

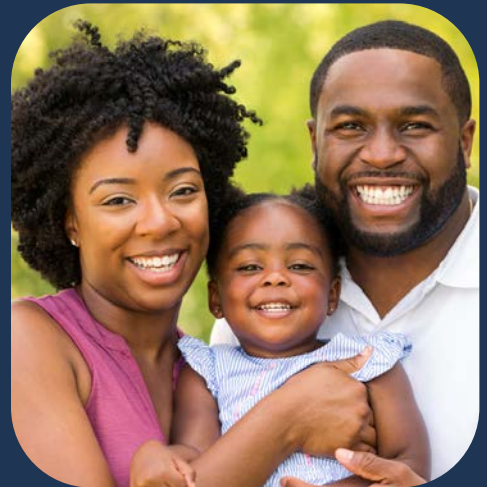
2023 IMPACT REPORT

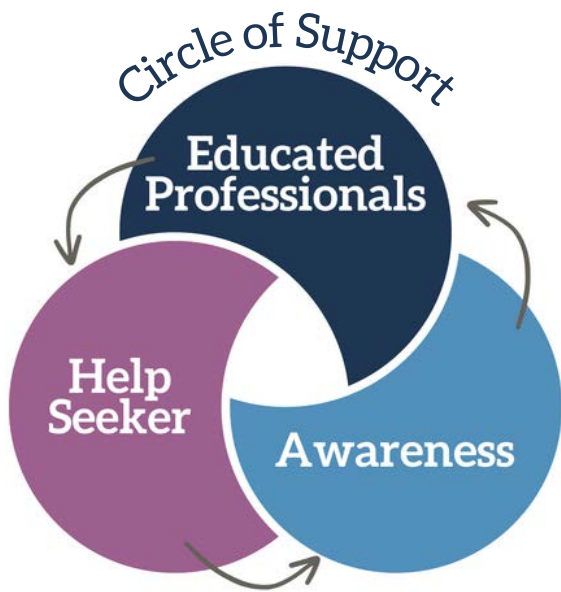
The global voice for perinatal mental health



PSI

POSTPARTUM SUPPORT
INTERNATIONAL





For the last **36 years**, Postpartum Support International (PSI) has been the global champion for perinatal mental health, connecting individuals and families with the resources and support to give them the strongest and healthiest start possible. We connect individuals and families with many support services and resources, train health professionals to recognize and treat perinatal mental health disorders, advocate for policies and programs that advance perinatal mental health, and more. **Our donors provide lifesaving services to pregnant, postpartum, and post-loss individuals and families. We rely on our donors to continue advancing perinatal mental health and directly supporting families and professionals.**

This year, we have achieved substantial success in expanding services for people of color, amplifying the voices of survivors, advancing help-seeker services, enhancing professional training, and building community. Although we continue to grow the organization and its impacts, **we have a long way to go.**

WORDS FROM OUR DIRECTOR

Dear Friends,

2023 brought a host of new challenges as well as growing success as we worked together to advance the mission of PSI to reach every family who needs us and educate every provider about perinatal mental health. PSI has been doing this work for more than 35 years, and I have personally been Executive Director for 12 years now. When I started in my role as Executive Director, we were a staff of two. As we closed 2023, PSI has grown dramatically in its reach and now has a staff of 70, plus 43 more professionals supporting the National Maternal Mental Health Hotline.

Because of your support, we are achieving ambitious goals for reaching and serving families during the perinatal period, goals that just a few years ago we did not think were possible. We have also found our true North in making diversity, equity, inclusion, and belonging at the center of our organization and a critical thread in everything that we do. In this report, you'll be heartened to read how a strategic partner allowed us to launch the Perinatal Mental Health Alliance for People of Color (PMHA-POC) as a fully-staffed program within PSI, and how our collective efforts to learn and listen through working together on a DEI task force have brought growth, understanding, and impact to our work to save and improve lives.

At the end of the day, I remind myself, and I'm here to remind you, our generous donors, committed volunteers, and each of you who supports our organization's mission, that together, we are, indeed, saving lives. In the pages of this report you'll read about our impact, and please know that we could not do it without you.

As always, thank you for standing with us and making our work possible.

With gratitude,

W.D., PhD, PMH-C

Wendy Davis, PhD, PHM-C, Executive Director



ADVANCING PEER SUPPORT SERVICES

PSI offers direct and specialized support to individuals and families during the perinatal period, including a HelpLine in English and Spanish, a provider directory, local support coordination, online support groups, Chat with an Expert, a peer mentor program, postpartum planning, a discussion tool, and specialized support in over 35 different areas. **All helpseeker services are completely free.**

2023 ADVANCEMENTS



Increased resources for Spanish-speaking helpseekers, including increasing the number of weekly support groups, access to the Spanish HelpLine, and the number of Spanish-speaking providers through new professional trainings.



Expanded global support groups, including Birth Trauma Support for BIPOC Birthers, Black Moms Connect, Perinatal Support for Latinx Moms and Birthing People, Support for South Asian Moms, Black Moms in Loss, and 16+ groups offered in Spanish; group facilitators from the U.S., Canada, Spain, Portugal and Nigeria.



Grew the number of specialization areas to over 35 audiences and situations, including neurodivergent parents, adoptive parents, rage, breast and body feeding, birth mothers, chronic illness, eating disorders, fertility challenges, foster parents, Hindu parents, LGBTQIA+ parents, Muslim parents, military families and more.

SURVIVOR STORY

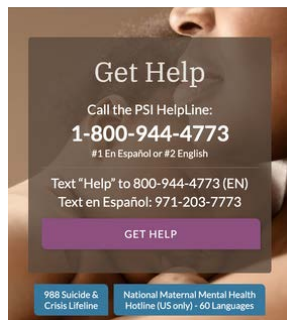
[Trigger warning: mention of intrusive thoughts, stillbirth]

*"I experienced undiagnosed postpartum anxiety after the birth of my son in 2016. Even as a mental health professional and someone who had spent the previous year working with the perinatal population, I was not immune. I experienced a month of prodromal labor, which led to a traumatic, unmedicated birth, ultimately ending in an emergency c-section. I was also diagnosed with postpartum HELLP syndrome, and I had to remain in the hospital for an extended period. I felt like I had failed, and I was treated poorly by the on-call attending OB, as well as the midwife who had transferred me from the birth center to the hospital. I internalized that behavior and my 'failure' for a crunchy 'natural birth' and put all of my energy into making my postpartum experience 'perfect.' I suffered from severe intrusive thoughts and nightmares, I struggled to bond, and I experienced significant sleep deprivation by continuing to try and nurse my son, who had a significant and undiagnosed lip tie. I told no one. I trusted no one, not even my husband. I struggled alone for six months before I told my husband that I was experiencing panic attacks and that I needed to see someone. I resolved my feelings of failure with individualized therapy and worked through my perfectionism. Unfortunately, I found PSI late in my journey with my son, so I didn't seek help through groups then, but I knew I wanted to give back in some way after a close friend experienced significant PPD/PPA. **The most important question that my therapist ever asked me was, 'What are you going to do with this?'** That's when I became a volunteer and group facilitator with PSI. I facilitated groups for over a year and a half and loved every minute. I stepped out of the facilitator role and became a help seeker for the first time in the fall of 2022 after my third child, Paige, was born still on 11/5. The Infant Loss/Stillbirth groups helped me to grieve appropriately and truly feel and believe that I was not alone in any of it. I have made some true connections through PSI, and I am so incredibly grateful for them and the work that they are doing in the perinatal mental health community. It is so important and necessary. -Lily Garman, Survivor*



Lily Garman

PEER SUPPORT SERVICES



2023 Toll-free HelpLine Stats

English HelpLine:
3,440 calls
3,142 texts
per month

Spanish HelpLine:
172 calls
329 texts
per month

**English and Spanish
calls increased by
21%**

Online Support Groups



Had an average of ~1300 help seekers per month

Attendance grew by 15%

132 group facilitators

Support Coordinators

471 total coordinators with 79 specialized coordinators in 50 specialized areas, including adoptive parents, post-abortion, pregnancy and infant loss, fertility challenges, and more

Spanish-language online form

Increased by 147.4%



Facebook Groups

Support Group
8 admins
21,389 members

Dads Support Group
438 members

BIPOC group attendees

Increased by 56.4%

Smart Patients

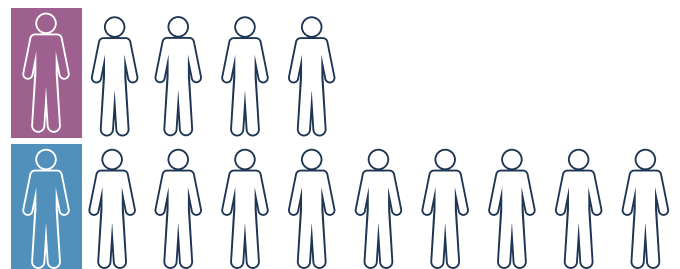
Online community for patients and their families with 826 members, 422 new members and 88 active posters

Peer Mentor Program

Peer and mentor matches increased by 36%

SURVIVOR EXPERIENCE

Perinatal mental health disorders can affect anyone who gives birth, partners, and families, regardless of age, race, ethnicity, income, or culture. We continue to expand our support services to include more partners, families, and experiences to ensure no parent is alone at a time they need support the most.



In the U.S., **1 in 5 moms** and **1 in 10 dads** experience depression or anxiety within the first year postpartum.

"PSI saved my life, and I'm forever grateful for every single text exchanged that led me to seek and receive a full recovery from PPP. Now, it honestly all seems like a bad dream. I kissed my baby extra for every night I was away. But I can't ever thank PSI and my support enough—for guiding me to the help I needed to find healing." - AP 2023

PSI Support Services AP used when seeking help:

Support Coordinator
Chat with an Expert
Facebook Group
HelpLine

ENHANCING PROFESSIONAL TRAININGS

PSI has a professional education, training, and certification program based on a trauma-informed and culturally-responsive foundation of perinatal mental health expertise and practice. Our trainers are psychotherapists, psychiatrists, and psychiatric nurse practitioners. PSI developed and launched the first Perinatal Mental Health Certification (PMH-C) Program in 2018. **In 2023, 1,406 providers earned their PMH-C through PSI** providers earned their PMH-C through PSI.

COMPONENTS OF CARE TRAINING

2 Day Training

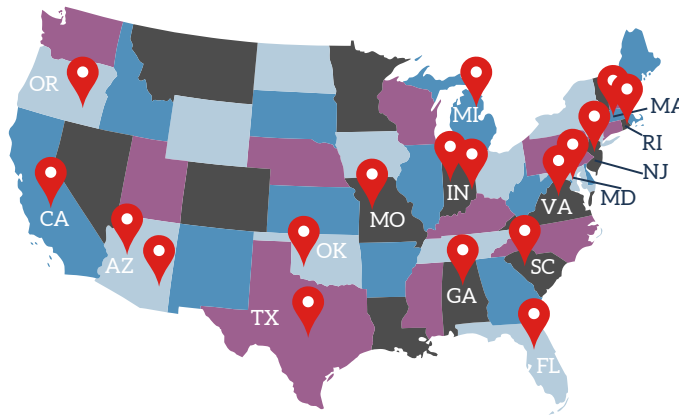
18 in-person
4 virtual
Total Trained: 5,685

Psychotherapy Training

18 in-person
4 virtual
Total Trained: 4,069

Psychopharmacology Training

1 in-person
4 virtual
Total Trained: 763



18 training locations:

Vero Beach, FL	Edison, NJ
Houston, TX	Ft Wayne, IN
Greenbelt, MD	Indianapolis, IN
Macon, GA	Providence, RI
Plymouth, MA	Williamsburg, VA
Lakeport, CA	Detroit, MI
Phoenix, AZ	Oklahoma City, OK
Silverton, OR	Winston-Salem, NC
Kansas City, MO	Tucson, AZ

"I pursued the certification following my own experience with reproductive, healthcare challenges, infertility, and child loss. My experiences encouraged research that found a gap in service for these populations. Clinicians do not specialize or have adequate knowledge of perinatal mental health. Many don't even consider the pre-pregnancy or planning aspect of the perinatal period, further stigmatizing the experience of those suffering from difficulty in creating or expanding their families. This certification allows me to teach other clinicians about perinatal mental health and its varying components. It also allows me to practice as a subject matter expert regarding reproductive healthcare challenges, child loss, and infertility with military service members and their families. Receiving this scholarship supported my personal goals and the overall readiness and impact of behavioral health services within military communities. Having this credential will allow me to showcase the importance of this topic to civilian and military stakeholders that can make effective change."

Dr. Olymphina O'Neal-White, PMH-C & scholarship recipient

PROVIDER DIRECTORY

The directory includes mental health providers, healthcare providers, childbirth professionals, support groups, and more. Parents, post-loss individuals, families, and providers can quickly and easily identify trained perinatal mental health providers and specialists in their area.



PSI offers a unique online directory of **7,630+ qualified perinatal mental health professionals** and support groups in the **United States, Canada, the United Kingdom, and Australia.**

ADVANCED TRAININGS

4 2 Day Perinatal Loss Trainings

3 Paternal PMH Trainings

2 Live webinar Frontline Trainings

The number of virtual training participants is the **highest** they've ever been.

NEW SPANISH-LANGUAGE TRAININGS

First time offering the 2 Day Spanish Virtual Training with 97 attendees across 11 countries attending (PSI offered two sessions in 2023)

The second session included the **FIRST** Advanced Psychotherapy Training/webinars in Spanish.

38 scholarships awarded to Spanish-speaking providers

"It is critical to offer this training in Spanish. Even bilingual clinicians may not have the clinical language to talk about perinatal mental health; hearing the clinical terms in Spanish from two native Spanish speakers is crucial. By offering more PSI trainings in Spanish, more professionals will be aware that there is something they can take with them to support their families and clients." -Karla Cardoza, LMFT, PMH-C, PSI Spanish HelpLine Manager



THE ALLIANCE'S CONTINUING EDUCATION TRAININGS

The Perinatal Mental Health Alliance for People of Color (PMHA-POC or the Alliance) hosts a free monthly live web series, **Coloring the Conversation on Perinatal Mental Health**, where Alliance Director Andrea Clark-Horton sits down with providers and Alliance members to discuss topics about loss, faith, professional development, care teams, grief, and more within the perinatal mental health space. Additionally, **Tejiendo Encuentros**, the Alliance, offers a live web series in Spanish hosted by Xochitl Carlos-Mendez, the Alliance Spanish Cultural Programs Manager. During these conversations, Xochitl and her guests will discuss various perinatal topics related to the Spanish-speaking and Latin American communities. **La Alianza presents a collection of over 50 videos related to perinatal mental health in Spanish on YouTube, with new videos in development consistently.** There was a total of **67** attendees.



Coloring the Conversation YouTube



Tejiendo Encuentros YouTube

“
What I liked most is that the speaker was a woman of color who had personal and professional experiences with microaggressions, so she could speak to the problem as well as possible solutions or redress.”
-Participant

EXPANDING SERVICES FOR PEOPLE OF COLOR



The Perinatal Mental Health Alliance for People of Color (PMHA-POC), more affectionately known as “The Alliance,” increases the capacity of perinatal professionals to support individuals, families, and communities of color around perinatal mental health disorders. The Alliance is staffed exclusively by people of color, focusing on eradicating discrimination in diagnosis and treatment through workforce development. The goal is to dramatically increase access to perinatal mental health providers of color, reduce maternal and infant mortality, and help Black, Indigenous, and People of Color (BIPOC) thrive.



YouTube views: **22,788**
(42% increase over 2022)



12 Coloring the Conversation events,
9 Tejiendo Encuentros events & **11** webinars in Spanish



First Alliance Mentorship Cohort:
34 members



105 training scholarships awarded to BIPOC providers,
18 scholarships given for the PMH-C exam and
32 scholarships awarded to Spanish-speaking providers



***Shanita Alvarez-Crawley, Alliance Liaisons, PMH-C:** “As a member of the Alliance, [you] take on that voice of the advocate to ease the suffering of women in this community and help normalize the importance of validation, cultural barriers, fears, and limitations to asking for help. You empower providers to ask these questions and learn the “languages” of the various cultures that they service to make sure that they find a way to reach them no matter their color. You partner with the systemic. As a member of the Alliance, you are part of the larger community of providers creating safe spaces for ALL women and birthing persons and making sure that those of color don’t fall through the cracks. We have the unique opportunity of guiding systemic change to create true spaces of inclusion for everyone.”*

FIRST BIPOC TRAINING

After countless hours of planning, recruiting volunteers, and securing sponsorships, **the first BIPOC training for providers of color facilitated by providers of color took place on May 19-21, 2023.** By the end of the weekend, PSI trainers Karla Cardoza, LMFT, Kristy Christopher-Holloway, EdD, LPC, PMH-C, and Saira S. Kalia, MD, MBBS equipped **98 AZ birth workers with additional skills to support the perinatal mental health of AZ families.**



INTRODUCING LA ALIANZA

The Alliance is expanding their reach to the LatinX and Spanish-speaking communities with the Alliance Spanish & Cultural Program, La Alianza. Initiatives include increasing communication and outreach about perinatal mental health among the Spanish-speaking community, developing strategic alliances with Latin American organizations, providing training and certification for LatinX and Spanish-speaking perinatal professionals, and amplifying La Alianza on Instagram and Facebook to provide information, support, and resources in Spanish.



During **Maternal Mental Health Week** in May, La Alianza hosted a weeklong event in Spanish featuring **11 presentations with 21 presenters and 1,550 YouTube views**. Throughout the event, countries represented included **México, USA, Uruguay, Colombia, Venezuela, Dominican Republic, Puerto Rico, Argentina, España, Chile, Peru, Panama, Bolivia, Guatemala, Honduras, Ecuador, and Costa Rica**. The work that The Alliance



is doing to educate BIPOC providers to recognize, diagnose, and treat PMH issues while also building a supportive, lasting community for those providers is one-of-a-kind. Without the support of new funders, the strides we are making are challenging to sustain. Support for The Alliance will increase our ability to provide training and connection for more providers, reach more families, and prevent isolation and crises before they occur.

FROM TRAINING PARTICIPANTS

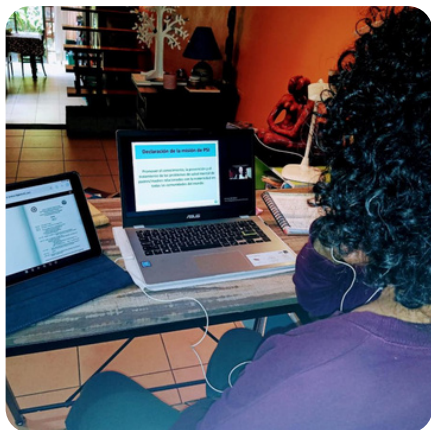


Photo from Spanish-speaking Components of Care training

“The training with PSI was very professional and up to date. It not only covered psychological, clinical and sociological topics, but also covered pharmacological topics that I was unaware of and that gave me new alternatives to approach patients. I highly recommend it for any professional who wants to be aware and up to date in the area of perinatal mental health.”

-Virmley Hernández

Psychiatrist, Components of Care Training (in Spanish) participant

“I am a Licensed Professional Counselor and mother of a 3-year-old girl after a long struggle with infertility. A few months ago, I had the opportunity to take training on Perinatal Mood Disorders, thanks to PSI awarding me a scholarship. It was a great experience full of learning, emotions, and of great value for me, as a mother and as a professional.”

-Yesenia Caraballo

Licensed Professional Counselor, Scholarship Recipient of Components of Care Training (in Spanish)

CHAPTERS

Four NEW Chapters

Washington D.C.



Hawaii



North Dakota



West Virginia



Welcome Two New Chapter Program Team Members



Jen Cordeau and Ashley Tabata

We now have a Chapter in **49 states and Washington, DC!**

We are excited about continued partnerships and community engagement in 2024.

PSI CT Chapter - Year in Review Video



Check Out Full Video



RESEARCH AND IMPACT

We have strived to increase our presence where research and perinatal mental health coexist and have aimed to further emphasize evidence-based decision-making in what we do.

Highlights:

- The Board of Directors started a research committee led by Dr. Nicole Cirino and hired a Research and Impact manager to support and sustain the research efforts within PSI.
- PSI has been actively engaged in four Patient-Centered Outcomes Research Institute (PCORI)-funded research projects with our executive director, Wendy Davis, as a Dual PI on the [Pathways to Perinatal Mental Health Equity](#).
- PSI has been able to integrate data strategically throughout several programs, including the Psychiatric Consult Line, Mind the Gap, several Peer Mentor programs, and the Perinatal Mental Health Alliance for People of Color.

In 2024, we look forward to deepening our relationship with PCORI, increasing our evidence-based decision-making, and forming new relationships that allow PSI to continue to be a key player in perinatal mental health research.

INTRODUCING THEBLUEDOTPROJECT



PSI is proud to serve as the new home for TheBlueDotProject, which raises awareness of perinatal mental health disorders, proliferates the blue dot as the symbol of solidarity and support, and combats stigma and shame.

The Ambassador Program

BlueDot Ambassadors serve as the “boots on the ground” advocates to help proliferate the blue dot symbol and spread awareness surrounding perinatal mental health disorders. Ambassadors are asked to complete three qualifying activities within an Ambassador year, July-June. These activities include participation in maternal mental health awareness week, fundraising, participating or leading a Climb, sharing their story, and distributing awareness materials in their community. Currently, there are **100 BlueDot Ambassadors**.

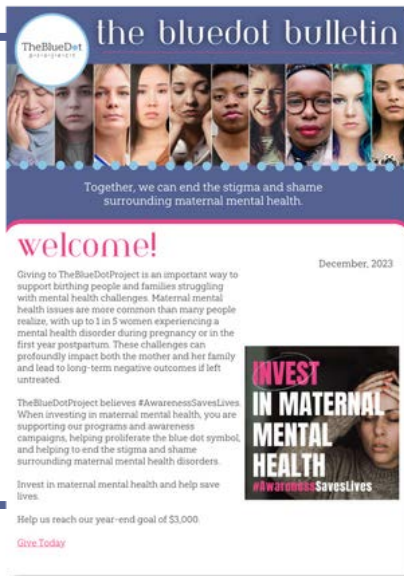


Maternal Mental Health Awareness Week



Each year, during the first week of May, TheBlueDotProject hosts a social media awareness campaign during Maternal Mental Health Awareness Week, which surrounds World Maternal Mental Health Day. The Purpose of MMH Week is to raise awareness of MMH/PMH disorders, proliferate the blue dot as the symbol of solidarity and support, and combat stigma and shame. Parents, organizations, and brands are invited to share daily posts from TheBlueDotProject’s social media sites or post their favorite messages and memes from a provided toolkit during the first week of May. We ask participants to like, share, and post at least two messages during the week. In previous years, we had **60+ million impressions** on the social media platforms Facebook, X (Twitter), and Instagram.

Facebook: @TheBlueDotProject
Instagram: @TheBlueDotPrj



Subscribe to the monthly BlueDot Bulletin



COMMUNITY-BUILDING

THE CLIMB

The world's largest event raising funds and awareness for the mental health of new families. The Climb is a community walk for survivors, providers, and community members to come together.



A Global View of The Climb's 2023 Impact:

Climb Events: 144

Participants: 11,580

Funds raised: \$395,080.49

This year, we led the call with **243 volunteers representing cultures across the globe**. Their stories highlight the importance of supporting all families through a healthy transition into parenthood:

Luisa Shamas, born and raised in Cordoba, Argentina, moved to Florida where she led her first Climb. She recalls becoming a mother while struggling with something unknown after the birth of her son. "If telling my story can help one person, that would mean that what happened to me was meaningful. Maybe if we have more conversations with our neighbors, we'd realize how alike our realities are in terms of our emotional experiences. Having an understanding of mental health is a priority in the families of any community in this and other countries."

Luisa Shamas, Climb Leader



Ashley Azcarraga, a clinical psychologist living abroad, noticed a scarcity of resources for English-speaking expats in Japan. This became the catalyst for organizing a Climb event within her community. "Recognizing the need for inclusivity and accessibility on a global scale, I committed to making the first Japanese Climb an avenue that transcended international barriers, dismantling obstacles and providing support for international parents."

Ashley Azcarraga, Climb Leader

"The fundraiser continues to shape our ongoing efforts as leaders in perinatal mental health, highlighting the importance of listening within our community. Events like this provide an opportunity for parents to talk about what they need and don't have, share resources and stories, and be with each other. Today, you may be on the receiving end, and on another day, the one who is giving. Within a community, we can share both the load and the joy."

- Leanne Fessler

Leanne Fessler and Gabby Goodbrand, Climb Leaders



White Rock, Canada.



@psiclimbout



@psiclimbout



Climb Website

I AM ONE PODCAST



In the I AM ONE podcast, PSI staff and volunteers reflect on their own lived experiences during the perinatal period. Guests explain how they sought and received help and how they're supporting the mental health of new families now. I AM ONE illustrates PSI's core belief, "You are not alone; You are not to blame; With help, you will be well," through storytelling. Each episode demonstrates that none of us are alone and that no matter our story, we can all say, "I AM ONE" of many who are touched by perinatal mental health disorders.



2 Seasons
30 Episodes



7,800 Downloads
Social Media
Reach: 76K



Reviews ALL 5-Star Reviews

TRUTH AND HOPE ★★★★★
This pod combines the hard truths of mental health and the hope of where wellness can lead. -SAHMomma

A great sense of solidarity ★★★★★
The hardest thing about struggling with postpartum mental health is feeling like you're all alone. Hearing other people's stories and how they got back to wellness is so encouraging and provides so much solidarity. I'm grateful for this show and everything else PSI does! -JaeJD

Breaking the Stigma ★★★★★
I AM ONE is a powerful and safe space for stories to be shared to help break the stigma and shame surrounding PMADS. -Onesunrae25

I AM ONE! ★★★★★
This podcast is everything I could have asked for and more! Hearing other survivor's stories and knowing the strength of this community is incredible. We, together are breaking the stigma and this podcast provides a safe space to share our stories, be heard and raise awareness for PMADS! -alexwoff19



MIND THE GAP

Mind the Gap is a national initiative led by PSI, a broad-based stakeholder coalition of leading experts from national professional and advocacy organizations. Coalition members represent mental health, maternal health, women's health, health equity, public health, and children and family health and aim to ensure that perinatal mental health is a national priority.

Key 2023 accomplishments:

- The Mind the Gap coalition supported **ten pieces of federal legislation** through sign-on letters, advocacy days, and e-alerts
- Added nine new organizations to the coalition (**total: 37 members**).
- The number of subscribers to the Mind the Gap Monthly newsletter **grew by 62%**; the newsletter now reaches more than **4,900 subscribers** every month.
- Three states (KY, NJ, OH) completed the Mind the Gap State Policy Series and achieved significant results. **129 organizations across three states** were engaged in the Mind the Gap state policy series.

"Mind the Gap is the only national coalition space I found that is dedicated to perinatal mental health, and my membership helped me develop a maternal mental health policy portfolio for my organization (Georgetown University Center for Children and Families). Because of the knowledge and contacts I gained as a coalition member, my team developed Medicaid policy recommendations to support maternal mental health in the postpartum year. It brought new funders into Georgetown CCF to support this work."

-Maggie Clark
Current lead facilitator of the Mind the Gap coalition



MEDIA ATTENTION AND VISIBILITY

Period Covered By Tour: April 28 - May 31, 2023

For Maternal Mental Health Month, PSI developed a Media Tour to help spread the word on Perinatal Mental Health and PSI. News coverage from our generated **17 million broadcast impressions** and nearly **900 million digital impressions**. Additional print/online placements brought another **30 million impressions**, leading to an estimated total of **947 million impressions**.

National TV Broadcasts

CBS Morning News

Directo USA

Café CNN

¡Despierta América!

Noticias Telemundo mediodía

162.1 Million
Reach (digital visitors)



Produced a virtual media tour, which generated more than

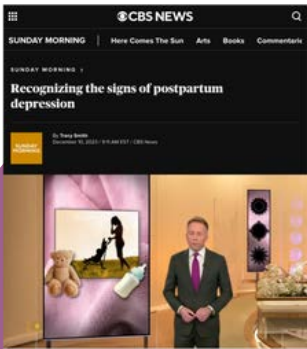
600 Placements

Booked interviews on both national and local English and Spanish TV and radio stations.



"Every chance I get, I write and speak about what happened to me - because what happened to me could happen to anyone. It doesn't make us bad moms. It makes us human, and one of the first rules of being human is: You are allowed to ask for help," Riley added.

Patience Riley, PSI Staff

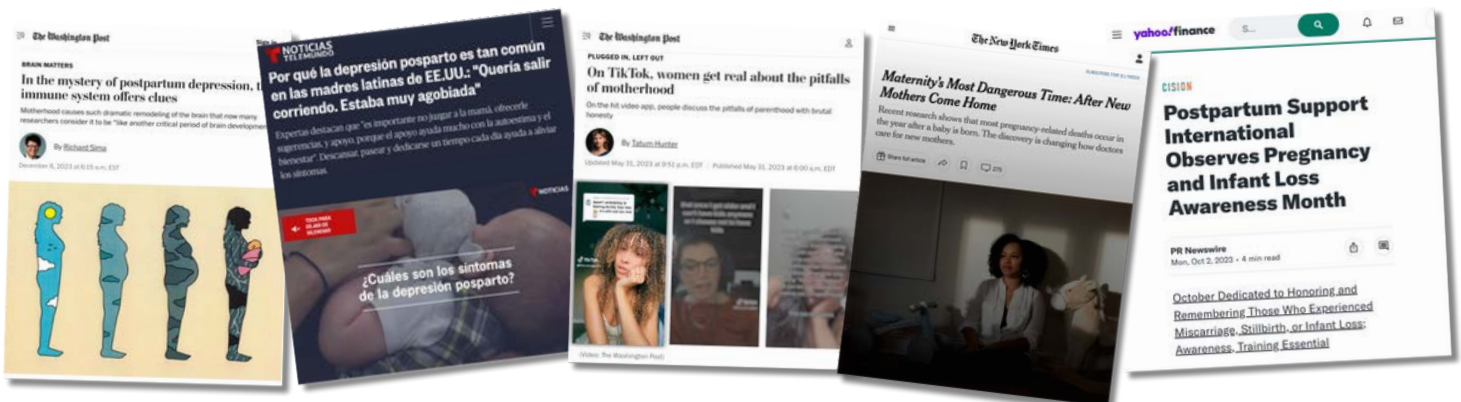


In the months after she gave birth to daughter Sybil in November 2020, Lisette began to have suicidal thoughts. But her doctors never knew. "Everything's about the baby, and it's never about the mom," she said. "It's never about, like, how am I doing? So, I never had a conversation. I think if I did, I might've been a little bit more truthful." She said she was afraid of admitting that she did not feel fine.

"I'm a woman of color, I'm Latina. If I say something like 'I want to take my life,' or something like that, I feel like they would've taken my baby away. That was my mentality, and that's why I was not honest about disclosing how those thoughts were affecting me."

Lisette eventually found help, and now shares her journey on social media, hoping to destigmatize PPD.

Lisette Lopez-Rose, PSI Staff



SOCIAL MEDIA

PSI social media is a primary way to spread awareness surrounding PMH and provide information on how to get support, whether it is from the HelpLine or a Support Group. Social media is constantly changing, and in 2023, we joined TikTok to further our reach. As we look forward, we hope to incorporate partnerships with influencers. By doing so, we can further our reach and help support more families who are in need of resources.

LinkedIn

- Total Followers 11,914
- Total Engagement 47,022



X

- Total Followers 8,592
- % Follower Growth 0.1%
- Total Engagement 2,204
- % Engagement Growth 12.3%



TikTok

- Total Followers 298
- % Follower Growth 242.5%
- Total Engagement 2,414
- % Engagement Growth 1,287.4%



Facebook

- Total Followers 52,485
- % Follower Growth 14.4%
- Total Engagement 174,186
- % Engagement Growth 62.1%



Instagram

- Total Followers 81,507
- % Follower Growth 25.1%
- Total Engagement 361,215
- % Engagement Growth 89.47%



Top Facebook Post

Postpartum Support International
October 11, 2023

What To Say To Someone After Miscarriage and Infant Loss 🧡 What would you add to the list? by @infertilemillennial

"I'm sorry you're going through this. This is so unfair."
"I know I don't understand, but I'm always here to listen if you want to talk about anything."
"Is there anything I can do to help you during this time?"
"I'm so sorry for your loss."
"I'm sorry. I hope you know that I am always here for you."

What You Should Avoid

- ❌ "Everything happens for a reason."
- ❌ "It will happen if it's meant to be."
- ❌ "You can always try again."
- ❌ "At least you have other kids."
- ❌ "Maybe you're not meant to be parents."
- ❌ "Maybe you did x,y,z?"
- ❌ "I know this couple who..."
- ❌ "You're still young!"
- ❌ "Be grateful for what you do have."
- ❌ "At least you weren't that far along."
- ❌ "God needed another Angel."

MISCARRIAGE SWAP THOS FOR THAT | INFANT LOSS SWAP THOS FOR THAT



Top LinkedIn Post

Postpartum Support International
10,941 followers

Knowing the signs and symptoms of perinatal mental health conditions can mean quicker recognition, faster and more effective treatment, and better outcomes for everyone, so we encourage you to know the signs of perinatal mental health disorders, including:

- Perinatal Depression
- Perinatal Anxiety
- Perinatal OCD
- Postpartum Psychosis
- Postpartum PTSD
- Perinatal Bipolar I
- Perinatal Bipolar II

Know the Signs of Perinatal Depression

Know the Signs of Perinatal Anxiety

Know the Signs of Perinatal OCD

Know the Signs of Postpartum Psychosis



Top Instagram Post

postpartumsupportinternational and pshpac
inasher · Original audio

postpartumsupportinternational · 45 at

"When I'll never forget those first few weeks of my sons life" — @kenntaynor #Repost

"I had so many mixed emotions. I was happy, sad, overwhelmed, tired, excited, the list goes on and on."

"Despite how much I tried to prepare for this season, when the time came I truly had no clue what I was doing. No article, YouTube video, or advice couldn't prepare me for everything I faced during that time."

"Thankfully through prayer, tears,



Top X Post

Postpartum Support International (PSI) @PostpartumHelp

In honor of Maternal Mental Health Day, join us in raising awareness by sharing help resources, facts and personal stories about Perinatal Mental Health Conditions. #thehealingstartwithhelp #hasadeadwithhelp #strongtogether #mmhday2023

Get Help postpartum.net

Maternal mental health conditions are the most common complication of childbirth

BUT REMEMBER:

- "You are not alone and you are not to blame."
- Help is available.
- You will get better!

—Postpartum Support International



Top TikTok Post

3.


You experience anger outbursts or out of control rage.

RESENTING YOU PARTNER, CHILD OR OTHERS.

postpartumhelp
PostpartumSupportInternational · 2023-5-4

"But you are NOT defeated" — @mommysbundle 🧡 If you're experiencing any of these symptoms (or more) it may be ... more

original sound - PostpartumSupportInternational



PSI POSTPARTUM SUPPORT INTERNATIONAL

Parent Newsletter



11 monthly emails sent since February 2023



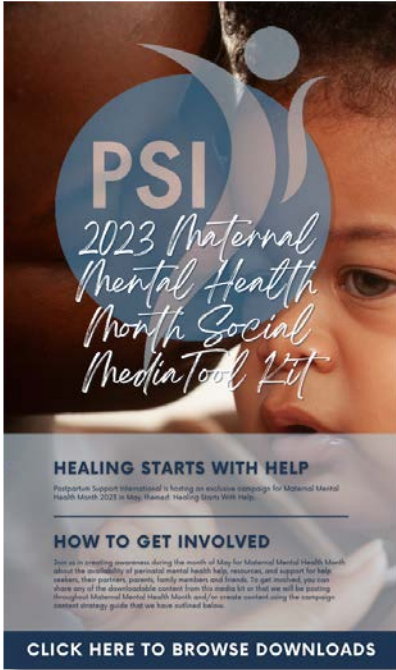
500+ subscribers since February 2023

In this monthly newsletter, parents find information on resources, how to get involved with PSI, what's on our reading list, what we're listening to (podcasts, playlists, and more), education on various topics related to new parenthood, and much more.

MMH MONTH SOCIAL MEDIA IMPACT

The PSI hosted May campaign for Maternal Mental Health Month 2023 was themed **Healing Starts With Help**.

#IHealedWithHelp



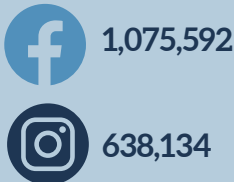
7 Signs
It's not a normal postpartum experience

This single post achieved the following:

- Plays 45,000
- Views 36,370
- Likes 1,518
- Comments 36
- Shares 126
- Saves 299
- Followers 100

Top Post Ever Posted on TikTok was posted in May and created by an Influencer as part of engagement with the campaign and Social Media Kit.

People Reached



Profile Visits

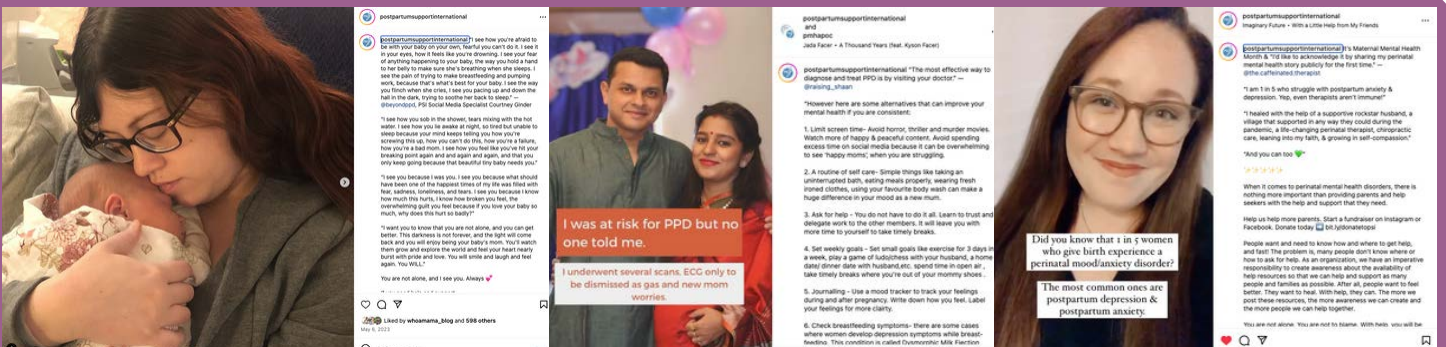


New Followers



Hashtag Engagement on Instagram
 Total posts created by other people using our hashtag.
#HealingStartsWithHelp 1000+
#IHealedWithHelp 500+

Posts from MMH Month Participants



CORPORATE PARTNERSHIPS

This year, we built relationships with other organizations dedicated to creating a world with accessible, comprehensive perinatal mental health support. **We have global partnerships and affiliates and international volunteers in 60+ countries.**



In 2023, PSI and Baby Dove joined forces, with a \$135,000 grant catalyzing an expansion of our family support services, including the HelpLine and Online Support Groups. This collaboration prioritizes equitable representation and outreach within BIPOC communities, fostering a culturally sensitive approach to perinatal mental health awareness. The grant reinforces PSI's capacity to provide high-quality, free support services, breaking down barriers and making a meaningful impact on families navigating perinatal mental health challenges.



In 2023, PSI partnered with Centrum, receiving a generous \$103,700 contribution. This collaboration extended beyond funds, incorporating joint online and CVS store marketing efforts. Leveraging Centrum's influence, PSI reached a broader audience, raising awareness about perinatal mental health challenges. The partnership exemplifies collective action, making significant strides in fostering awareness, support, and understanding for parents during the perinatal period.



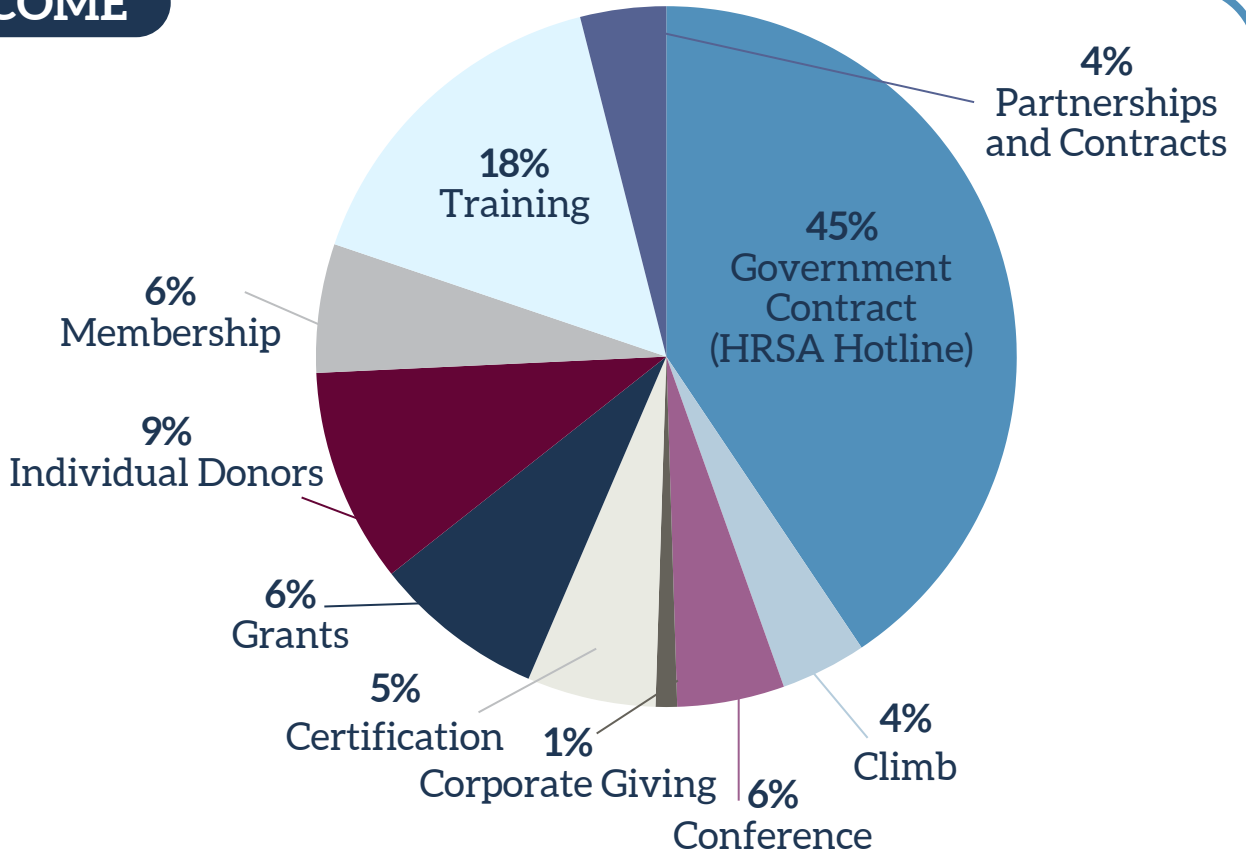
In 2023, PSI collaborated with CVS/Aetna to expand mental health services in Minute Clinics. Through tailored training initiatives and PMH-C certification, select CVS/Aetna employees gained specialized skills to address perinatal mental health challenges. This partnership represents a significant step forward in integrating mental health services into community healthcare settings, prioritizing and addressing the unique needs of individuals during the perinatal period. Together, we advance mental health care, positively impacting families nationwide.

Thank you to our major supporters

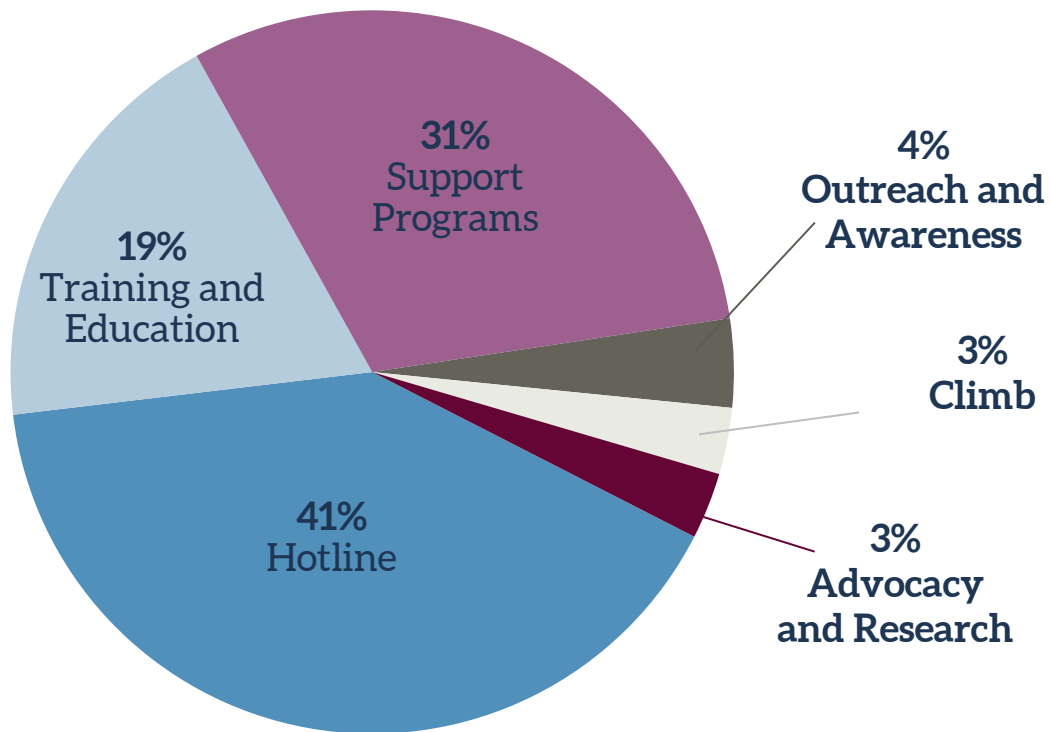
Baby Dove
Brii Biosciences
Caring for Denver
Centrum
Community Foundation of Atlanta
Crown Family Philanthropies
CVS/Aetna
Emanuel Family Fund
Flourish Impact Fund
Gary Philanthropy
Gilbert Verney Foundation
Giles Family Foundation
Indianapolis Colts Foundation, Inc.
Kaiser Permanente
Kotranza Family Fund
Make Waves Family Foundation, Inc.
Maternal Health Alliance of Maine
Mat-Su Health Foundation
Mid-Shore Community Foundation
National Arts Strategies, Inc.
Perigee Fund
Pinpoint Foundation
Sage Therapeutics, Inc.
Tomme Tippee
JLAnders
Shamrock Foundation
The Potter's Hand Foundation
Groves Family Charitable Fund
The White Pine Fund at Schwab Charitable

FINANCIALS

2023 INCOME



2023 EXPENSES



National Maternal Mental Health Hotline



The Health Resources and Services Administration (HRSA), which is part of the U.S. Department of Health and Human Services, launched the National Maternal Mental Health Hotline on May 8, 2022. The National Maternal Mental Health Hotline provides 24/7, free, confidential emotional support and resources to any pregnant and postpartum persons facing mental health challenges and their loved ones via phone and text in English and Spanish. Call or text 1-833-943-5746. Postpartum Support International currently operates the National Maternal Mental Health Hotline through a contract with the Health Resources and Services Administration (HRSA).

THE GLOBAL VOICE FOR PERINATAL MENTAL HEALTH

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

FROM THE BOARD CHAIR

It was a pleasure to serve as the Chair of the Board of Directors during 2023 and see PSI continue to grow its reach as a guiding light, offering hope to families in their most challenging moments and training to professionals who will bring new understanding of perinatal mental health to their work.

Within the pages of this report, you'll find not just statistics, but stories of triumph and the enduring strength of community. From the tireless efforts of our volunteers to the countless lives touched by our programs, it's evident that "Support Saves Lives." This report is a testament to the collective impact of every answered text or call, every support group convened, and each training or certification completed – a celebration of lives saved, partnerships forged, and futures redefined through compassion, growth, and understanding. Together, as champions of perinatal mental health, we are rewriting the narrative, proving that with support, the journey to parenthood can be one of hope, healing, and joy. Your unwavering support is the heartbeat of our impact, echoing across families worldwide. We couldn't do it without you. Thank you!



Katayune Kaeni, Psy.D., DMH-C

PSI Board Chair

14

Board Members

[Meet Our Board](#)



62

Staff Members

[Meet Our Staff](#)



21

Advisory Council

[Meet Our Advisory Council](#)



21

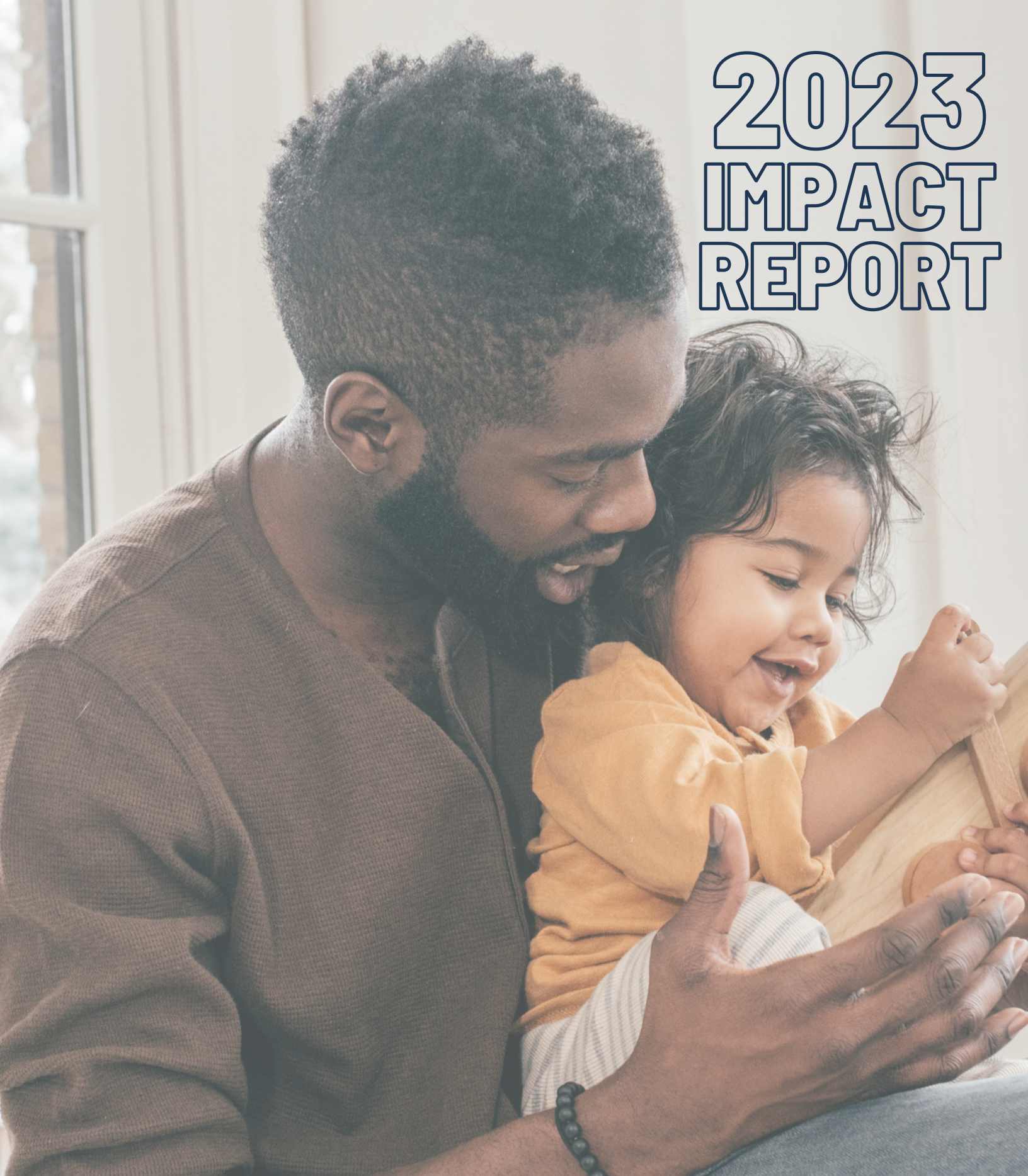
Faculty

[Meet Our Faculty](#)



In 2023 we brought on
22 new staff members!

2023 IMPACT REPORT



POSTPARTUM SUPPORT
INTERNATIONAL

www.postpartum.net

Office: 503-894-9453

HelpLine: 800-944-4773 (4PPD)