



# Making maternal mental health matter

Dr Beckie Lang

Health and Research Manager



**1 in 4 women in the UK  
will lose a baby in  
pregnancy or birth**

- **At Tommy's we believe that every pregnancy deserves a happy ending.**
- **Tommy's mission is to help make pregnancy and birth safer for all.**

**[www.tommys.org](http://www.tommys.org)**

- Tommy's provides expert, trustworthy information about pregnancy and premature birth through our digital platforms, publications and our PregnancyLine
- Through three (soon to be four) research centres, we fund research into pregnancy complications such as miscarriage, stillbirth and premature birth to make future pregnancies safer for all
- Our centres also provide support to women at high risk of pregnancy problems
- We support parents through pregnancy loss, pregnancy problems and through subsequent pregnancies

**We want to reach every pregnant woman in the UK with our pregnancy information, and we want all midwives to be aware of and confident in Tommy's materials.**



# 5 Point Pregnancy Plan



## **Diet & Nutrition**

Nutritional insufficiency is linked to smaller babies and low income areas and teens are at risk



## **Exercise**

Women planning a pregnancy and pregnant women should stay active for better mental & physical health



## **Obesity**

Babies born to obese mothers are more likely to have a high birthweight and future health problems



## **Smoking**

Smoking linked to small and early babies. Teens represent the majority of pregnant smokers



## **Mental Health**

Mental illness can affect pregnancy outcome and child's future mental health.



# Mental health in pregnancy

- At least 1 in 10 pregnant women are affected by depression or anxiety during pregnancy.
- In a third of cases 'postnatal' depression actually starts during pregnancy
- Depression and anxiety are **less likely** to be spotted or treated during pregnancy than any other time.
- Stigma, judgement, silence
- There is a lack of information or guidance available for women on this issue



# Falling through the cracks

At least one in ten women will suffer from a perinatal mental illness. Mothers who experience perinatal mental illness need high quality, expert care. But the evidence shows that they do not get the care and support they need.

## 700,000

women in England give birth each year

There is a shortage of

## 5,000

midwives in England



## 73%

of maternity services do not have a specialist mental health midwife



## 64%

of PCTs did not have a perinatal mental health strategy



## 50%

of mental health trusts do not have a perinatal mental health service with a specialist psychiatrist

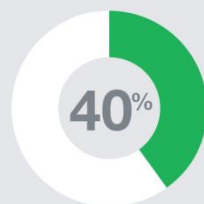
## 29%

of midwives said they had received no content on mental health in their pre-registration training

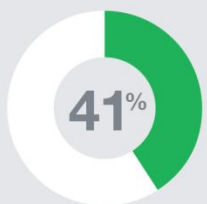


42% of GPs said they lacked knowledge about specialist services for people with severe mental illnesses

Nearly all women see a midwife during pregnancy but...



say they saw a different midwife at every appointment



say their health visitor or midwife never asked about depression

“There is NO specialist training on perinatal mental health for Improving Access to Psychological Therapies providers”

There is a shortage of

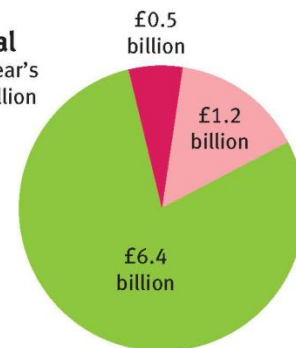
## 50

beds in Mother and Baby Units

## Key points from the report

**Known costs of perinatal mental health problems per year's births in the UK, total: £8.1 billion**

health and social care  
other public sector  
wider society



Of these costs

## 28%

relate to the mother

## 72%

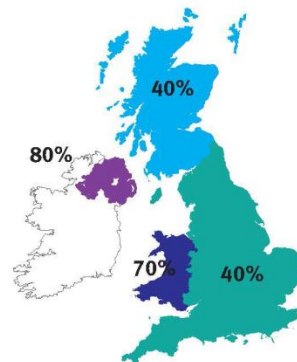
relate to the child



**Up to 20%**

of women develop a mental health problem during pregnancy or within a year of giving birth

**Women in around half the UK have NO access to specialist perinatal mental health services**



**Suicide**

is a leading cause of death for women during pregnancy and in the year after giving birth



**Costs v improvement**

The cost to the public sector of perinatal mental health problems is **5 times** the cost of improving services.

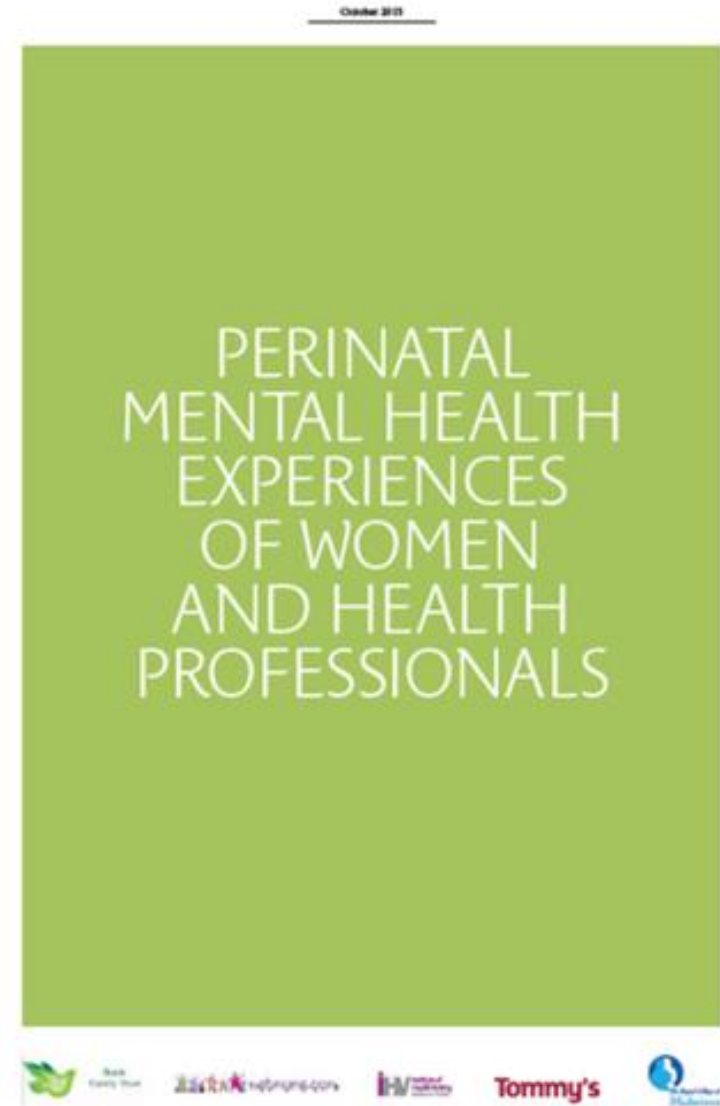
\*This infographic summarises key statistics about gaps in services in England. In some cases these figures are estimates, using the best information available. More detail on these statistics can be found in the 'Prevention in Mind' document.

# Initial early work

- Experiences of women and health professionals project
- New resource development
- On-going research into the effects of antipsychotic medication on pregnancy
- Membership of the Maternal Mental Health Alliance



MATERNAL MENTAL  
HEALTH ALLIANCE  
Awareness Education Action



# Summary of findings

## Women

- Poor recognition of symptoms
- Lack of relationship with HCPS
- Partners important
- Various reasons for cause
- Various options for recovery

## Health professionals

- Time issues
- Unclear of previous history
- Lack of relationship with woman
- Poor resources/support
- Lack of training





# Pregnancy and post birth wellbeing plan

## My pregnancy & post-birth wellbeing plan

This plan is to help you prepare the support you might need to look after your mental health. While coping with the physical changes in pregnancy, birth and beyond, your emotional health is important too. Many women feel anxious, unhappy, mentally distressed, depressed or even more severely mentally unwell during this time, which can be unexpected.

This plan is to help you think about the support you might need to look after your mental health and wellbeing. It is your decision whether to share it with anyone else

### How am I feeling?

Take a moment to write about how you feel now, your thoughts about the birth and how you feel about your baby.



You may have mixed emotions about your pregnancy and your baby. This is completely normal. Here are some common signs that you should talk through with your midwife or health visitor:

- Tearfulness
- Feeling overwhelmed
- Being irritable/arguing more often
- Lack of concentration
- Change in appetite
- Problems sleeping or extreme energy
- Racing thoughts
- Feeling more anxious
- Lack of interest in usual things

Some women can also have:

- Intrusive thoughts
- Suicidal thoughts
- Strict rituals and obsessions

*Talking about how you are feeling helps you get through the exciting yet challenging time of becoming a parent. It doesn't matter who you talk to, but it is worth having someone in mind that you can trust and who can support you if needed. One of the first steps to getting better is knowing and accepting that you are unwell.*



Boots  
Family Trust

Often your friends and family will spot that things aren't quite right before you do.

I will ask .....  
and talk to them about things troubling me.\*

Also, ask yourself...

*Am I the sort of person who  
accepts that I'm unwell?*



*How might I start the conversation  
if I feel embarrassed?*



*Who else can I turn to if I don't  
feel listened to or supported?*

\* You may want to share this Wellbeing Plan with them

Endorsed by NICE and the RCGP.

Accessible from [www.tommys.org](http://www.tommys.org) and [www.nice.org.uk](http://www.nice.org.uk)

# FORMATIVE RESEARCH

Insight gathering

**Stage 1** - Scope the general views of mental health and wellbeing in pregnancy

**Stage 2** - Research to test tools and resources with the target audiences to better understand their appropriateness and to help refine and develop them

Face to face interviews with

- ✓ 20 parents and 20 HCPs in stage 1
- ✓ 17 parents in stage 2

*"I should have been  
the happiest person  
in the world but I  
was feeling so sad."*

Lara

*"I had everything I  
wanted yet I was  
upset and angry all  
the time."*

Theresa

*"I was so anxious. I  
couldn't stop googling  
everything."*

Ellie

# OUTCOMES OF RESEARCH

Women wanted:

- conversations about mental wellbeing to be normalised
- not to feel shame because they weren't happy
- mental wellbeing to be part of normal pregnancy information
- stories from women with lived experience
- a guide to pregnancy including emotional health, for Dads



# CONTENT CREATION

- New section for website – 36 pages on mental health
- 8 case study films
- Mental health content weaved in to pregnancy calendar
- Unique content
- Input from a range of experts and users



[Home](#) | [About us](#) | [Contact us](#)



facebook.com/havinga  
healthypregnancy

Tips from midwives

# Tommy's

Your online midwife

[Getting pregnant](#) | [Pregnancy](#) | [Labour and birth](#) | [Bloggers](#) | [Pregnancy loss](#)

[Is it serious?](#)

Find out more about your stage of pregnancy

You are here: [Home](#) » [Pregnancy information](#) » [Pregnancy health](#) » Mental health

Reviewed April 2015, next review April 2018

***"I needed to be supportive and go through that journey with her"***

Simon

See more >



## Your mental wellbeing in pregnancy

Although it's normal to have periods of worry and stress when you're pregnant, some women have feelings that don't go away and this can be a sign of something more serious.


It's not uncommon for pregnant women and new mothers to suffer from **depression** or **anxiety** and sometimes from other mental health problems.


Sometimes, you can tell that something isn't right and you are unwell. Other times, if your feelings started gradually, you may find it **hard to tell where the line is between 'normal' difficult feelings and being unwell.**

Find us on Facebook



**Tommy's Midwives**

 You like this.



**Tommy's Midwives**

2 hrs

Managing your weight in pregnancy isn't about dieting or trying to lose weight. It's about looking

### Your mental wellbeing

- [Specific mental health conditions](#)
- [Relationships and pregnancy](#)
- [Getting help and support](#)
- [Emotional changes in pregnancy](#)
- [Mental health myths and facts](#)
- [5 tips to help you stay stress-free](#)
- [Planning ahead: after the birth](#)
- [Pre-existing mental health condition](#)
- [Mental Health FAQs](#)



First trimester  
**Weeks 11-12**

## Your pregnancy: 11 to 12 weeks

Find out more about your stage of pregnancy

Select your stage of pregnancy...

**You're now coming up to the end of the first trimester and your baby is starting to look like a baby! Your bump may start to show soon.**

### 11 to 12 weeks pregnant: your baby

By the end of week 12 your baby will be fully formed, with all the organs, bones and muscles in place. The placenta, which has been growing, will be fully developed as well.

She has been growing fast. By the end of these weeks, she'll be around the size of a plum.

### How you may feel

- You might be having a **bumpy ride with your emotions**, feeling happy one moment and upset the next. Don't worry – **these feelings are very common in early pregnancy**, and should settle down soon.
- If you're **struggling to cope with your feelings, get support**. Feeling anxious in pregnancy is not uncommon. Tell your midwife or doctor how you feel and any thoughts or concerns you may be having. It can often help if you talk it through with someone in your care team, or with a friend, partner or other family



### Start baby's photo album

Ask to have a copy of the picture of your baby from **your scans**. You may need to pay for this, so take some money with you to your scan appointment. They are printed on thermal paper, so don't laminate them!



## Louise Newson GP

*"If the way you're feeling  
is not normal for you,  
it's important to  
come and talk to us"*



## Joanne Tommy's midwife

*"Depression and anxiety  
in pregnancy can be so isolating,  
but your midwife is  
there for you"*



## Abby & Simon's Story

*"When Abby fell ill with  
depression, it hit both of us"*



Tommy's

## Theresa's story

*"I had everything I  
wanted and yet I was  
upset and angry."*



## Stephanie's story

*"I wasn't expecting  
depression to hit  
during pregnancy."*



Tommy's

# PR CAMPAIGN

- Led by our campaign film 'The Face'
- Targeted consumer media, health professionals and pregnancy communities (eg bloggers, CTK)
- Online only
- Supported by Bauer Media and Red Door PR
- 60 sec viral for sharing via social media
- To guide women to further information and sources of support

**<http://bit.ly/talktosomeone>**



# MEDIA COVERAGE

- Magic Radio – Reach: 1,911,000
- Mother & Baby Online – Circ: 23,882
- Closer Online – Circ: 73,012
- Grazia Online – Circ: 135,349
- Red Online – Circ: 31,942
- Huffington Post – Circ: 913,143
- Yahoo – Circ: 1,336,891
- Babyworld – 19,413

**Total Circ: 2,514,219**





FASHION BEAUTY SELF FOOD TALKING POINT TRAVEL

HEALTH & SELF / WELLNESS / WE NEED TO TALK ABOUT MENTAL HEALTH IN PREGNANCY

## We Need To Talk About Mental Health In Pregnancy



By Ali Pantony Posted on July 3, 2015

Antenatal depression is going undiagnosed, despite 1 in 10 pregnant women



As soon as you're pregnant, you can bet that all conversation from here on much be dominated by the fact you're pregnant. The sex of the baby, your size,

NEWSLETTER

Life & Beauty

Body & Wellbeing

life begins with...  
**babyworld**

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you're doing great

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IMPORTANT NOTICE: SMA Toddler Milk\* is for young children over 1 year as part of a healthy balanced diet. ZTC7371 (02/2016)

0-4

5-8

9-12

13-16

17-20

21-24

25-28

29-32

33-36

pregnancy timeline

Home > Pregnancy > Pregnancy Health > Antenatal depression under diagnosed in pregnant

### Antenatal depression under diagnosed in pregnant women

From Debbie Bird on July 2, 2015 Log In

Share

0

Tweet

0

+1

2

Being pregnant is a happy time, isn't it? Well actually 1 in 10 pregnant women suffer from anxiety or antenatal depression in pregnancy, and it is less likely to be diagnosed during pregnancy than any other time. The charity Tommy's have created an emotive video encouraging women to ask for help if they feel or are suffering with antenatal depression.

"I suffered during my pregnancy with antenatal depression. This was 15 years ago now, but I can still remember sitting on the floor in my dining room completely lost, feeling alone and frightened by the very strong feelings I had. I kept a diary throughout my IVF journey and subsequent pregnancy, a good old fashioned hard back diary, and when I look back over what I wrote I now know that I clearly had antenatal depression. I did come through it, but had I been aware or even realised I could have perhaps got some help and support, rather than struggling through"



eated to help raise

# SOCIAL MEDIA

## Facebook

- Film reached >200K people
- Film watched 45,000 times
- Shared 337 times

## Twitter

- Over 400 mentions of #talktosomone
- Total potential audience of over 1.6 million
- Supported by RCM, IHV, RCGP, RCObsGyn, other charities, parenting groups, mental health charities and organisations

## Bloggers

- Featured by Ghost Writer Mummy and 23 Week Socks



# WE GOT FEEDBACK

*"Such an important topic, well done Tommy's! When you're "supposed" to be happy it's hard to verbalise that there's something not right"* **Mum on Facebook**

*"If this info had been available to me at the time I was suffering it would have been invaluable"* **Mum on Facebook**

*"Wow, what a powerful film."* **Midwife**

*"What a brilliant video and campaign."* **Mum on Facebook**

*"Thank you for your recent campaign. I am genuinely terrified about this pregnancy and trying to stay positive. Your videos have helped at an extremely tough time so thank you."*

**Mum by email**

*'This is such a brilliant initiative'* **Professional lead at RCM**

*'This is a wonderful campaign'*. **Consultant perinatal psychiatrist**

*'The film is excellent. I will promote that and link to the other mental health resources from Tommy's. Great work!'*  
**Lecturer in perinatal mental health**

*'Thank you so much for your email, I think the work you are doing is fantastic.'* **Support group leader**

*'I will be using this film in my session with midwives at the RCM conference.'* **Specialist mental health midwife**



**Tommy's**  
Funding research  
Saving babies' lives

**[www.tommys.org/mentalhealth](http://www.tommys.org/mentalhealth)**

**#talktosomeone**

**<http://bit.ly/talktosomeone>**



## **Our continued work**

- Ongoing promotion of our work
- MMHA engagement
- RCM/MMHA project to create standards and a network for midwives working with a specialism in maternal mental health
- Ongoing work with the RCGP clinical champion in maternal mental health



## **Your Tommy's online midwife:** For everything you need to know about pregnancy and birth

For pregnancy health information and advice visit the  
Tommy's midwives online.

Top tips, answers to pregnancy questions, tools to support you  
and much more.

 [www.tommys.org/pregnancy](http://www.tommys.org/pregnancy)

 [www.facebook.com/havingahealthypregnancy](https://www.facebook.com/havingahealthypregnancy)

 [info@tommys.org](mailto:info@tommys.org)

**Checked by experts, tested with women, delivered by midwives.**