The Maternal Mental Health Alliance’s Everyone’s Business campaign is calling for all women throughout the UK with perinatal mental health conditions to receive the treatment they need, where and when they need it, as outlined in numerous national guidelines.

Call to ACT

Roundtable held to mark launch

As part of the Department of Health’s official support for the Everyone’s Business campaign, a Roundtable hosted by Health Minister, Dr Dan Poulter, was held with the MMHA and key stakeholders. Alain Gregoire, Chair of the MMHA, presented key evidence of need, as well as the results of the UK mapping.

The Roundtable also heard a first-hand account from Devon, where a specialist community perinatal mental health service has been established recently, as well as a commissioner in north London working right now to set up a perinatal mental health service. All stakeholders present, including Norman Lamb MP, and Presidents and equivalents of Royal Colleges, NHS and Public Health leads, were invited to share organisational commitments towards fulfilling the Everyone’s Business Call to ACT. The campaign team will now be working closely with key stakeholders to ensure that the positive commitments expressed can become a reality.

Everyone’s Business website now live!

Targeted at those commissioning or providing perinatal mental health services, the website includes the UK maps and the Call to ACT, as well as the following resources:

- Maternal Mental Health background and video links to perinatal mental illnesses
- Real Life stories - to read first-hand experiences from women and other family members themselves
- Essential Reading for anyone working to set up services in their area

www.everyonesbusiness.org.uk
Call to ACT

The campaign is seeking appropriate care to be available to all women in pregnancy and the postnatal period by 2020, with three specific actions requiring the most urgent attention forming the campaign’s priorities over the next 3 years:

A

Accountability for Maternal Mental Health Care should be clearly set at a national level and complied with

Accountability and action plans for UK Maternal Mental Health Care to be formally clarified within national NHS mandates and the portfolio of a named minister in each of the four UK nations by 2016. A national strategy for addressing the shortfall of specialist inpatient mother and baby unit bed places to be established by 2015, leading to a halving of this shortfall by 2016 and a closure of this gap by 2020.

C

Community specialist perinatal mental health teams meeting national quality standards should be available throughout the UK

Community specialist perinatal mental health services to be accessible by an increase of 25% more women and families by 2016, and by all women and their families meeting the need threshold by 2020.

T

Training in perinatal mental health should be delivered to all professionals involved in the care of women during pregnancy and the first year after birth

By 2016, and in all of the UK’s four nations, perinatal mental health training to be incorporated into the undergraduate and postgraduate syllabuses for all GPs, health visitors, midwives, (practice) nurses, obstetricians and mental health professionals. By 2020, national training strategies to be established to ensure all relevant existing health and social care professionals who have contact with women during the perinatal period have access to dedicated high-quality training. This includes people who work in the community and voluntary sectors.

Tips for Commissioners & Health Providers

- Calculate how much not having a specialist community perinatal mental health team is costing your area and how these costs could be put towards a specialist service instead. For instance, calculate the financial cost of emergency care resulting from Serious Incidents arising whenever women have not received appropriate care and treatment.

- Visit a specialist perinatal mental health service or watch the short films on the Everyone’s Business website so you know first-hand what specialist perinatal mental health services look and feel like.

Counsellor: Zoe Hardwick, Lead Counsellor

About Maternal Mental Health:

“We would be horrified if there were no maternity hospitals, and general surgeons were doing caesarean sections in large parts of the country. Equitable access to specialist care for women’s mental health at this time is just as important and the NHS has a responsibility to ensure that this is available.”

Alain Gregoire, MMHA Chair

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Department of Health Round Up!

The Department of Health has launched various documents in the last few months which highlight the importance of perinatal mental health. These include a focus on the importance of mother and baby units (MBUs); the Health Education England mandate including perinatal mental health training; perinatal mental health identified as an Early Years High Impact Area. For further details, please see below:

Closing the Gap: Priorities for essential change in Mental Health
Health Education England Mandate: April 2014 – March 205
Overview of the six Early Years high impact areas

Devon & Cornwall: gaps highlighted

Lives are being put at risk by ‘extremely poor access to postnatal depression services’ in Devon and Cornwall, a report has found. The independent report, commissioned by the Devon Partnership NHS Trust, warns there are no mother and baby units (MBU) in the region, with the nearest service being a four-bed unit in Bristol. For more information, please see: http://www.bbc.co.uk/news/uk-england-devon-28417246

“Maps of specialist perinatal mental health services found that the vast majority of Wales has no specialist mental health team, and not a single mother and baby unit.”

This data (the maps) is of concern for everyone in Wales who is pregnant or knows someone who has recently had a baby.” Jane Hanley, President of the International Marce Society for Perinatal Mental Health, Swansea University

MMHA Member spotlight

The Maternal Mental Health Alliance (MMHA) now has 60 national members. Each e-Bulletin aims to introduce one member in further detail. For a list of all current members, please visit: www.maternalmentalhealthalliance.org.uk

Best Beginnings was set up in 2006 with the aim to give every baby in the UK the ‘best start in life’. Within four weeks of being established, the charity was instrumental in leading a coalition of 35 organisations to get the government to support the Breastfeeding Manifesto. The charity followed this up in 2008 with a DVD, ‘From Bump to Breastfeeding’. The DVD contained a collection of films following real mothers’ stories and shows parents how to get started breastfeeding and provide practical answers to the common problems. For two years running every pregnant woman in the UK received a copy.

With the support of partners in the MMHA, Best Beginnings is now in the process of working with parents to create a series of engaging films aimed at improving maternal mental health. Some films will be made for parents and other films will be created specifically to support staff training and development. Best Beginnings is also planning to create powerful short films to be used in its Baby Buddy app, due to be launched this November. In addition, there will be longer films included on a DVD which professionals can use with families and also in staff training.

The films will be completed in 2015, to find out more / get involved in the project contact: david@bestbeginnings.org.uk

www.bestbeginnings.org.uk

David King: Best Beginnings
Maternal Mental Health Project Lead

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**Sheelah Seeley**, MMHA Membership Secretary  
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**Thank you!**

A big thank you - on behalf of the campaign team - to all the Maternal Mental Health Alliance members, and others, who have been actively supporting the launch of the campaign. We really do appreciate all of your support, dedication, expertise, creativity and time!

**Perinatal explained…**

The terms perinatal and maternal are often used interchangeably. But to avoid any confusion, we use the term perinatal when describing the mental illnesses that this campaign focuses on. Peri is the Latin for ‘around’, and natal is the Latin for ‘birth’. So, perinatal mental illness refers to mental illness during pregnancy and one year after birth.

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**Statistics Spotlight**

- 106: the number of clinical commissioning (CCG) areas in England and health board areas in Scotland, Wales and Northern Ireland which have no specialist community perinatal mental health provision

- 60: the shortfall in inpatient mother and baby unit bed places across the UK

**Suicide:** a leading cause of death in pregnancy and the first year after birth

If you can add to the Statistics Bank or would like more information on any statistics please contact maria.bavetta@everyonesbusiness.org.uk

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**Have you seen a relevant perinatal mental health article/activity? Please consider sharing this on #everyonesbusiness**

Many thanks to all of you who have been doing this since the launch earlier in July too!