



2025 Maternal Mental Health Month **Social Media Toolkit**

We Are 1 in 5

Although Perinatal Mental Health Disorders (PMHDs) affect an estimated 800,000 new parents each year, the topic of mental health can be a mystery to many. PSI wants to change the story by sharing YOUR story and breaking the silence about PMH Disorders.

May is Maternal Mental Health Month, and this year, we invite you to join the #WeAre1in5 campaign and bring together the voices of PMHD survivors around the world. This year, we will share a diverse selection of stories that tell the struggles, hope, and recovery of those who have been affected by a PMHD. With your help, we hope to bring together PMHD survivor stories from different cities, cultures, religions, and countries across the globe through our social media campaign #WeAre1in5. We want every new mom to know: You are not alone.

May is the month all about mothers, and it is the perfect time to bring awareness to the prevalence of Perinatal Mental Health Disorders. Take some time to review this media kit, to learn the ways you can support PSI and new moms everywhere.

Change the story by sharing YOUR story #WeAre1in5.

DONATE TODAY

GET INVOLVED THIS MAY



Events and Awareness Dates

Create videos/graphics, including the themes listed below. Then, post your content with #WeAre1in5 and tag us on social media. Follow the links below to learn more about specific days.

PSI Hosted Events:

- May 1-31 **Maternal Mental Health Month Campaign** - Hosted by PSI
- May 5-11 **Maternal Mental Health Week** - Hosted by PSI's The Blue Dot Project
- May 5-9 **Spanish Maternal Mental Health Forum** - Hosted by PSI's Alliance for POC
- May 7 **World Maternal Mental Health Day** - Hosted by PSI

PSI Days of Action:

- May 11 **Mother's Day** - Donate \$15 to PSI in honor of 1 in 5 Mothers
- May 12 **We Are 1 in 5 Storytelling Day** - Hosted by PSI

Awareness Days:

- May 2 **PPP (Perinatal Psychosis) Awareness Day**
- May 4 **TFMR (Termination for Medical Reasons) Awareness Day**
- May 4 **Bereaved Mother's Day**

How Can You Make a Difference?

- **Create Awareness** by creating content about Maternal Mental Health statistics/facts.
- **Advocate** for Maternal Mental Health Care in your area and increased availability of Maternal Mental Health Resources.
- **Share** information about available resources such as the PSI HelpLine, PSI Directory, PSI Support Groups, MMH Hotline or a resource that helped you.
- **Tell your Story:** Use #WeAre1in5 or submit your story to PSI directly at <https://go.postpartum.net/Share>
- **Fundraise for PSI:** Increase access to PSI resources by starting a Facebook fundraiser, tagging a post as a fundraiser on Instagram or posting our <https://go.postpartum.net/donate2025> donation link to any post.
- **Learn About PSI Programs**

You can find more information on creating content and PSI Services in the following pages.

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CONTENT CREATION GUIDE

Get Creative

Create videos/graphics using the logos and overlays provided, and using the content creation ideas listed below. **Then, post your content with #WeAre1in5 and collaborate with PSI and our programs (insert social media handles)**

Line about Spanish channels and collaborating with Spanish channels.

Content ideas to consider when creating your posts for MMH month.

- Share specifics about your journey with Perinatal Mental Health, including:
 - How and Who to ask for help
 - What type of help exists
 - When to get help (risk factors/symptoms/warning signs)
 - Where to get help (Information on PSI resources included below)
 - Why ask for help
- Share what you remember when first recognizing that you were experiencing symptoms of a perinatal mental health disorder.
- What core memories do you recall as the hardest part of your journey?
- What moment did you know it was time to get help?
- Do you identify with a culture you feel added unique challenges to your perinatal experience? Can you provide your background and describe how those unique challenges played a role in your maternal mental health story?

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CONTENT CREATION GUIDE

Personalize a Storytelling Template

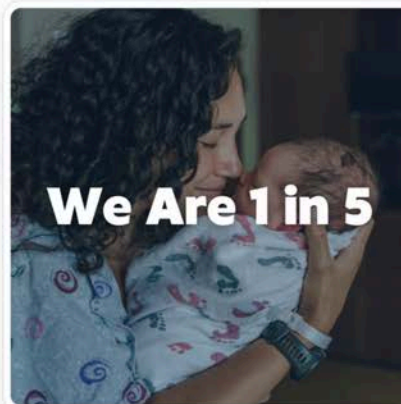
Record video content for Instagram and TikTok or create a storytelling carousel using our premade Canva template.

- Download the template
- Add your photo to the We Are 1 in 5 image
- Share a quote from your story

Download Storytelling Template



1



2



3



4

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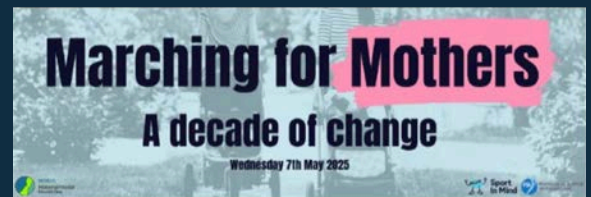
WORLD

Maternal Mental Health Day

Join us on **May 7, 2025** to raise awareness around the globe for maternal mental health.

Join the **10th Anniversary of the World Maternal Mental Health Day Campaign** using **#MarchingforMothers**.

On May 7th, take a walk and match with Maternal Mental Health Survivors around the world wearing your PSI, Climb Out, or Blue Dot T-shirts.



Learn more at <https://wmmhday.org/global-events>.

SHOP T-SHIRTS



Join the 2025 Maternal Mental Health Month **#WeAreIn5** Movement. Purchase PSI's official campaign T-shirt to help create awareness and support the work of PSI. Tell your story in a posted photo or video wearing the shirt. All proceeds will go towards helping PSI provide support and resources to new parents.

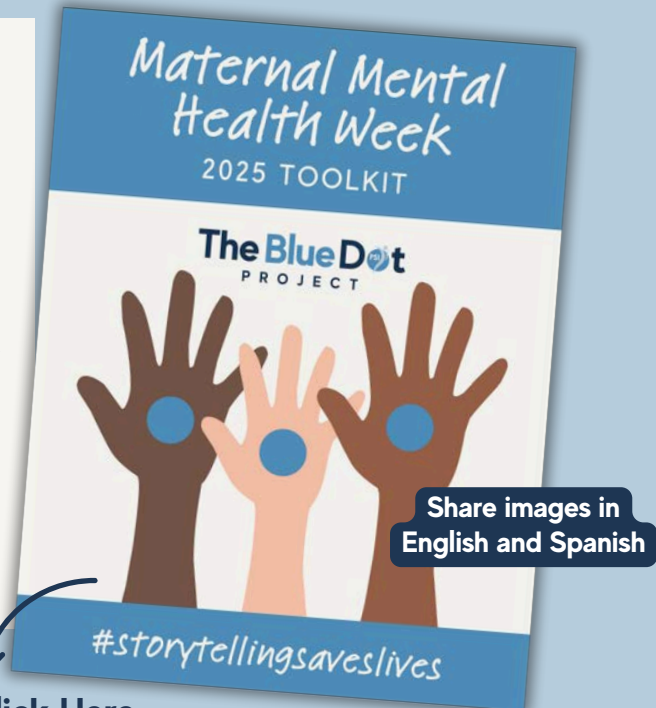
[Shop Campaign
T-Shirts & Merch](#)

DONATE TODAY

Maternal Mental Health Week

The **Blue Dot** Project's Mission for #MMHWeek2025:

- Raise awareness about maternal mental health disorders.
- Promote the **blue dot** as a symbol of solidarity, support, and survivorship.
- Break the silence by challenging stigma and shame.



[Click Here for Toolkit](#)

Join us for a *Week of Action*

Share posts from The Blue Dot Project's social media sites or post your favorite messages and memes during the week of May 5th-11th.

May 5th	Share Your Story Tell your own personal PMH story.
May 6th	Raise Your Hand 1 in 5? Write it on your palm. Post a selfie!
May 7th	March for Mothers Take a walk, long or short, in honor of Moms.
May 8th	Wear Blue Wear the color that represents the blue dot!
May 9th	Celebrate YOU Show us how you are caring for YOU today.
May 10th	Share Advice Share for others your best perinatal advice.
May 11th	Invite Friends Tag five friends to share their own stories.

What's in the Toolkit:

- About Blue Dot + MMH Week
- Campaign Overview
- Week of Action
- Fast Facts on MMH
- Resources to Share
(social media images in both English and Spanish)
- How to Stay Involved

#MMHWeek2025
#MaternalMentalHealth
#StorytellingSavesLives

Tag us on social: IG- @TheBlueDotPrj FB- @TheBlueDotProject

The **blue dot** represents maternal mental health survivorship, support, and community. It's a universal symbol available for anyone to use in their advocacy and awareness efforts.



Did you know?

1 in 3 Latina women suffer from postpartum depression.

41% of Latinas and Hispanics in the U.S. are less likely to seek mental health treatment.



Explore our free Spanish-language resources!



Línea Cálida

1-800-944-4773
#1 para Español
Texto en Español:
971-203-7773



Encuentros de Apoyo

24 Online Support Groups led by trained PSI facilitators



Apoyo de Pares

This program pairs individuals in need of support with a trained volunteer



Online Help Forms

Personalized support, information, local connections, and resource referrals

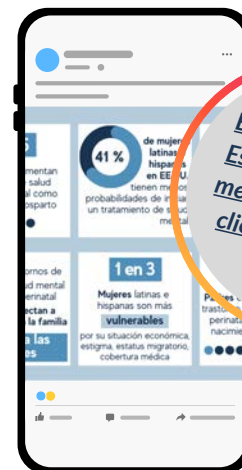


Want to help?

Share our learning opportunities with bilingual professionals, and our resources with families who may need support in Spanish.

The more we know, the better we support.

[Click Here for Toolkit](#)



Be part of our PSI Español live social media campaign – click here to join!





2025 WORLD MATERNAL MENTAL HEALTH FORUM EN ESPAÑOL

Hosted by PSI's Alliance for People of Color

**May 5-9, 2025 – Spanish-speaking online event,
free and accessible from anywhere.**

El **Foro Mundial de Salud Mental Materna 2025** es un evento virtual y gratuito que reúne a profesionales y familias hispanohablantes para visibilizar los desafíos invisibles del embarazo, parto, pérdida y posparto.

El foro incluye ponencias, talleres y espacios de networking con expertas y activistas de toda Iberoamérica para promover el cuidado de la salud mental perinatal.

The **2025 World Maternal Mental Health Forum in Spanish** is a free virtual event that brings together Spanish-speaking professionals and families to highlight the invisible challenges of pregnancy, birth, loss, and postpartum.

The forum features presentations, workshops, and networking spaces with experts and advocates from across Ibero-America to promote perinatal mental health care.



Toolkit en Español:

<https://bit.ly/ToolkitForo2025>

Toolkit in English:

<https://bit.ly/ToolkitForum25>



Regístrate aquí/ Register here:

<https://bit.ly/ForoSMM25>

DONATE TODAY



FUNDRAISE FOR PSI

Social media creates a unique opportunity to use posts and stories as a platform to ask friends, families, followers, and customers to support the work of PSI financially.

Here are a few ideas:

- **Ask for donations** by tagging @PostpartumSupportInternational and providing the direct link in you caption or story. Use the following donation link:
<https://go.postpartum.net/donate2025>
- **Create a fundraiser** on Facebook, Tag us as a fundraiser in your posts, reels, and stories on Instagram or share our [donate link](#) on TikTok and LinkedIn. If you would like to fundraise for one of PSI's programs such as the Blue Dot Project, PSI Alliance, La Alianza, or PSI Espanol, create a fundraiser for PSI.
- **E-commerce/Small Business Owners can fundraise for PSI in a few different ways:**
 - Create/sell a product dedicated to raising funds for PSI.
 - Commit to donating a percentage or total amount of your sales throughout the month.
 - Ask your customers to gift a donation in addition to their purchases at checkout.



People experiencing symptoms of perinatal mental health disorders need support and access to help.

DONATE TODAY TO SUPPORT NEW MOMS THIS MAY

For the last 36 years, PSI has been the global champion for perinatal mental health, connecting individuals and families to the resources and support needed to give them the strongest and healthiest start possible.

Help us help more parents – pregnant, postpartum and perinatal people – in need of support by making a donation that will help fund our support resources.

DONATE TODAY