in the following states, counties, and territories: [Wyoming - Teton County](#), [Wisconsin - Washington Ozaukee County](#), [Pennsylvania](#), [Montana](#), [Louisiana](#), [Florida - Volusia County](#), [Colorado](#), [California - Solano County](#).



2021-2022 Public Health Fellows

# TheBlueDotProject



The blue dot is the universal symbol for Maternal Mental Health and TheBlueDotProject, a project of 2020 Mom's, exists to raise awareness about MMH disorders and lift stigma and shame. Each year, TheBlueDotProject hosts a social media awareness campaign during Maternal Mental Health Awareness week (#MMHWeek), which happens the first week of May.

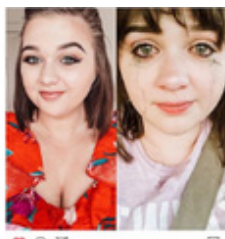


This year's MMH Week campaign again included:

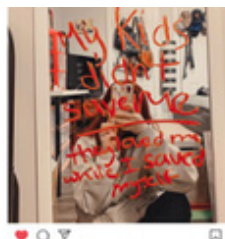
A #MakingOverMotherhood challenge for Moms, asking moms to post photos that show the real face of motherhood.



2,544 likes  
Liked by babybilly and 2,544 others  
#makingovermotherhood I've been told to not black and white. It's fine, black & white. #May 4 is Maternal Mental Health Awareness Week. #solidaritywithmothers.



297 likes  
#makingovermotherhood "It's my name is \_\_\_\_\_ and I am struggling. Can you help me?" Your conversation was one of the hardest to have the world for. I find many times before the last time, last breath.



154 likes  
#makingovermotherhood My kids didn't know me, they loved me while I saved myself.  
You hear a lot "My kids saved me", "My kids saved me", you get the idea.  
But with it being Maternal Mental Health Week, it's important to acknowledge that having kids doesn't make you immune from mental illness. Many of us don't experience any mental health issues until we have kids. The onset of a particular mental health disorders occurs in 7 in 8 women during the postpartum period.



145 likes  
#makingovermotherhood May is Maternal Health Awareness month and this week is actually maternal mental health awareness week.  
Being a #mompreneur who deals with the physical and emotional stress as it relates to stress, anxiety and depression, it's very important to discuss this topic. As a young #mompreneur mother in the Midwest area, anxiety about taken care of a newborn in the state of Ohio is very high.  
Being quarantined at home, isolated from extended family and friends, worrying about your job and when you



187 likes  
#makingovermotherhood #MMHWeek  
#makingovermotherhood I've been told to not black and white. It's fine, black & white. #May 4 is Maternal Mental Health Awareness Week. #solidaritywithmothers.



A toolkit for promotional partners that focused on MMH facts, MMH & COVID, and parental burnout, which can be found here. This was the first year we also had a Spanish Toolkit.

**RECORD PARTICIPATION IN 2021:**

**52.6 MILLION IMPRESSIONS UP 50% FROM 2020**

- Seen by **12.6 MILLION** GREW BY **52%** from 2020
- Seen by **4.7 MILLION**
- Seen by **25.3 MILLION** GREW BY **46%** from 2020



# Mom Congress

## The History

2020 Mom has been bringing mothers and advocates to DC to work on the passage of maternal mental health legislation, since 2014. In 2019 after finding other small nonprofits advocating for federal policy change in maternal health and paid leave, for example, the event was re-branded as Mom Congress.

## The Movement & Issues

Since late 2019, Mom Congress is both a moment in DC, and a movement with the addition of a membership option, recurring eNews letters and member town halls, and online communities for each of the four focus areas, or caucuses:

- ◆ Paid Maternity/Paternity Leave & Child Care
- ◆ Preventing Maternal Death / Improving Birth
- ◆ Maternal Health Equity
- ◆ Maternal Mental Health

*"[I appreciate] having a platform to share my story with my Congressman and State Representative so they can understand the very realness of what mothers go through"*  
-- Mom Congress Attendee

## The 2021 Virtual Moment

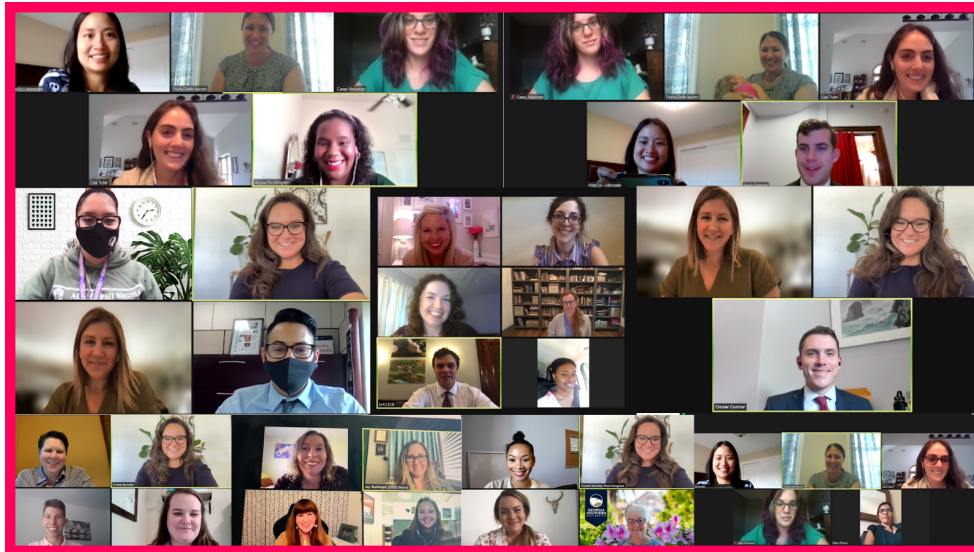
In 2021, given the Covid crisis was still unfolding, 2020 Mom hosted a virtual "Moment" rather than bringing mothers to DC to advocate for improved motherhood.



**Mom Congress Virtual Advocacy Days ('VAD')** were held via Zoom on September 27th and 28th, 2021. **Sixty-nine people registered for advocacy day. We attended 74 legislative visits with members of both the US House of Representatives and Senate/ their staffers.**

## MOM CONGRESS

### THE 2021 VIRTUAL MOMENT CONTINUED:



Tuesday, September 28, 2021 – Advocacy Team Visits with Congress: Each registrant was placed on a team of 3-6 people and attended multiple 30-minute meetings from 9am-5pm in the advocate’s local time.

This year’s virtual ‘Days in DC’ event focused on several health-related bills from the Mom Congress Omnibus bill package. The teams focused on two bills each, with all but one team focused on the two maternal mental health bills below. The bills included:

**1. TRIUMPH for New Moms Act** (H.R.4217): would create the formation of a maternal mental health task force of federal agencies to (1) Review and identify existing programs and best practices; (2) Close gaps, eliminate federal duplication, and coordinate federal resources; and (3) Create a national strategy and issue recommendations to Governors.

**2. Moms Matter Act** (H.R.909/S.484): would provide investments in community-based programs that provide mental and behavioral health treatments and support to moms with maternal mental health conditions or substance use disorder and provide funding for programs to grow and diversify the maternal mental health and behavioral health care workforce.

**3. Kira Johnson Act** (H.R.1212): would provide investments in community-based organizations to improve maternal health outcomes for those who are pregnant or in the postpartum period who are Black or from another marginalized population.

**4. The Data to Save Moms Act** (S. 347 / H.R. 925) conducts a comprehensive review of maternal health data collection, invests in maternal health research at Minority-Serving Institutions (MSIs), establishes a grant program to promote representative community engagement in Maternal Mortality prevention in states across the country, and commissions the first-ever comprehensive study to understand the scope of the Native American maternal health crisis.

The Data to Save Moms Act was passed as part of the Omnibus in 2021. The Kira Johnson Act was reintroduced by the Black Maternal Health Caucus in 2022, with modifications.

**100% of responses from a post-event survey reported attendees would “definitely attend again!”**

# Fundraising & Individual Donations

**\$43,161**

## \$1000+ DONORS

Allison Kasirer

Steve Collins

## \$500-\$999 DONORS

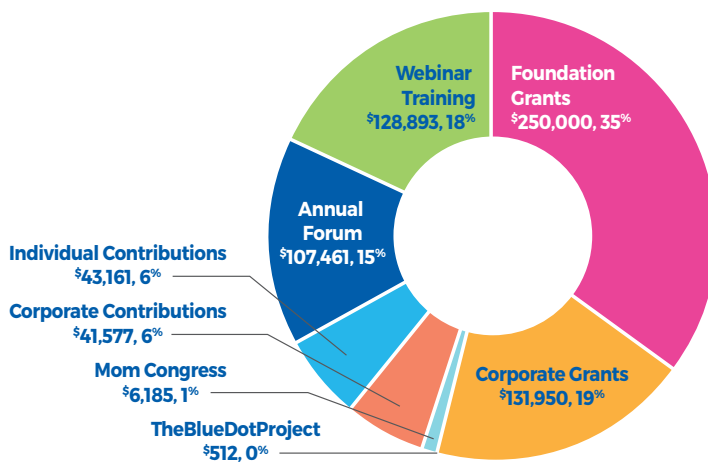
Lisa Bacus

Carole Mendoza

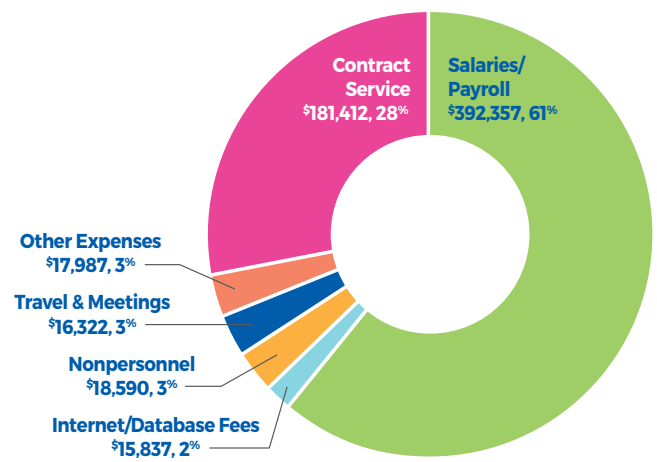
Britt Newton

# Financials

## REVENUE \$712,094



## EXPENSES \$712,711



### Expenses by Program

- ◆ Policy: \$231,968  
Federal and state policy, including our state policy fellows program
- ◆ FORUM, Webinars and Blogs: \$128,492
- ◆ Peer Support: \$68,733  
Researching and educating providers, payors and policymakers on the use of peer support specialists
- ◆ Awareness via TheBlueDotProject: \$11,372  
Content sharing on social media platforms, website and maternal mental health awareness week; and
- ◆ Mom Congress: \$51,793  
Developing the movement and hosting the virtual advocacy days

# In Summary

## 2021: A Look Back

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### 2021 Was a “Reset” Year for Much of the World. It Was for 2020 Mom Too.

2021 marked our 10-year anniversary, or birthday as we call it. As we reflected on the mental health implications the COVID-19 pandemic had on mothers in the US, we also reflected on our work this first decade and began to lay a new foundation for how we will move the needle forward in the next 5 years.

This included:

**Growing our Capacity:** Hiring a Communications Manager and Policy Director

**Building our Infrastructure:** Adopting new technologies and organization policies and practices

**Crystallizing our Strategy:** Defining our unique skills and assets and how we can best use these strengths to close gaps in maternal mental health as quickly and effectively as possible

We were able to take these actions while still growing our reach and impact through our core programs in 2021, including:

- ◆ Hosting our first all-virtual Maternal Mental Health FORUM (with over 950 registrants!)
- ◆ Leading new research on the use of state certified mental health peer specialists (mamas and doulas) in the Black community
- ◆ Launching a new maternal mental health fellows program for public health departments and continuing our fellows program for nonprofits driving state policy change
- ◆ Introducing the federal legislation, the Taskforce Recommending Improvements for Unaddressed Mental Perinatal and Postpartum Health (TRIUMPH) for New Mothers Act
- ◆ Growing our relationships with federal government agencies, including the White House, and with nonprofit organizations, like the American Hospital Association

## Looking Ahead

In our next ten years, 2020 Mom will double down on the implementation of evidence-based and promising practices in the healthcare system. We believe the health care system should work for every mother, every time.



## In Closing



We are grateful you are learning about our work and joining us in growing the movement to improve maternal mental health. We invite you to continue to partner with us to catalyze the maternal mental health field and close gaps in care together by staying connected through eNews, joining us at the FORUM, and by reaching out when you have light-bulb moments.