

Maternal Mental Health - Everyone's Business Campaign

The [Maternal Mental Health Alliance](#) (MMHA), a coalition of over fifty UK organisations committed to improving the mental health and wellbeing of women and their children in pregnancy and the first postnatal year, has been funded by Comic Relief to run a national campaign *Maternal Mental Health - Everyone's Business*.

The three **core messages** of the campaign are:

- **Everyone's Business** – everyone in contact with women during pregnancy and the postnatal year has an opportunity (and often a responsibility) to address perinatal mental illness
- **Parity** - mental health is at least as important to the long term wellbeing of mother and child as physical health, but there is an unacceptable gulf between them in availability of services
- **Cost** - failing to support women in pregnancy and the postnatal year is not economically sustainable – public money and people's lives are being sacrificed needlessly.

In order to achieve its aims, the campaign seeks to **raise the profile of perinatal mental illness amongst key stakeholders** and **apply sustained pressure**; key stakeholders will be increasingly held to account for their decisions relating to perinatal mental health care. The campaign will **showcase solutions and examples of best practice** that key stakeholders can use when commissioning health and social care. Relevant data, guidance and research will be collected in one place on the campaign website, providing local decision-makers with practical resources to improve perinatal mental health care in their area.

For further information or to discuss how your organisation could support the campaign please contact Maria Bavetta, Campaign Communications Officer

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