



2020 - 2025

# STRATEGIC PLAN

POSTPARTUM SUPPORT  
INTERNATIONAL

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# FROM OUR PRESIDENT

Dear Friends,

Postpartum Support International (PSI) was built by the power of community – a community of volunteers, parents, and clinicians. The idea was simple: together we can save lives.

We are feeling more grateful for our community than ever before as our world contends with simultaneous traumas that have created an unprecedented surge in mental health needs. This plan was created just before COVID-19 swept across our planet, and before our country began to come to its senses and finally start doing the work toward racial justice.

PSI continues to build this community and is thriving. After 34 years of building support from friends, members, volunteers, and donors, PSI is a global leader of a movement that recognizes perinatal mood disorders as a top public health priority. With new partners and an increasing number of advocates, PSI is proactive in sharing our work and building avenues for sustainable future.

Our thoughtfulness around ideas of growth and longevity resulted in this strategic plan— our playbook for the next five years that promotes growth that aligns with our core values. PSI believes that, **“You are not alone, you are not to blame, and with proper help you will be well.”** This message of positivity and hope is just one of our essential values, along with, among many other things, inclusivity, diversity, access, community, opportunity, and collaboration. These values are woven into the roadmap you will find in these pages. Together we will continue to grow the bold movement that will ensure that no parent ever feels alone.

Sincerely,  
Ann Smith, President  
Postpartum Support International

## 2019 SNAPSHOT

- 3,841 Trained Providers
- 500+ Volunteers
- 15,979 HelpLine Calls
- 3,893 HelpLine Texts
- 11,000 Participants in Climb out of the Darkness
- 56 Mentors and Peers
- 446 Support Coordinators Worldwide
- 769 Conference Attendees
- 334 PMH-C Providers
- 1,726 Providers in our Online Directory
- 4,216,000 People reached via social media
- 100% Board are Donors





## **OUR MISSION**

The mission of Postpartum Support International (PSI) is to promote awareness, prevention, and treatment of mental health issues related to childbearing in every country worldwide.

## **OUR VISION**

Our vision is to increase access to information, social support, and informed professional care to deal with mental health issues related to childbearing. We promote this vision through advocacy and collaboration, and by educating and training the professional community and the public.

## **ABOUT US**

Postpartum Support International (PSI) was founded in 1987 by Jane Honikman in Santa Barbara, California. The purpose of the organization is to increase awareness among public and professional communities about the emotional changes that women experience during pregnancy and postpartum. Approximately 15% of all women will experience postpartum depression following the birth of a child. Up to 10% will experience depression or anxiety during pregnancy.

Our headquarters are located in Portland, Oregon, and we have members all over the world, including volunteer coordinators in every U.S. state and in more than 58 countries around the world.

# A LOOK INSIDE

To build a meaningful roadmap, PSI's stakeholders stepped back to assess where the organization has been, how it has been successful, and what challenges remain. As we share this strategic plan, PSI is at a crossroads. With significant growth in staffing and capacity we are poised to extend our reach exponentially. Finding funding resources, building our marketing efforts, and adding an advocacy focus are core objectives to make it all possible.

## CHALLENGES & ASSETS 2020

How does PSI add value in the world of perinatal mental health? We are all impacted in one way or another by perinatal mental health; many of us experience the life-saving nature of this work through lived experiences and others understand the social, emotional and economic impact of perinatal mental health crises by providing support. Others are working toward increased awareness, access to treatment, understanding and investment through policy and advocacy. PSI convenes all of these individuals and organizations to elevate a shared voice and a shared agenda for positive change.

CHALLENGES	RESOURCES & ASSETS
<b>Reach</b> We are always asking ourselves, "Can we reach more parents and families?" The answer is a resounding, "Yes" if we secure the resources necessary.	<b>Our model</b> Combining advocacy, education, outreach, and support maximizes our reach and reputation in the space. We are known to be the bridge that combines all four areas.
<b>Resources</b> Fundraising, marketing, and public relations are underdeveloped compared to the organization's reputation and opportunities.	<b>Our people</b> PSI has grown its staffing dramatically in recently years. The thoughtfulness that went into the hiring process has created a committed, dynamic, and highly skilled team.
<b>Metrics</b> Our programs have quantitative and qualitative impact. Capturing and analyzing this data takes times and resources.	<b>Our community</b> With an army of volunteers, a large closed Facebook community, an ever-growing annual conference, and almost 20,000 professionals trained over the years. PSI has built a formidable network.
<b>Capacity</b> While the organization scales and grows in capacity maintaining the high quality of our offerings is imperative.	<b>Our track record</b> PSI has well-documented evidence that our programs, projects, and educational offerings have not only helped people, but have also saved lives.



# OUR AUDIENCE

Because perinatal mental health affects everyone, many of us experience the life-saving nature of PSI's work through life experiences or by providing support to those in need.

PSI has a direct connection with each individual help-seeker and provider it encounters, as well as promotes ongoing work and advocacy with the state and global perinatal mental health community. We took a step back and asked how PSI adds value in the world of perinatal mental health to our community as a whole.

## INDIVIDUAL OR PROVIDER

- I can call the HelpLine for support
- I can join a weekly online support group
- I can be matched with a mentor to help me
- I can use the website to learn about perinatal mood disorders (PMD)
- I can find a professional who specializes in PMD near me
- I can become a PSI mentor, support coordinator, or a HelpLine volunteer
- I can join a state chapter and work locally to advance the PSI mission
- I can participate in a Climb Out of the Darkness (COTD)
- I can learn about PMDs and apply this to patient care
- I can attend the annual conference and gain access to a community of expert presenters and professional networking
- I can become a member of PSI

## CHAPTER/LOCAL

PSI is working to have a chapter in every state and supports each chapter to raise money to advance local initiatives and advocacy. Through this work, PSI has built an affiliated community network, leading to increased support, more education, and focused advocacy at the state and local level.

## GLOBALLY

PSI makes the world a better place by bringing awareness about the prevalence of PMDs and hope that with proper help those who suffer can be well. PSI creates new avenues for connection and shared experience, and in 2019, PSI had chapters in over 58 countries worldwide. We bring awareness to the mental health needs of the perinatal population globally, and invite professionals from all over the world to use PSI resources and attend our annual international conference.

# OUR SERVICES

PSI provides services to help-seekers, families, parents, and professionals, works as a perinatal mental health advocate, and convenes industry experts, professionals, and advocacy groups to move forward the cause of perinatal mental health. PSI services are ever-expanding, changing, and growing to ensure that no parent is alone.

## ADVOCACY

PSI strives to bring global awareness to the mental health needs of the perinatal population.

## EDUCATION

PSI strives to provide education to professionals, families, and support service providers that are evidence based and up-to-date. Each training is delivered by an expert corps of experienced trainers who are committed to providing you with the most current research.

## OUTREACH

PSI strives to help those in need by providing a myriad of resources to each parent in need in order to reach them where they are. Services include the PSI HelpLine, PSI support groups, state-specific resources through PSI chapters and coordinators, and PSI provider directory, to name a few.

## CONVENOR

PSI strives to bring together a stakeholder coalition comprised of leading experts from national professional and advocacy organizations.

# 5-YEAR STRATEGIC INITIATIVES



## REACH MORE PEOPLE

PSI will improve the health outcomes for those suffering from perinatal mood disorders by first identifying existing gaps in services. This goal includes covering gaps by educating providers and increasing volunteer presence to bring awareness, resources, and services to underserved populations.

To improve population health, PSI will cultivate strategic partners and use co-branding to spread broader awareness about PMADs, what they are, and how and where to find help. PSI will place strategic focus specifically on reaching people of color and LGBTQIA parents while also advocating to remove insurance challenges as a barrier to care.



# STRATEGIC INITIATIVES

## **INCORPORATE PSI'S VALUES OF DIVERSITY AND INCLUSION AT ALL LEVELS**

PSI will continue to build a dynamic, diverse, and representative organization through targeted awareness campaigns. This plan will continue to include people of color, men, LGBTQIA, diverse religions and cultures, and be reflected among our board, staff, membership, and volunteer base, as well as in our marketing and training. The health and wellness of minority groups will also be an area of strategic focus through the building and stewarding of partnerships with providers and agencies serving those populations.

## **USE DATA AND METRICS TO OPTIMIZE EXISTING PROGRAMS**

PSI commits to continually evaluate programs, processes, and performance and make data-driven decisions at every level of the organization. Through the use of data, PSI will establish qualitative norms, benchmarks, and goals to optimize existing projects and programs and when creating new ones. Use of data and metrics will best leverage PSI's business model to increase revenue and expand key offerings. Additionally, the organization will implement marketing plans that include measurable and actionable goals for each of the organization's core offerings.

## **SUSTAIN INTERNAL GROWTH**

PSI will continue to empower and support staff by offering them increased autonomy, professional development, and performance management based on core competencies as well as measurable and actionable goals. This imperative includes the need to create and manage a comprehensive archive of all organizational policies and procedures. Sustaining internal growth will also require a growing support for chapters through a commitment to collaboration, communication, and establishing ever more clearly defined roles. Additionally, PSI will build succession plans for board and staff, work to ensure that organizational leadership is fully supported with proper staffing, and build the membership base while also increasing retention.

## **INCREASE MARKETING REACH**

PSI will increase its reach as the trusted voice of perinatal mental health by amplifying the core organizational messages and expanding its visibility as a global leader. PSI further commits to establishing goals that stretch and expand the organization's reach while also using powerful messaging, storytelling, and design in all arenas to reduce stigma, reach a wide audience, and connect with key targeted audiences.

# STRATEGIC INITIATIVES

## COMMIT TO RESOURCE DEVELOPMENT

PSI will build a culture of organizational resource development through meaningful relationships and savvy board recruitment. The organization's long-term success and growth depends on successfully increasing revenue by fundraising strategically and widening the base of financial supporters. Additionally, PSI leadership and staff commit to thoughtfully cultivating and stewarding donors, members, those who have been helped, and other supporters whose generosity provides the backbone for PSI's future growth.

## MAKE PERINATAL MENTAL HEALTH A KEY NATIONAL PRIORITY

PSI will work to ensure that maternal mental health is known as a silent crisis and is a key national priority for legislation, advocacy, and activism. PSI is building a collaborative advocacy movement via Mind the Gap, a group of 26 partners all dedicated to elevating the issue of perinatal mental health in the national conversation, to work toward reaching a shared legislative agenda that will improve outcomes for those whom PSI serves. PSI will leverage Mind the Gap as a hub for growing an advocacy coalition, the movement, and create a learning community that adds values for partners. Other advocacy goals include launching a large-scale awareness campaign, using strategic regional meetings to increase the coalition's impact, and growing PSI's reputation as the trusted voice of maternal mental health in Washington, D.C. and among policy-makers.

## WILL YOU JOIN US

PSI will only reach these ambitious goals with the support of our community—individuals like you who have joined us in our mission through the years. There are more ways to support our goals than ever before.

- Become a member: [www.postpartum.net/join-us/become-a-member](http://www.postpartum.net/join-us/become-a-member)
- Make a donation: [www.postpartum.net/donate](http://www.postpartum.net/donate)
- Join a climb event: [www.postpartum.net/join-us/climbout](http://www.postpartum.net/join-us/climbout)
- Sign-up for PSI's newsletter: [www.postpartum.net/news-and-blog/psi-newsletters](http://www.postpartum.net/news-and-blog/psi-newsletters)
- Attend PSI's annual conference: [www.postpartum.net/professionals/conference-2020](http://www.postpartum.net/professionals/conference-2020)
- Follow us on social media: (see below)



## **NOTE FROM OUR EXECUTIVE DIRECTOR:**

Overcoming the current challenges that we face and seeking to achieve the ambitious goals outlined in this document will not only require the support of those of you who are familiar with the work of Postpartum Support International to save and improve lives, but will require that we build a global network of committed supporters.

We know that we can do this with your help—those who have known us and stood beside us in the past.

With the launch of the Mind the Gap initiative to establish and align priorities in the United States and Canada, combined with growing partnerships with those who can spread our message and create new avenues for connecting with moms and dads who need help, PSI is poised to help more individuals and families in the next five years than we could have imagined just a short while ago.

There is a palpable energy in our community and a sense of urgency driving us to do more!

I hope you'll find our bold goals for the coming years to be both inspiring and heartening because, with your help along the way, we won't stop until we've ensured that every parent knows she's not alone. As our collective community values drive us forward, you will see this roadmap come to life. Please know how much we need and appreciate your support along the way.

With gratitude,  
Wendy Davis, Ph.D., PMH-C  
Executive Director  
Postpartum Support International