

Our Vision

Excellent mental health care for *all* mothers and birthing people.



We want to co-design a future where...

We place equal emphasis on caring for mental and physical health before, during and after pregnancy.

The right type of mental health care is always provided at the right time, without discrimination.

Mental health conditions experienced in the perinatal period are no longer associated with shame, stigma or failure.

With the right mental health care for mothers and birthing people, babies are more likely to thrive and the foundations for lifelong wellbeing are more likely to be laid.

Over the next five years to 2030 we will...

INFLUENCE
NATIONAL POLICY
AND SYSTEMS

Our **national campaigns** will lead to systemic national commitments that embed perinatal mental health as a priority for mental health and maternity.

COLLABORATE ON
SOLUTIONS TO
IMPROVE CARE

Our portfolio of **collaborative projects** will deliver innovative solutions which improve care with a focus on lived experience leadership, equity and integration.

EDUCATE TO REDUCE
STIGMA AND RAISE
AWARENESS

Our **education tools** will increase public and professional understanding, ensuring greater awareness, reduced stigma, and stronger knowledge of how and where to access support.

We will lead with...

- COLLABORATION
- CONVICTION
- EXCELLENCE
- EQUITY
- LIVED EXPERIENCE
- SAFETY

