

## Evaluation summary

Turning the Map Green:  
The Everyone's Business  
Campaign (2016-21)

This paper summarises the findings of the **Independent Evaluation Report** of the Maternal Mental Health Alliance's (MMHA) Everyone's Business campaign's work between 2016 and 2021.

The evaluation report provides evidence of the important role the MMHA has played in influencing changes in perinatal mental health (PMH) care across the UK.

It may be useful for MMHA members, organisations and individuals involved in improving PMH care and creating change for women and families.

## THE EVERYONE'S BUSINESS CAMPAIGN

More than 1 in 10 women develop a mental illness during pregnancy or within the first year after having a baby.

The **Everyone's Business campaign** calls for all women throughout the UK who experience perinatal mental health (PMH) problems to receive the care they and their families need, wherever and whenever they need it.

## THE EVALUATION

The external evaluators assessed the impact of the Everyone's Business campaign between 2016 and 2021. This phase of the MMHA's work focused on calling for the development of high-quality specialist PMH services (community teams and inpatient mother and baby units) which provide life-saving care to women and families affected by PMH problems.

The Campaign uses a **theory of change** (ToC) approach, which sets out the actions expected to achieve desired outcomes. The evaluation report assesses what change has happened against the ToC outcomes.

## THE EVALUATION TEAM

Carried out by external evaluators **WSA Community Consultants**, the evaluation is based on a mix of qualitative and quantitative research methods, including stakeholder interviews, surveys, and secondary data sources.

The independent nature of this report provides a broad, objective view using robust evidence to measure the impact of the Everyone's Business campaign.



# What has changed over the last five years and how has the MMHA influenced that change?

## 1 INVESTMENT IN PMH AND SERVICE DEVELOPMENT IN ALL FOUR NATIONS

Prior to this phase of the Campaign, over 40% of areas within England and Scotland, 70% in Wales and 80% in Northern Ireland had no specialist PMH services.

In the five years since, PMH investment has been prioritised by all governments. The **MMHA maps** have monitored progress across all four nations.

## 2 KEPT THE NEED FOR SPECIALIST SERVICES ON THE POLITICAL AGENDA

The MMHA has consistently engaged power holders and key decision makers in dialogue around messages, using effective evidence-based tools alongside personal stories of perinatal mental illness, while also taking into account the political context and health needs within each nation.

By keeping a focused message about the need for specialist services on the political agenda the Campaign played an instrumental role in driving changes.

## 3 RAISED THE VOICE OF LIVED EXPERIENCE

The Alliance's strengthened and expanded **network of Lived Experience Champions** played a key role in influencing change, including contact with local decision makers and national stakeholders, holding decision-making roles influencing service design.

## 4 ENGAGED WITH KEY AUDIENCES

The Alliance's increased reach with press and social media has helped raise the profile of PMH. With **over 100 members** the MMHA is trusted to speak on behalf the PMH sector.

## 5 INCREASED ACCESS TO QUALITY SERVICES ACROSS THE PATHWAY

There is evidence that the Campaign's focus on specialist PMH services acted as a catalyst to spread services across the PMH pathway, and that specialist services can positively influence the development of PMH services.



The Campaign has successfully combined lots of different elements of information. The data it's used, involving people with lived experience, those are very powerful [and] help to convince people and understand the issues.

NATIONAL STAKEHOLDER



## What were the main drivers of change?

The evaluation shows that change was driven by a combination of the following:

- FOCUSED, COLLABORATIVE CAMPAIGNING
- THE USE OF EVIDENCE-BASED CAMPAIGN TOOLS
- THE VOICE OF LIVED EXPERIENCE
- THE INFLUENCING POWER OF KEY INDIVIDUALS
- THE STRENGTH OF POLITICAL SUPPORT
- A SUPPORTIVE FUNDING RELATIONSHIP

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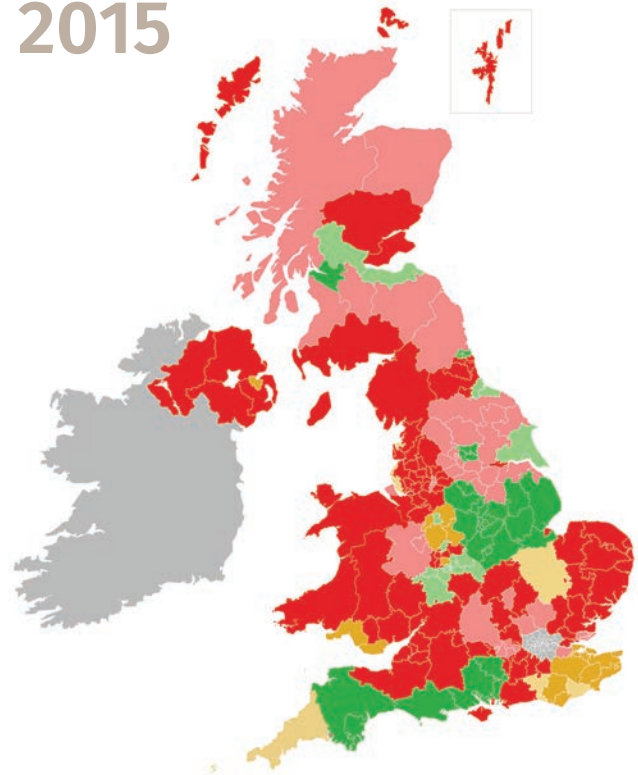
I would say their greatest achievement is the way they've brought [PMH] into the public domain. I've absolutely no doubt that has been hugely successful and, by bringing it into the public domain, bringing it into the consciousness of politicians and people that can actually act on it, there's no doubt that's been massive.

NATIONAL STAKEHOLDER

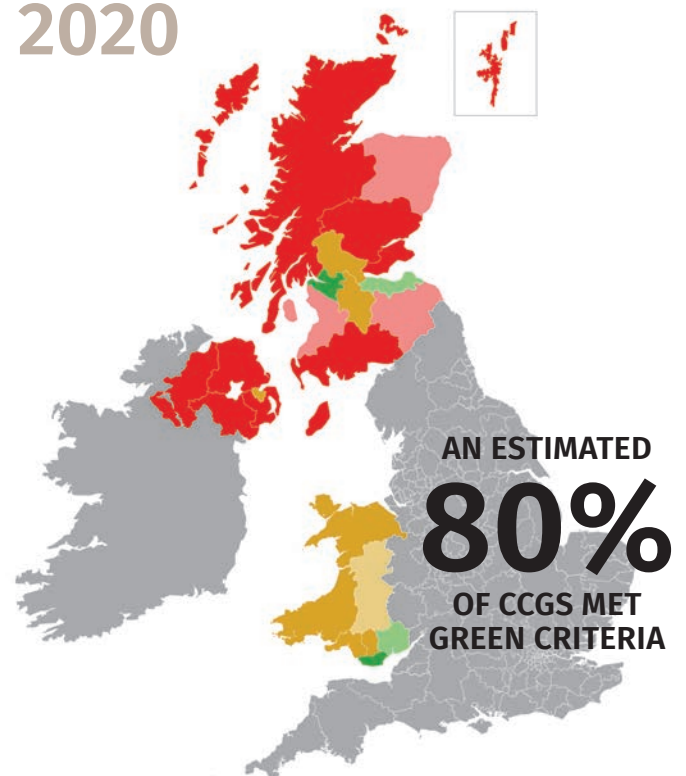
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## MAPPING SPECIALIST COMMUNITY PMH TEAMS

2015



2020



# Going forward



The report outlines the following recommendations which will help the MMHA, members and allies understand where to focus our collective energies as we continue our efforts to create change for women and families:



## MAINTAIN THE SUCCESSFUL CAMPAIGN FOCUS

As the MMHA continues to grow, it will be important to retain the culture and values that define the Alliance, while drawing on the methods and focus that have worked so well to date.



## BUILD CONSENSUS FOR THE FUTURE

As an established charity in its tenth anniversary year and having grown to over 100 members, now is the perfect time to continue building consensus around the future PMH agenda.



## LOOK BEYOND GREEN

Without ring-fenced and sustained funding, there are risks that some newly pledged specialist services may be lost. The Alliance must keep the pressure on by questioning whether pledged funds have been delivered and holding local areas to account around quality of care.



## CARRY ON LEARNING

The Alliance has proven its long-standing commitment to embedding learning. MMHA should keep bringing nations and members together to create opportunities for sharing good practice, while continuing with a theory of change framework for planning and evaluating impact.



## SHINE A LIGHT ON EQUALITY, DIVERSITY, AND INCLUSION

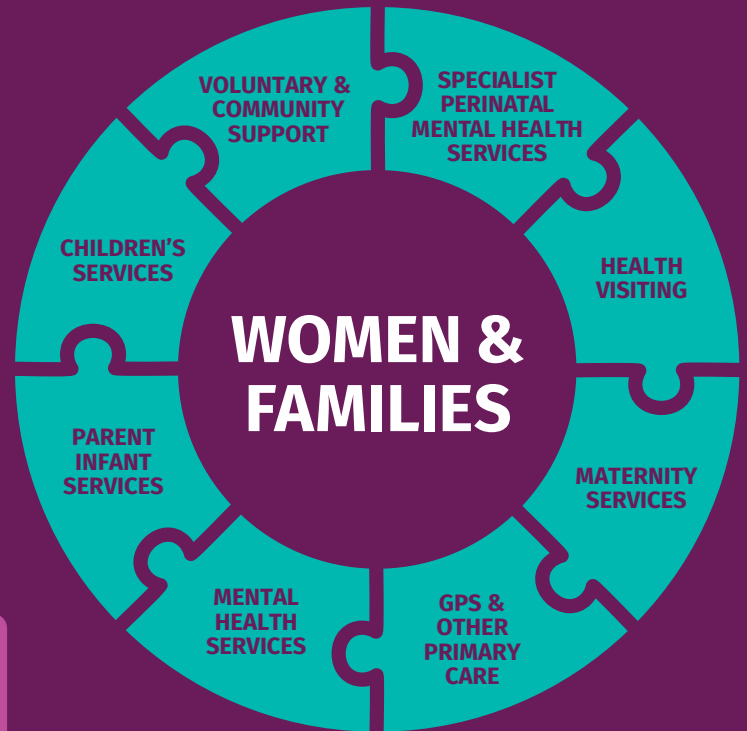
While addressing equality, diversity and inclusion is an implicit priority of the newest phase of the Campaign, services are not yet as inclusive as they could be. The Campaign can drive change here by calling out health providers for the evidence gap around accessibility and inclusion, ensuring accountability around pathways to support greater community representation in the workforce and further expanding its own Lived Experience Champion network to include diverse and seldom heard voices.

# What's next?

The independent evaluation report includes evidence of what has been achieved by the MMHA working with members, Champions, and other partners.

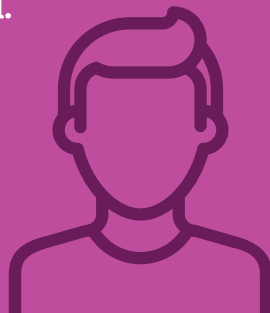
It is important to celebrate the progress made, whilst also recognising that the job is far from done.

There are new challenges to overcome but, learning from this evaluation, we are clear about the campaigning methods that help achieve results. Collaborative working, a shared focus and speaking as one are vital for us to drive change.



They're a very credible organisation and they've always punched well above their weight (given that they are pretty tiny at the heart, although their membership is huge). I know they've worked tremendously hard to do it, but they've definitely achieved a great deal.

NATIONAL STAKEHOLDER



## Make all care count

Use every opportunity to deliver better maternal mental health care

**Make all care count**, the MMHA's next phase of work that launched in June 2021, calls for **ALL** women and families across the UK to have equitable access to comprehensive, high-quality PMH care, including and beyond specialist services.

As an alliance, we want to build on this learning, our collective work to date, and campaign success to work towards our goals for women and families.

### Maternal Mental Health Alliance

International House  
12 Constance Street  
London E16 2DQ

info@everyonesbusiness.org.uk  
www.maternalmentalhealthalliance.org/campaign  
@MMHAlliance #EveryonesBusiness

