

Call to ACT

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.



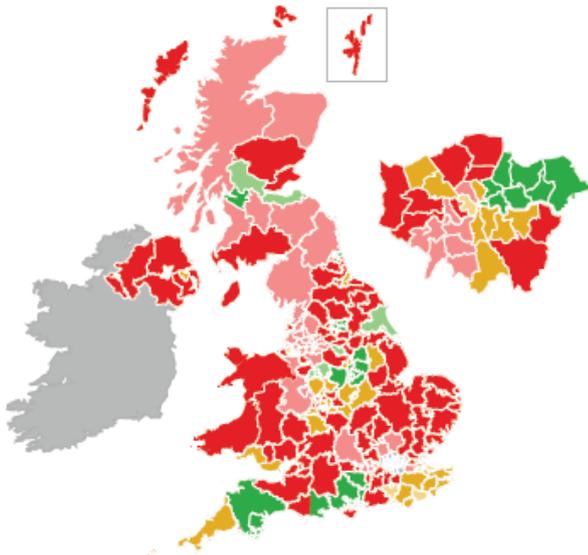
Take Action

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[#everyonesbusiness](#)

Everyone's Business campaign launched!

The Maternal Mental Health Alliance (MMHA) - Everyone's Business Campaign - funded by Comic Relief - officially launched on 8th July 2014.

In the spotlight of the media, the launch highlighted the outcomes of a mapping exercise to assess the levels of specialist community and inpatient perinatal mental health services across the UK. The map and link below illustrate the patchy provision revealed:



For a detailed copy of the maps and criteria in full, please click [here](#).

If you suspect any inaccuracy or know of recent developments that may alter the level of provision for any area listed, contact: info@everyonesbusiness.org.uk at any point, and by 10th September to make the deadline for a slightly revised next version.

A big thank you to the Royal College of Psychiatrists for carrying out the mapping - as part of its official contribution in kind to the campaign!

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.



"Healthcare systems across the globe have prioritised physical over mental health in maternity for too long".

Health Minister
Dr Dan Poulter

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.

"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

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

[Link to short films 1](#)

[Link to short films 2](#)

- ✓ Consider how a **community perinatal mental health team** could further support your area with specialised training of health and social care professionals, advising on a local care pathway, as well as working with women and families directly.

For further commissioning support please contact: Emily Slater, Campaign Manager
emily.slater@everyonesbusiness.org.uk

About Maternal Mental Health:

The screenshot shows the website interface for Maternal Mental Health. At the top, there are navigation buttons for 'National Support Organisations' and 'Local Support by UK Area'. The main header includes the logo and the text 'MATERNAL MENTAL HEALTH everyone's business'. Below the header is a navigation menu with links for 'HOME', 'ABOUT', 'ACT', 'HEALTH PROVIDERS / COMMISSIONERS', and 'RESOURCES'. The main content area features a sign-up form titled 'Subscribe to our Campaign eBulletin' with fields for 'Email Address', 'Role', 'Country / Nation', 'Name', and 'Postcode'. There is also a checkbox for 'Other subscriptions'. To the right of the form is a video player titled 'Maternal Mental Health' showing a woman's face. Below the video player is a text overlay: '7 in 10 women will hide or underplay the severity of their perinatal mental illness.' At the bottom of the video player area, it says 'Perinatal mental illnesses'.

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 2015](#)
[Overview of the six Early Years high impact areas](#)

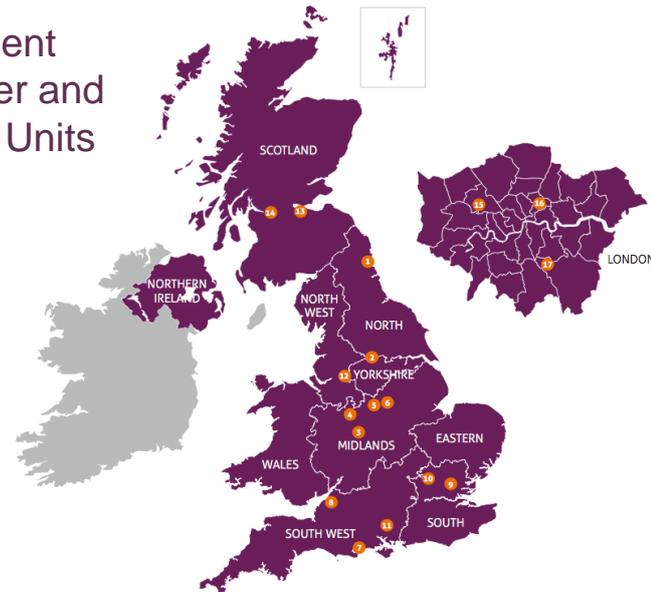
"There are women who need a specialist service, both during their pregnancy and, more particularly, after their babies are born and the service does not exist. What we're calling for is a national strategy for Northern Ireland which will mean that these women will be provided with a service."
Breedagh Hughes, Royal College of Midwives, Northern Ireland

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>

Inpatient Mother and Baby Units



"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 Marcé Society for Perinatal Mental Health, Swansea University

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.

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

Key Dates and Events

17th July - 27th August 2014

* NICE Consultation for the Antenatal and Postnatal Mental Health [Guideline](#)

10th September 2014

Deadline: Feedback on [UK maps](#) to info@everyonesbusiness.org.uk

10th-12th September 2014

[International Marcé Society Conference](#), Swansea

September 2014

Scottish Perinatal Mental Health Forum Conference

8th October 2014

MMHA meeting: 4pm - 6pm
Royal College of Psychiatrists

21st October 2014

Perinatal Mental Health Economic Report Launch - Houses of Parliament (by invitation)

20th November 2014

Postnatal Depression Awareness Day
10am - 4pm South Wales
For free tickets please call Mark Williams
07472 959889

20th November 2014

Royal College of Psychiatry Perinatal Annual Conference - cayres@rcpsych.ac.uk

*MMHA comments welcomed - please send to Alain Gregoire by 8th August

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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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!

"Scotland is the only country in the world to have the right for women to be admitted with their baby enshrined in mental health legislation."

Roch Cantwell, Consultant Perinatal Psychiatrist and Clinical lead for the Scottish Perinatal Mental Health Forum

Something to share?

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!

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.