

Perinatal Mental Health Alliance of Newfoundland and Labrador

Media Advisory
April 29, 2020

May 6th is World Maternal Mental Health Day and the Perinatal Mental Health Alliance is interested in speaking to the media on perinatal mental health matters in the coming week. Please contact Dr. Archana Vidyasankar if you would like to discuss an interview for radio, television, or print media.

Message from the **Perinatal Mental Health Alliance of NL:**

Pregnancy and early parenthood are times of joy but can also be times of stress. There are so many questions and concerns that arise in normal circumstances. And these questions and concerns are multiplied during times of crisis such as we are experiencing today due to the current pandemic. The Perinatal Mental Health Alliance of NL is therefore offering its assistance to expectant and new parents during the pandemic.

The Alliance brings together medical practitioners, social workers, early childhood educators, teachers, policy advisors, communications professionals, persons with lived experience, and others who work with mothers, children and families. It has expertise in mental health, pregnancy, delivery, breastfeeding, pediatrics, bonding, peer support and parenthood.

The Alliance is brand new and was planning an official launch at an event in May 2020, however, that plan has now been put on hold by the Covid-19 pandemic and instead, the Alliance is focusing its immediate efforts on responding to the public's need for accurate information and reassurance during this time of uncertainty.

Background about **World Maternal Mental Health Day:**

“A small group of people met in late 2015 to start making plans for the first-ever World Maternal Mental Health Day. The group decided that the event should be held each year on the first Wednesday of May, close to “Mother’s Day” and “Mental Health Week” in many countries. The campaign aims to raise awareness of maternal mental health issues so that more women will get treatment and fewer will suffer.” Key messages include:

- Maternal mental health matters. #maternalMHmatters.
- Women, as well as their family and friends, need to know the signs of maternal mental ill-health and that they are not alone!
- You can find help and support for perinatal mental health problems.”
- *For more information: https://wmmhday.postpartum.net/mmh_campaign/*

Media Contact

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