

# A Strategic Plan for Maternal Mental Health in GA

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Postpartum Support International  
**Georgia Chapter**

Postpartum Support International Georgia Chapter



Promoting Mental Wellness for Moms

[PSIGA.ORG](https://www.psigasupport.org)

PSI Helpline: 1-800-944-4773 (4PPD)

## Objectives

- Become familiar with PSI GA
- View the accomplishments of PSI GA since it was founded in 2017
- Find out the long-term goals & vision of PSI GA
- Understand specific short-term strategies that PSI GA is currently implementing



Postpartum Support International  
**Georgia Chapter**

**Postpartum Support International**  
has more than **300 Support Coordinators**  
around the world. **We are here to help** all  
families navigate through the transition  
to parenthood.

# Who is Postpartum Support International? (PSI)

- Founded in 1987 by Jane Honikman
- Purpose to increase awareness
- Headquarters now in Portland, OR
- Members all over the world
- Volunteer coordinators in every one of the US States and in 36 countries

# Who is PSI GA?

- We are a dedicated group of individuals committed to furthering the mission of PSI within Georgia
- Our organization
  - Board Members
    - Various Experts
  - Committees
    - Growing number of Advisory Members
    - Supported by volunteers



# Accomplishments in 2017/2018

- Established Board of Directors
  - Diverse board
  - 6 active committees
- Launched website with searchable databases ([www.psig.org](http://www.psig.org))
- Participated in Maternal Mental Health Advocacy Days in D.C
- Held *Climb Out of the Darkness* Fundraisers Events
  - \$4,000 in 2017
  - \$20,000 in 2018
- Awarded our first grant
  - Associate of Maternal & Child Health Programs (AMCHP)
  - 3 meetings across GA to assess readiness to develop strategic maternal mental health plan



# 2017-2018 Accomplishments



- Developed Screening Toolkit
  - Trained hundreds of providers across our state on how to screen women
- Hosted 2-day PSI MMH Training
  - Trained clinicians and other professionals
- Awarded \$100 scholarships for Providers to receive specific MMH Training
  - Focus on those serving rural and underserved communities
- Developed Social Media Content
  - Active Facebook Page
  - Biweekly FB Live Event Series
  - Monthly blog content

Where Do We Go From Here?



Postpartum Support International  
**Georgia Chapter**



# OUR MISSION

The mission of Postpartum Support International, Georgia Chapter (PSI GA) is to promote awareness, prevention, and treatment of maternal mental health issues related to childbearing in Georgia.

# OUR VISION

The Vision of Postpartum Support International, Georgia Chapter (PSI GA) is that every woman and family throughout the state will have access to information, social support, and informed professional care to deal with mental health issues related to childbearing.

# Short-Term Goals (thru 2021)

1. Decrease stigma of maternal mental health
2. Improve access to care for all childbearing women and their families
3. Build informed collaborative network of partners throughout the state that work together to address perinatal mental health needs
4. Identify, secure, and leverage resources in support of perinatal health services across GA

# Goal #1: Decrease Stigma

**Strategy:** Develop high impact, culturally appropriate educational and awareness campaign materials available in print, electronic, video, and audio formats

## Current PSI GA Interventions:

- Develop new print material developed to spread awareness
- Distribute collateral to key audiences:
  - Providers
  - Family/friends
  - Advocates
- Enhance web content



# Goal #1: Decrease Stigma

## ***Future PSI GA Strategies:***

- Utilize PSI GA's network to distribute campaign materials more broadly
- Develop school-based opportunities for children and families
- Create community-based platforms for engagement and awareness-building

# Goal #2: Improve Access to Services

**Strategy:** Make a comprehensive resources list for perinatal mental health services available throughout GA

## **Current PSI GA Interventions:**

- Identify and vett providers and community resources
  - Train providers in all 8 regions across GA
  - List providers and resources on website
- Distribute Toolkit to all providers

# Goal #2: Improve Access to Services

## *Future PSI GA Strategies:*

- Implement perinatal mental health curriculum/degree in Georgia's colleges and universities
- Create continuing ed opportunities for practicing professionals
- Make scholarships available for PSI annual conference
- Create comprehensive united universal screening
- Increase peer counseling and support groups
- Increase home based services
- Increase services provided to women in community based settings
- Implement community-based, easy to access family-centered coordinated systems of care



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# Goal #3: Build a Collaborative Network

**Strategy:** Continue building local and regional collaboratives in support of an integrated statewide network of perinatal services and supports to identify gaps, share resources, develop strategies to address critical issues , and create partnerships

## ***Current PSI GA Interventions:***

- Establish advocacy committee
- Host maternal mental health summit
- Invite stakeholders; create comprehensive list
- Continue to develop further relationships with AHSI and MHA GA
- Establish collaborative legislative agenda



# Goal #3: Build a Collaborative Network

## *Future PSI GA Strategies:*

- Ensure all sectors are represented on PSI GA at local, regional, and state levels to work together
- Establish fundraising events in partnership with community groups
- Create a citizens' lobby day at the State Capitol





# Goal #4: Secure & Leverage Resources

**Strategy:** Secure board members and volunteers in community and network in order to sustain longevity and success of organization

## **Current PSI GA Interventions:**

- Year round committee to support COTD
- Paid intern
- Trained volunteers with pipeline of prospects
- Full board
  - Diverse population and expertise
  - Trained
  - Pipeline of prospects

# Goal #4: Secure & Leverage Resources

## *Future PSI GA Strategies*

- Develop partnership & sponsorship packages that allow individuals, businesses, partners, and groups to fund trainings and scholarships
- Develop more fundraisers
- Support legislative bills



Thank You!