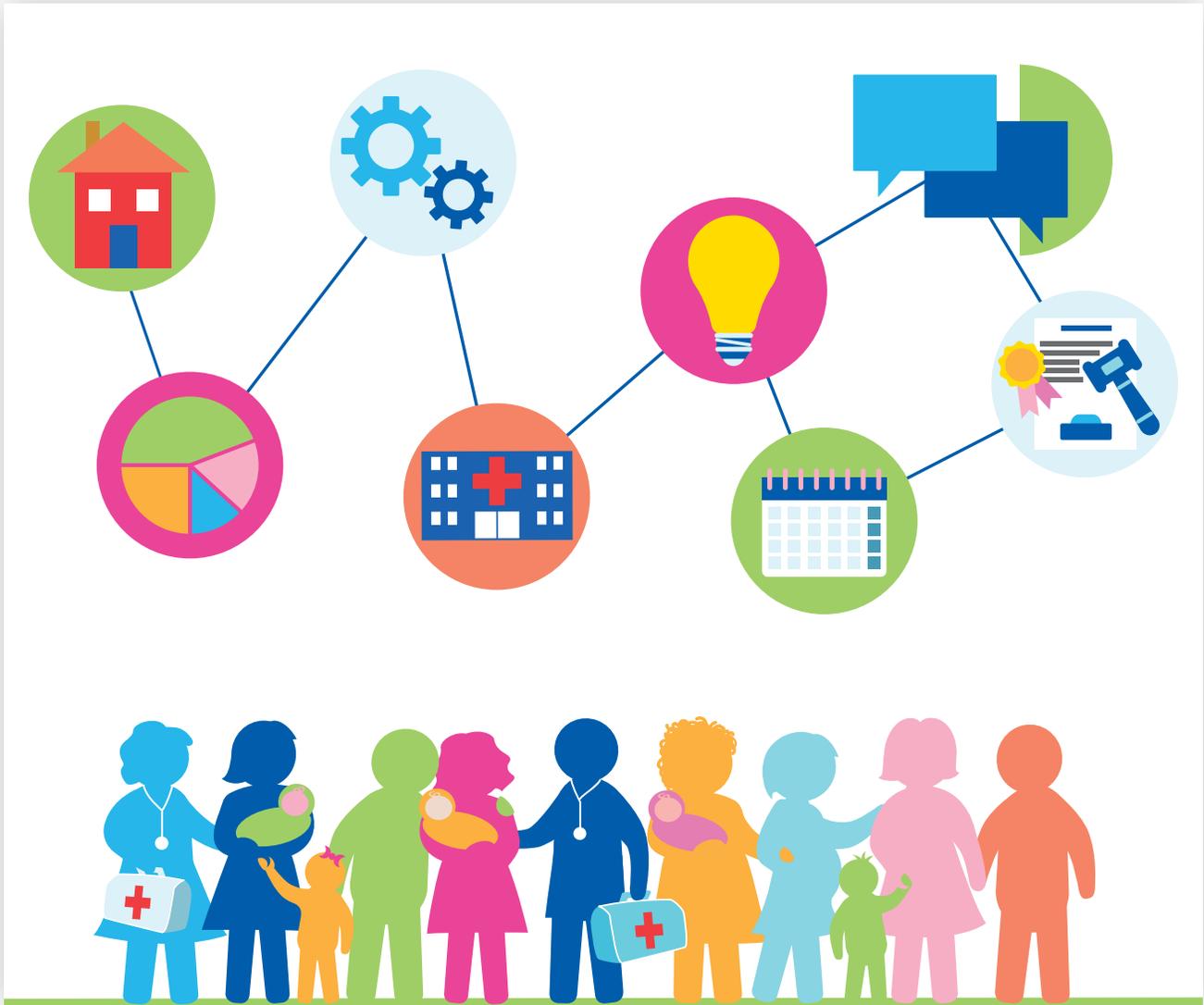


2022 Annual Impact Report



Visionaries for the Future of Maternal Mental Health

2020Mom.org

Letter From the Executive Director

Catalyzing Change in Maternal Mental Health



Joy Burkhard, MBA
Executive Director

If 2021 was the year we defined our niche (see our strategic plan*); 2022 was a year of settling in and working internally to recalibrate our programs and redefine for the world who we are.

This included beginning the work of stopping, finding a new non-profit home, and working to spin off three of our programs, including: our Ambassador program, TheBlueDotProject, and Mom Congress.

Our Brand, Strategy and Market

In addition we began a re-brand effort to more clearly define our niche for the field. The 2020 Mom name served us for our first 10 years, with the aim of laying the foundation for maternal mental health in the U.S. by the year 2020, and centering moms in all that we do. However for a variety of very good reasons, it was time to rename who we are and more clearly state what we do.

This year we worked with our team, outside partners, and a brand consultant to dream up a **bold new organizational name**: the Policy Center for Maternal Mental Health. I personally love the play on “center” - I envision a hub and spoke system where we are supporting various spokes or players, and together we form the larger circle, or field of maternal mental health. The C in center is also representative of the 4 Cs’ or four ways we aim to effectuate change, as noted in our strategic plan:

- ◆ **C**ritical Content
- ◆ **C**ommunities of Practice
- ◆ **C**ommanding Action
- ◆ **C**ollaborative Research & Special Projects

Name change filings are occurring now, and our new logo and website will be unveiled in the Spring of 2023.

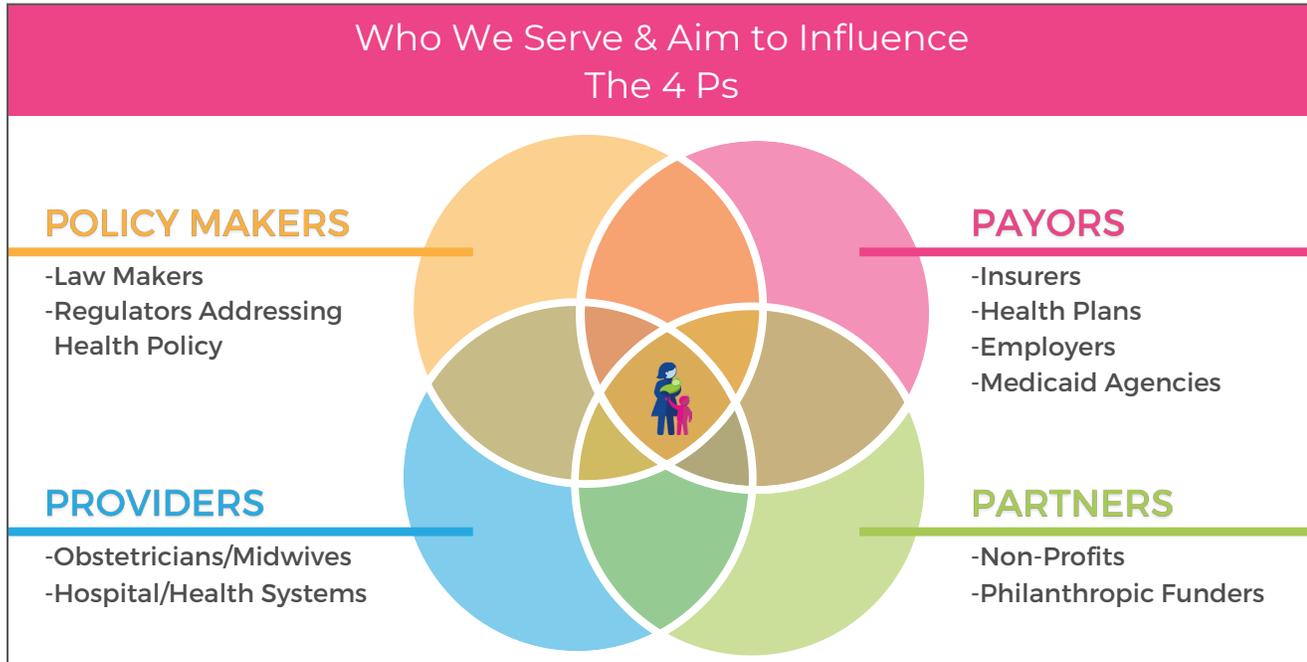
Speaking of a hub and spoke “center” - this year we were invited by the Bridgespan Group to participate in research studying “field catalysts.” A field catalyst is defined as an organization that:

- ◆ Is uniquely positioned to identify and facilitate opportunities for coordination among complementary entities for collective impact.
- ◆ Collects systems change strategies and demonstrates the capability to generate and scale solutions that successfully disrupt old systems.
- ◆ Brings together the best of 'bottom up and top down' approaches and contributions to help strengthen social change on a national scale.
- ◆ Propels a field up and over the tipping point to sweeping change.

Letter From the Executive Director cont.

Being named a field catalyst is further helping us center our role in defining the many and complex barriers, the path forward and engaging different stakeholder groups to ensure implementation occurs.

To further propel this notion and the implementation of our strategic plan, in 2022, we defined our four key stakeholder groups, which we call our 4 Ps:



Funder and Non-Profit Landscape Deepens & Widens

In 2022, a few more philanthropic foundations and funders became aware of the importance of maternal mental health as critical to women's equity and to women's and children's health and wellbeing. Those funders began testing the waters with small investments in non-profit organizations addressing maternal mental health, including 2020 Mom. As such, more national non-profit advocacy organizations began to take stock in maternal mental health.

In our annual report below, I think you'll see that these new investments and energy are infused in our work. Let me know what you think once you complete your review by emailing me:

Joy.Burkhard@2020mom.org

With excitement,

Joy Burkhard, MBA

*Be sure to re-read our strategic plan, which will re-inspire you and excite you about the work we are doing. You can find it on our website [here](#).

Table of Contents

- Mission, Vision, and Values**..... 5
- Projects & Accomplishments** 6-12
 - Critical Content
 - The Emerging Considerations in Maternal Mental Health FORUM..... 6
 - New Screening Recommendations and Resources11
 - Maternal Suicide Measurement and Prevention12
- Commanding Action: Federal and State Legislation and Regulatory Policy and Advocacy**..... 13-23
 - Federal Policy 13
 - Nonprofit State Policy Fellows Programs 16
 - Government Agency Maternal Mental Health Fellows 19
 - Mom Congress21
- Maternal Mental Health Workforce Development** 25-26
 - Second Peer Support Pilot: Certified Peer Support for Black Mamas and Doulas.....25
 - Expanding the Maternal Mental Health Workforce: Training26
- CoLaboratory Research and Special Projects**..... 26-27
 - Access to Maternal Mental Health Care Research.....26
 - Identifying Gaps in Maternal OCD27
- Community Awareness**..... 28
 - TheBlueDotProject 28
- Financials**..... 29
- Looking Ahead**..... 30

Mission, Vision, and Values



Our Vision

- ◆ A health care system that routinely detects and treats maternal mental health disorders for every mother, every time.



Our Mission

- ◆ Closing gaps in maternal mental health.



Our Values

- ◆ Innovation & Creativity
- ◆ Courageousness & Urgency
- ◆ Collaboration & Partnership
- ◆ Empathy & Understanding
- ◆ Excellence & High-Performance

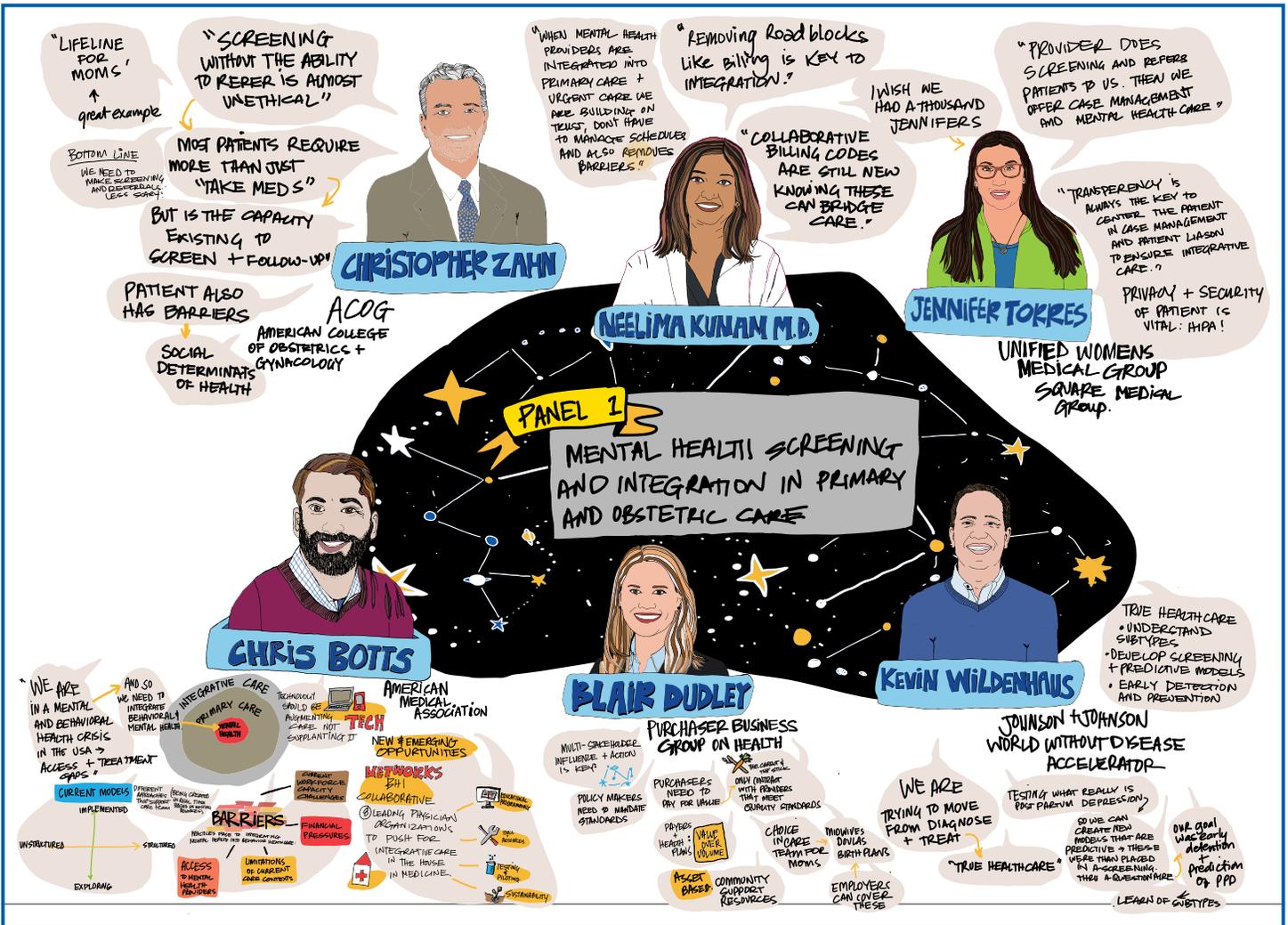
FORUM cont.

GOALS

Our short term goals were to convene cross-sector change agents, offer cutting edge and critical content, and support collaboration. Our long-term goal is to see these decision-maker attendees lead program and policy change.

MAINSTAGE TOPICS

Opening: Where Do You Fit in the Constellation?

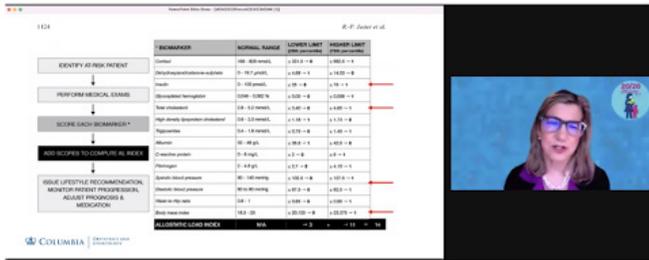


Panel: Mental Health Screening and Integration in Primary and Obstetric Care
 Maternal Mental Health Start-up Companies Virtual/Tech Solutions Fast Pitch

FORUM cont.

MAINSTAGE TOPICS CONT.:

Keynote: Distress in Pregnancy - Catherine Monk, PhD



Dr. Catherine Monk shared her critically important work and research on stress and toxic stress in pregnancy and its intergenerational impact.

Panel: Closing Racial Disparity Gaps Through Policy Solutions with Congresswoman Underwood



*

A Mother's Story via the Short Film TOXIC: A Black Woman's Story



Panel: How Massachusetts and Louisiana are Changing the Face of Maternal Mental Health



Joy Burkhard, MBA, 2020 Mom | Beth Buxton, LCSW, Massachusetts Department of Public Health | Amy Zapata, MPH, Louisiana Bureau of Family Health | State Representative Royce Duplessis

Panel: Distress in Pregnancy Responsive Panel and Film Discussion

Panel: How Hospitals Can and Must Up Their Maternal Health Quality Game

Panel: Maternal OCD: Why We Must Understand and Do More

From the Ashes - A Film about A Black Mother's Rise From PPD

America's Health Rankings Report & What in the World? What the U.S. Can Learn from Other Countries About Providing Mental Health Care

FORUM cont.

EVALUATION & IMPACT

94% of attendees reported the FORUM provided insight on systemic barriers and solutions in MMH care.

ATTENDEE FEEDBACK

"This event is something that is applicable to people in all walks of life, legislators, practitioners, family members and community members. You will learn something you didn't know before when you attend."

- Provider

"Wow, so excited to know that behind the scenes there are amazing professionals making a huge difference in the world of mental health. I feel invigorated, inspired and proud to be part of this event and part of the solutions. Thank you for all the speakers, participants and the inspiration that came up throughout the sessions. Thank you, thank you."

- Nurse

"Through the FORUM, 2020 Mom has created a beautiful space that educates, inspires, and activates those in attendance, by cultivating programming that reaches not only the mind but the heart through storytelling that humanizes the reason why perinatal mental health is so important. Work in the perinatal mental health space can be difficult and draining. Coming together for these three days has been healing and invigorating. Thank you."

- Govt. Department/Agency

"The 2022 FORUM really demonstrated the dedicated, creative and thoughtful leadership that 2020 Mom brings to everything they do. With an eye toward cutting edge research and resources as well as how we change policy, 2020 Mom is helping us all to create a better world for mothers, babies and their families."

- State Nonprofit Organization

4.5 Average Rating



on the likelihood of attendees applying what they learned at the FORUM to their work.

"I've invested more time into recruiting diverse groups of volunteers that serve the local community, participated in Maternal Mental Health Awareness Week, shared MMH resources, and improved discussions about MMH and screening rates"

- FORUM Attendee via Anonymous Survey

"We have implemented FORUM takeaways into learning collateral for clinicians."

- FORUM Attendee via Anonymous Survey

Critical Content – Webinars

We also continued to host webinars on the latest developments in the field. An example included:

Addressing Treatment Gaps in Maternal Mental Health

A Fireside chat on new initiatives from the APA and ACOG

Monday, June 20th, 10-11 am PT



Diana Clarke, PhD

Addressing APA's new
MMH initiatives



Tiffany Moore Simas, MD

Highlighting contents of
ACOG/UMASS
new MMH toolkit

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Breakthrough innovation & insight

HOSTED BY



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Visionaries for the Future of Maternal Mental Health

Over 575 people registered for our fireside chat with Diana Clarke, PhD of the American Psychiatric Association (APA), and Tiffany Moore Simas, MD of the American College of Obstetricians and Gynecologists (ACOG), to discuss:

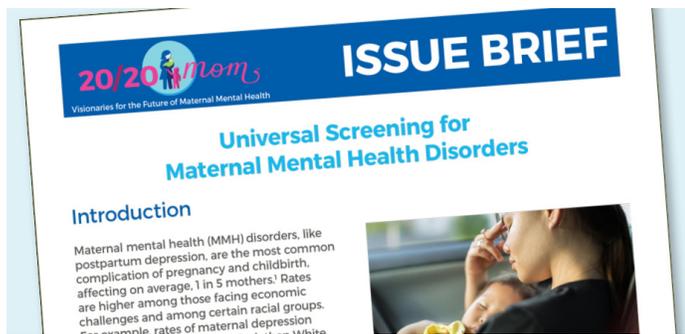
- ◆ The APA's new Maternal Mental Health (MMH) initiatives to close treatment gaps including new research around barriers to care being funded by the CDC Foundation, and
- ◆ The ACOG endorsed MMH Toolkit, and forthcoming re-release of the Alliance for Innovation in Maternal Health (AIM) "bundle" - guidelines for addressing maternal mental health in clinical settings.

Critical Content –

New Screening Recommendations and Resources

Issue Brief: Universal Screening for Maternal Mental Health Disorders

This year 2020 Mom completed our second [Issue Brief: Universal Screening for Maternal Mental Health Disorders](#).



Universal Screening or assessment for maternal mental health (MMH) disorders, like postpartum depression, is recommended by all leading medical and provider associations; however research and circumstantial evidence suggest that screening rates remain low.

Joy Burkhard unveiled 2020 Mom's new Universal Screening Brief and discussed models for advancing integration and screening in obstetric medical homes.

The brief was unveiled at the 2020 Mom FORUM. The brief addresses::

- 1) Evidence-based primary screening tools, including the underutilized PQH-4 which can detect possible anxiety and depression
- 2) Why screening BIPOC populations using measures of stress is an emerging recommendation
- 3) Why secondary screeners to detect possible OCD and suicide risk are critical to do no harm
- 4) The growing role of the obstetrician in screening (and need for reimbursement)
- 5) The new HEDIS maternal depression screening rate measure

New Screening Recommendations and Resources cont.

Screening Recommendations Resource Page

In addition to releasing the Universal Screening Issue Brief, 2020 Mom also released its own recommendations for screening, including who should screen, when screening occur, what tools should be used and under what circumstances, as well as sequencing of these tools.

SCREENING OVERVIEW – visit

Screening Home Base
The standard of care we recommend includes:

Obstetricians
(Ob/Gyns, Midwives, and Family Practice Doctors delivering babies)

Should adopt universal screening protocol, given they are the primary medical home during the perinatal period.

2020Mom.org

Screening Timeframes
Screening should occur at the following frequency:

During Pregnancy:
At least once, ideally late in the first trimester or early in the second trimester.

In the Postpartum Period:
At least once at the six week obstetric postpartum visit and ideally at least one additional time through the first year after birth.

30 Days After an Initial Positive Screen

2020Mom.org

Screen for these Disorders
Screening for the following disorders/risks:

- Anxiety and Depression**
- Bipolar Disorder** when a patient screens positive for depression, particularly before prescribing an antidepressant
- Maternal OCD** when a patient shares intrusive thoughts
- Suicide Risk** when a patient shares thoughts of suicide or death
- Psychosis** using the 2020 Mom symptom checklist

2020Mom.org

Critical Content –

Maternal Suicide Measurement and Prevention

Maternal Suicide Tracking

Maternal suicide is a leading cause of maternal mortality. 2020 Mom has been reporting on maternal suicide rates since 2017, advocating for the U.S. to track and report data on maternal suicide.

2020 Mom ISSUE BRIEF
Opportunities for Improved Data Collection and Health Care System Change

Maternal Suicide in the U.S.

Introduction

Maternal suicide is a leading cause of maternal mortality in the U.S. While maternal mortality has rightfully garnered increasing attention in recent years, maternal suicide has been historically overlooked as a cause of maternal mortality because national maternal mortality rates previously excluded suicides as pregnancy-related deaths, instead classifying maternal suicides as accidental or incidental deaths.

As national and state efforts to address maternal mortality through improved public health data collection have increased, maternal deaths more common than deaths caused by postpartum hemorrhage or hypertensive disorders.

While challenges to nationally standardize and improve public health data collection initiatives from state to state still exist, the Centers for Disease Control (CDC) has determined, using the data from 14 state Maternal Mortality Review Committees that pregnancy-related deaths from suicide are 100% preventable. As maternal suicides have a lasting and far-reaching societal impact, it is important to prioritize maternal suicide prevention efforts. The negative impact of maternal mental distress and illness

Issue Brief: Maternal Suicide in the U.S.

In 2022, we focused on the development and issuance of our third issue brief, titled Maternal Suicide in the U.S.: Opportunities for Improved Data Collection and Health Care Systems Change.

WEBINAR
Maternal Suicide in the U.S.
The Latest Research & Data Collection Efforts 2022
Wednesday, Sept 28, 2022, 11:00 AM PT

2020 Mom

Susanna Trost, MPH
Maternal Mortality Prevention Team at the CDC Division of Reproductive Health

Joy Burkhard, MBA
Executive Director, 2020 Mom

Jaime Cabrera, MPH
Colorado Perinatal Care Quality Collaborative (CPCQC)

Cindy Herrick MA, CPSS, MHFA
Special Projects Manager, 2020 Mom

Lisa Klein, DNP
Maternal Mortality Review at the Delaware Child Death Review Commission

The brief's executive summary was released in September, during our annual webinar featuring the CDC and others.

Commanding Action: Federal and State Legislative and Regulatory Policy and Advocacy

Federal Policy

2022 was an important year for both federal mental health and maternal health policy. 2020 Mom led and supported critical pieces of legislation, engaged with key federal agencies, including the White House and CDC, and continued to serve as a top subject matter expert in not only maternal mental health policy, but also mental health parity and peer support.



Leading Federal Policy:

The TRIUMPH for New Moms Act:

In 2021, 2020 Mom led the development and introduction of the *Taskforce Recommending Improvements for Unaddressed Mental Perinatal & Postpartum Health (TRIUMPH) for New Moms Act* (H.R. 4217/S. 2779).

This year we doubled down on passing the bill:

- ◆ On May 24th, 2022, after significant advocacy efforts from the 2020 Mom policy team, individuals in our network, and non-profit partners, *TRIUMPH* was included in H.R. 7666, the *Restoring Hope for Mental Health and Well-Being Act*, a comprehensive mental health package. The package focused only on reauthorizing previously passed legislation, not on the inclusion of new legislation, so this was a very significant win.
- ◆ On June 22, 2022, the House passed *TRIUMPH for New Moms Act* as part of H.R. 7666, the comprehensive mental health package. And 2020 Mom advocated for the inclusion of H.R. 7666 in Congress' Omnibus.

We garnered over 600 advocacy engagements from organizations and Individuals.

Our tactics included:

- ◆ Inviting partner organizations to sign on to letters urging House and Senate leadership to quickly consider the *TRIUMPH for New Moms Act*
- ◆ Targeting grassroots and organization partner outreach to House and Senate committee leadership for inclusion of *TRIUMPH* in H.R. 7666
- ◆ Disseminating action alerts
- ◆ Supporting two hill days, which featured the *TRIUMPH for New Moms Act*, through Mom Congress

The Moms Matter Act:

2020 Mom continued to actively advocate for the Shades of Blue Project's *Moms Matter Act* (H.R. 909/S. 484). This bill would create a grant program within the Department of Health and Human Services (HHS) to bolster and diversify the maternal mental health and substance use workforce and support community based organizations providing maternal mental health services for marginalized communities. The *Moms Matter Act* was included in the *Build Back Better Act*, which passed the

Federal Policy cont.

House, however the Act was cut in the slimmed down version of the Act in the Senate. The bill is a part of the larger *Black Maternal Health Momnibus*, which is expected to get reintroduced in some form in 2023.

Other Legislation we Supported:

In the past year, 2020 Mom has supported **38 federal bills** that directly or indirectly impact maternal mental health. Some of these bills included:

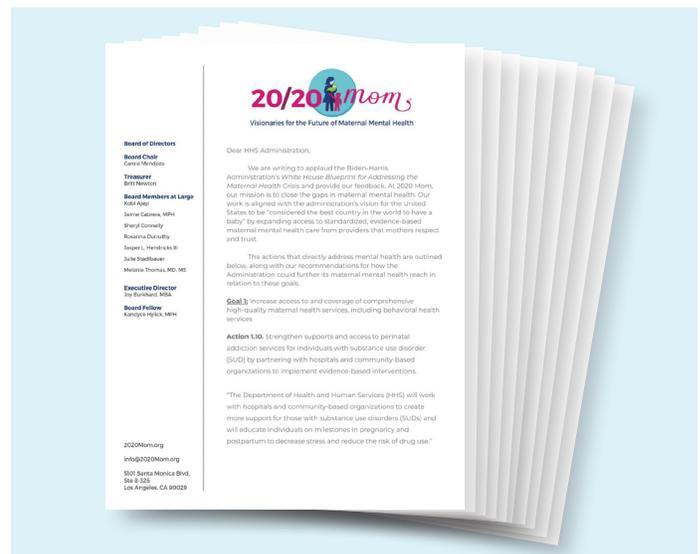
- ◆ [Pregnant Workers Fairness Act](#) (S. 1486)
- ◆ [Virtual Peer Support Act of 2021](#) (S.157)
- ◆ [Improving Data Collection for ACEs Act](#) (S. 4432)
- ◆ [The Midwives for MOMs Act](#) (H.R. 3352)
- ◆ [BABIES Act](#) (H.R. 3337)
- ◆ [Suicide Prevention Act](#) (S.4448)
- ◆ [RISE from Trauma Act](#) (S.2086)
- ◆ [Expanding Access to Mental Health Training Act](#) (S. 4461)
- ◆ [Behavioral Health Coverage Transparency Act](#) (S. 4616)
- ◆ [Rural Moms Act](#) (H.R. 769)
- ◆ [SHINE for Autumn Act](#) (S. 3972)
- ◆ [Providing Urgent Maternal Protections \(PUMP\) for Nursing Mothers Act](#) (H.R. 3110)

Federal Policy Comment Letters

Letters to lawmakers and federal agencies providing feedback on policy are a fundamental part of our policy work.

This year we wrote **nine letters** to share our recommendations and policy priorities:

- ◆ [Comment Letter to HHS: The VP's MH Blueprint](#)
- ◆ [Comment Letter to CMS: Our Analysis of the Maternity Care Action Plan](#)
- ◆ [NIH RFI on NIH-Wide Strategic Plan for Research on the Health of Women](#)
- ◆ [The 2023 Child and Adult Core Set Annual Review](#)
- ◆ [Public Comment from the Maternal Mental Health Field: Screening for Depression, Suicide Risk, and Anxiety in Adults](#)
- ◆ [2023 Physician Fee Schedule Proposed Rule Comments re: Integration of Behavioral Health in Medical Settings and related](#)
- ◆ [Maternal Mental Health FY23 Appropriations Letter of Support](#)
- ◆ [Comment Letter: USPSTF Screening for Depression, Suicide Risk, and Anxiety in Adults](#)



- ◆ [Comment Letter: Mental Health Parity and Addiction Equity Act](#)

We also signed onto **38 comment letters** developed by other nonprofit partners.

Federal Policy cont.

Blog Posts Updating the Field

To ensure that the field had access to the work happening at a federal level, 2020 Mom published 19 policy blogs:

- ◆ [Child Care and Universal Pre-K: Investments in the Nation's Children & Families Within the Build Back Better Act](#)
- ◆ [Federal Agencies Submit Report to Congress on Parity](#)
- ◆ [2020 Mom Applauds the White House's Plan to Address Mental Health in America](#)
- ◆ [Congress and President Biden Pass Final FY 2022 Funding Package](#)
- ◆ [Breaking: The White House Announces 12 Month Medicaid Coverage Extension for Postpartum Moms & Support for Doulas](#)
- ◆ [Senate Finance Committee Holds Hearing on Mental Health Parity](#)
- ◆ [President's Fiscal Year 2023 Budget Proposes Large Investments in Maternal Health and Mental Health](#)
- ◆ [Panel Recap: Closing Racial Disparity Gaps Through Policy Solutions](#)
- ◆ [CMS Proposes New Rules Including Hospital "Birthing Friendly" Designation to Address Quality and Equity](#)
- ◆ [The TRIUMPH for New Moms Act Advances in Congress as Part of a Comprehensive Mental Health Package](#)
- ◆ [2020 Mom's Statement on the Overturn of Roe v. Wade](#)
- ◆ [Updates to ACA Insurance Plans for 2023 and the Upcoming Expiration of Subsidies](#)
- ◆ [An Open Letter to the White House: Our Analysis of Maternal Mental Health Actions in the Blueprint for Addressing the Maternal Health Crisis](#)



- ◆ [The World Health Organization's Maternal Mental Health Actions in the "World Mental Health Report: Transforming Mental Health for All"](#)
- ◆ [An Open Letter to CMS: Our Analysis of the Maternity Care Action Plan](#)
- ◆ [CDC: Maternal Mental Health Disorders are the Leading cause of Pregnancy-Related Deaths](#)
- ◆ [Government Accountability Office \(GAO\) Reports on Maternal Health: Outcomes Worsened and Disparities Persisted During the Pandemic](#)
- ◆ [CMS' Final Rule on "Birthing-Friendly" Hospital Designations](#)
- ◆ [An Open Letter to USPSTF: Our Analysis of the Draft Recommendations for Screening for Depression, Anxiety, and Suicide Risk in Adults](#)

Nonprofit State Policy Fellows Program

2020 Mom served as the backbone organization advancing maternal mental health policy in the state of California, including legislative policy and agency interaction. As a result, California created the most comprehensive state action plan and has passed the most sweeping maternal mental health legislation in the country.

In 2020, As requests for support came in from those looking to take similar action in their states, 2020 Mom launched the Nonprofit State Policy Fellows Program with financial support from Sage Therapeutics, to share our strategies and road maps and allow participants to learn and share with each other.

These programs provide 12 months of training in learning community settings, covering a core set of topics, with presentations and ample time for robust discussions and action planning.

The aim of 2020 Mom's Nonprofit State Policy Fellows program is to assist backbone organizations in developing a foundation for regulatory and statutory policy change to close gaps in maternal mental health in their states.



This program is made possible in 2022 through a grant from:



The Second Cohort of Nonprofit State Policy Fellows Class Graduates



The 2021-2022 cohort graduating class included 12 participants from the following 5 states and territories: Arizona, Colorado, Ohio, Puerto Rico, and Utah.

EVALUATION & IMPACT

- ◆ The program had a 94% session attendance rate.
- ◆ 100% developed action plans and graduated from the program.
- ◆ 100% utilized post-graduation Technical Assistance.
- ◆ 100% introduced legislation or formed a task force

Nonprofit State Policy Fellows Program cont.

WHAT OUR FELLOWS HAD TO SAY:

"It was an inspiring and wonderful learning experience. It has motivated us to continue with policy work. As a clinical psychologist, I did not see myself as a policy maker before - I do now. Thank you."

- Marianela Rodriguez, Puerto Rico

"The fellows program gave us the formula for achieving success in contacting and meeting with state legislators, and providing them with actionable items that they could influence and use for their own campaigns."

- Cara English, Arizona

"I feel an immense amount of appreciation for the opportunity to participate in the fellowship program and for the 2020 Mom Team for their leadership. Thank you for such great tools, resources, and guidance!"

- Brace Gibson, Colorado

The Next Nonprofit State Policy Fellows Cohort Starts

In June of 2022, we launched the third cohort of our Nonprofit State Policy Fellows program for nonprofits well positioned to serve as backbone policy and advocacy organizations leading state legislative policy change.



Participants from the 2022-2023 cohort include representatives from Massachusetts, North Carolina, Wisconsin, and Washington, D.C.

Public Health Fellows Program

Given the success of the 2020 Nonprofit State Policy Fellows program and ongoing outreach by public health departments for support, in 2021 we launched a new maternal mental health fellows program providing training and technical assistance to public health departments across the country.

The aim of the Public Health Fellows program is to assist public health departments in closing gaps in maternal mental health by providing information, resources and examples of initiatives they can implement within their departments and communities.



This program is made possible in 2022 through a grant from:



The Inaugural Cohort of Public Health Fellows Graduates



Our inaugural graduating cohort of fellows included 12 participants from 7 states and counties including: Wyoming - Teton County, Pennsylvania, Montana, Louisiana, Florida - Volusia County, Colorado, California - Solano County.

The Inaugural Cohort of Public Health Fellows Graduates cont.

EVALUATION & IMPACT

- ◆ The program had a 94% session attendance rate.
- ◆ 100% completed action plans.
- ◆ 88% graduated from the program. Those who did not graduate accepted other employment positions outside of their agencies and could no longer participate.
- ◆ 100% of Public Health Fellows graduates have utilized post-graduation Technical Assistance.
- ◆ 100% have implemented 1 or more of the programs in their action plans.

HEAR FROM OUR COHORT:

“While I had more than 20 years’ experience in the field of mental health, I was both new to my position within state government and to the field of maternal mental health when I was selected to participate in the 2020 Mom’s Fellows Program. As a 2020 MOM’s Fellow, I not only learned about federal and state programs and policies that address maternal mental health, but I was also provided access to an incredible cohort of individuals from across the country who were doing some incredibly innovative things around maternal mental health. The knowledge and information I gained by participating in the Fellows program informed the development of a pilot initiative that uses quality improvement science to determine best-practice implementation of perinatal depression screenings in pediatric practices. This pilot is seeing great success and there are plans to scale the initiative to go statewide. Sincere thanks to the 2020 MOM’s team for providing such an enriching experience.”

– Paulette Carter, Louisiana

“The 2020 Mom Maternal Mental Health Public Health Fellowship created an avenue for deeper, more creative, and more intentional partnership between two Colorado State Agencies working to improve Maternal Child Health in Colorado. We loved that the Fellowship required two participants and that 2020 Mom was flexible and supported our cross-agency application. One of us works for the Department of Public Health and one of us works for the Behavioral Health Administration. As a result of the 2020 Mom Fellowship, Colorado is working to equip our maternal mental health and allied health workforce with the tools and education needed to successfully support pregnant and parenting families affected by substance use. This included creating a Perinatal Substance Use Disorder training that will be held in March of 2023 and going forward, accessible to Coloradans for free via a statewide e-learning platform. We are so grateful to 2020 Mom for their leadership in centering the intersection of maternal mental health and maternal substance use and believe that lives will be improved and saved as a result.”

– Kallen Thornton, Colorado

The Government Agency Maternal Mental Health Fellows Cohort Starts

In June of 2022, we expanded our Public Health Fellows program to include Medicaid and behavioral/mental health agencies. The program was renamed the Government Agency Fellows program.



This program is made possible in 2022 through a grant from:



Participants included representatives from California, Delaware, Florida - Hillsborough County, Indiana, North Carolina, Pennsylvania, Virginia, and Washington.

Mom Congress

2020 Mom has been bringing mothers and advocates to DC to work on the passage of maternal mental health legislation since 2014. In 2019, after bringing together other small nonprofits advocating for federal policy change in maternal health and paid leave, the event was re-branded as Mom Congress.

This year with the generous support of the W.K. Kellogg Foundation, we hired our first director, Ebony Wrenn.



Ebony Wrenn, M.Ed.
Newly Appointed Director

THE MOVEMENT

Mom Congress is both a moment in DC, and a movement with the addition of a membership option, recurring eNews letters, member town halls, and online communities for each of the four focus areas, or caucuses:

- ◆ Paid Maternity/Paternity Leave & Child Care
- ◆ Preventing Maternal Death/Improving Birth
- ◆ Maternal Health Equity
- ◆ Maternal Mental Health



THE MEMBERSHIP

We ended this year with **273 Members**.



We set the following **membership growth goals**:

2,000 in 2 years (2024)

20,000 in 10 years (2032)

"I have always felt passionately about advocating for the struggles unique to modern motherhood and until Mom Congress I did not know how to get started. Mom Congress attaches directions and purpose to my values."

– Mom Congress Member

Mom Congress cont.

THE MOMS' AGENDA 2022

Mom Congress supports many pieces of legislation throughout the year. The following supported bills were referred to as the 2022 “Moms’ Agenda” and advocated for during the Mom Congress Convention Advocacy Day that was held on September 20th, 2022.



Rural Moms Act

[H.R. 769](#) / [S. 1491](#)

Rural Maternal and Obstetric Modernization of Services Act or the Rural MOMS Act. This bill expands initiatives to address maternal health in rural areas. The bill provides funding through the Health Resources and Services Administration (HRSA).

Midwives for Maximizing Optimal Maternity Services (Midwives for MOMS) Act

[H.R. 3352](#) / [S. 1697](#)

Addresses maternity care provider shortages in rural and underserved areas throughout the country with the goal of improving maternal and child health outcomes, especially among underrepresented Black, Indigenous, Latinx, and Asian women, and to scale up and diversify the midwifery workforce.

The Pregnant Workers Fairness Act

[H.R. 1065](#) / [S. 1486](#)

This bill prohibits employment practices that discriminate against making reasonable accommodations for qualified employees affected by a pregnancy, childbirth, or related medical conditions.

SHINE for Autumn Act

[H.R. 5487](#) / [S. 3972](#)

This bill authorizes grants and establishes other programs to improve data collection on stillbirths, develop educational awareness materials about stillbirths and make them publicly available, provide training in perinatal autopsy pathology and support research on stillbirths and fetal autopsies.

Restoring Hope for Mental Health and Wellbeing

[H.R. 7666](#)

This comprehensive mental health bill, incorporated the provisions of two maternal mental health bills, including the TRIUMPH for New Mom’s Act (“TRIUMPH”) and Into the Light for Maternal Mental Health.

Mom Congress cont.

THE "MOMENTS"

Mom Congress Convention



In 2022, the Mom Congress Convention brought together mothers, partner organizations, and other stakeholders in DC to advocate for legislation to improve motherhood.

Nearly 200 advocates gathered together for the three days representing 29 states.



Speakers included Sandra Ford, Special Assistant to the President, First Lady of NJ Tammy Murphy, Reshma Sujani of the Marshall Plan for Moms, TN State Senator, London Lamar, Kimberly Seals Allers of BirthRight, Shana Cox of the CDC, and more.



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MATERNAL HEALTH CAUCUS MEETING AND STATE ADVOCACY PANEL SPONSOR



MOMENTS SPONSOR



Mom Congress cont.



Event Highlights

- ◆ 33 Speakers
- ◆ 1 Congressional Briefing
- ◆ 22 meetings with Congressional Offices
- ◆ 7 media articles, including a mention in Politico Pulse

Attendee Satisfaction

- ◆ 95% Satisfaction Rate

"I want to be more active in advocating for change. I plan to continue the relationship with the [Congressional] staffers I met with and also reach out to state and local representatives."

- Mom Congress Attendee

"I believe I better know how to advocate now. Thank you for this. I'm continuing to seek opportunities to advocate."

- Mom Congress Attendee

[After attending the Mom Congress Convention] "I am fully committed to doing more in my local community and to work to build an ongoing relationship with my legislators"

- Mom Congress Attendee

"This shed a light on some of the loopholes in policy that we are not always aware exists with the implementation process of bills. I definitely plan to be more involved so I may advocate in this space to ensure ALL reap the benefits of each piece of legislation."

- Mom Congress Attendee

"I have already written a blog and plan to write op-eds soon."

- Mom Congress Attendee

The Next Chapter

2020 Mom has been honored to found and incubate Mom Congress. So that Mom Congress can continue to grow and attract independent philanthropic funding, Mom Congress will become an independent Nonprofit organization in 2023. Our Executive Director will serve as the board chair and 2020 Mom will continue to provide staffing and "back-office" support.

Maternal Mental Health Workforce Development

Certified Peer Support Specialist Research

2020 Mom is working to propel the use of **State Certified Peer Support Specialists (CPSSs)** to:

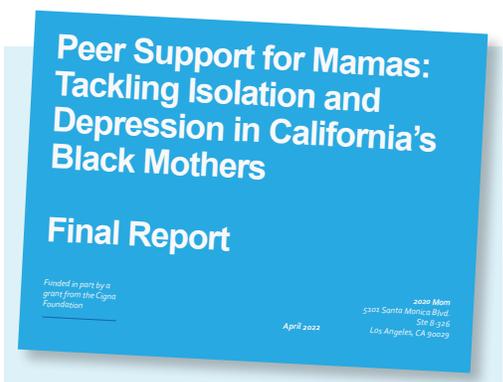
- ◆ Augment behavioral health professional shortages,
- ◆ Give those in need with trusted and knowledgeable support,
- ◆ Provide those with lived experience meaningful and needed paid work opportunities,
- ◆ Build the capacity of obstetric providers in addressing maternal mental health disorders and,
- ◆ Support community-based organizations using peer support with sustainable income streams.

Our short-term goal is to educate the field about this very promising solution.

Our long-term goals are to see certified peer support specialists employed by (1) community-based organizations who wish to provide sustainable peer support services including support groups; (2) Obstetric settings, including Ob/midwife practices and inpatient high-risk pregnancy and neonatal intensive care (NICU) hospital settings for example

Peer Support For Black Mamas and Doulas Pilot Concludes

With the financial support of Cigna, and partner organizations, Mental Health America Ohio (POEM Project), RI International, and The Shades of Blue Project, we led new research (our second pilot study) on the use of state-certified mental health peer specialists in the Black community.



This research tested the efficacy of training adapted from our earlier pilot study for use in Black mothers (including those with a birth loss) and doulas, supporting the Black pregnant and postpartum population. Though doulas are gaining attention, regarding their place in U.S. maternity care, only a handful of states have been able to implement policies and Medicaid payment models for doulas. The pilot concluded in early 2022.

The study found the baseline mental health peer specialist training and Maternal Mental Health add-on training to be effective for the 30 Black mama and/or doula participants, reporting:

100% Increased knowledge	100% increased confidence
93% satisfaction with training	93% felt the training was relevant to their work with Black mamas
93% felt the training was culturally appropriate	93% felt prepared to support Black mamas

Expanding the Maternal Mental Health Workforce: Training

This year we continued our partnership with Postpartum Support International, hosting quarterly Maternal Mental Health 101 webinars and the Maternal Mental Health Certificate Training for healthcare professionals.

Highlights include:



Complimentary
**MMH 101
WEBINAR**

MMH 101,

4 training sessions, **5030+ Registrants**



MMH Certificate Course,

2 courses, **980+ People Trained**

CoLaboratory Research and Special Projects

Barriers and Facilitators to Accessing Maternal Mental Health Care

This year 49 stories, submitted from pregnant and postpartum women and other birthing people who answered the open-ended prompt “Tell us your story,” were analyzed. The purpose of this research was to outline a set of facilitators and barriers to accessing maternal mental health care, and to inform national research and policy on prevention, access, and treatment. Through qualitative analysis, factors that enabled or prevented individuals from accessing care in the U.S. were identified based on recurring themes in participants’ responses.

THE FINDINGS

Facilitators to Accessing Care

Three main factors that women reported as facilitators to receive care:

1. Partner advocacy
2. Social support
3. Prior awareness of and experience living with MMHDs

Barriers to Accessing Care

Three main factors that women reported as barriers to receive care:

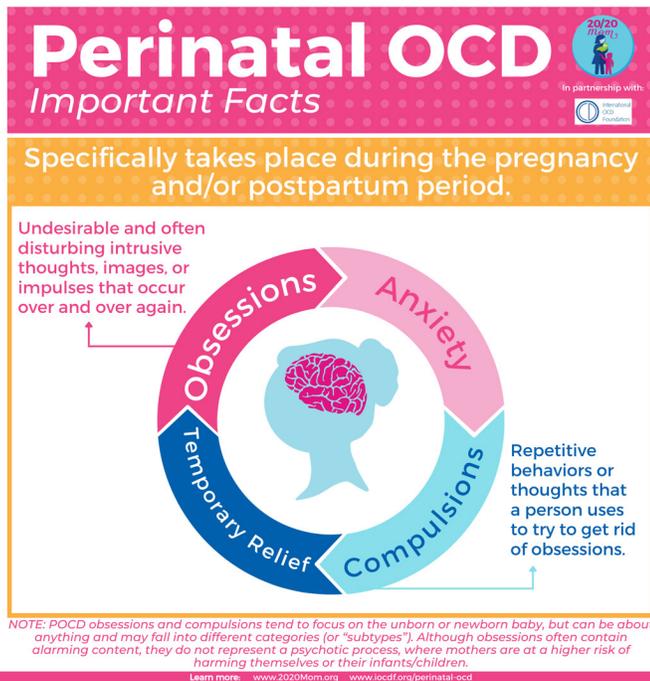
1. Self-stigma - fear of judgment
2. The health care provider’s lack of knowledge and non-specialized care for MMHDs
3. Lack of paid maternity leave

HOW 2020 MOM IS ADDRESSING THESE FINDINGS

The Maternal Mental Health Awareness week campaign, on-line provider certificate training, and the quarterly MMH 101 webinars were developed years ago, to target these same barriers. Further, through the creation of posters, flyers, and palm cards, 2020 Mom has compiled a page of [awareness materials](#) - this page was visited over 2500 times this year.

Though [2020 Mom has long supported a national paid family and medical leave program](#), this research helped demonstrate the more pressing need to address paid parental leave, and move paid leave up on our priority policy list for 2022-2025.

Identifying Gaps in Maternal OCD



Maternal or Perinatal OCD impacts up to 5% of pregnant or postpartum women; yet symptoms, like intrusive thoughts, often confuse patients and providers alike. To bring this conversation to the forefront, in 2020, 2020 Mom and the International OCD Foundation (IOCDF) formed a partnership as well as three working committees to identify gaps in maternal OCD research, provider resources, education, and public and patient awareness.

This year, the project culminated in the release of each of the committees' findings and recommendations as well as the following new resources:

Provider Resources

- ◆ [Evidence-based screening tools](#)
- ◆ [Evidence-based treatments](#)
- ◆ [Core Competencies for: Obstetric, primary care, mental health provider, Pediatrician, Lactation Consultants and doulas](#)

Public/Patient Awareness

- ◆ [Tips and resources for loved ones](#)
- ◆ [Messaging, tips, and resources for patients/parents living with OCD](#)
- ◆ [Patients questions to discuss with providers](#)

Community Awareness

TheBlueDotProject

The blue dot is the universal symbol for maternal mental health and TheBlueDotProject, a project of 2020 Mom, was developed to raise awareness about MMH disorders and lift stigma and shame. TheBlueDotProject hosts a social media awareness campaign during Maternal Mental Health Awareness week, the first week of May.



#MMHWeek2022 ran from Monday, May 2nd-Friday, May 6th, adjacent to World MMH Day on May 4th. This year we partnered with the [Tough As A Mother Campaign](#) to focus on the intersection of maternal mental health and substance use and substance use disorder (SUD). The campaign included:

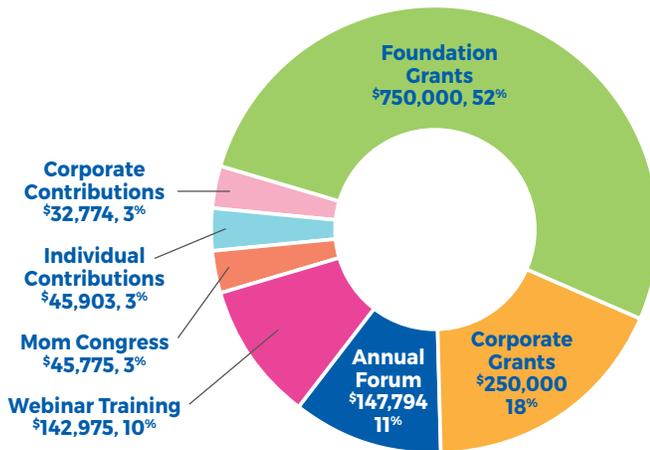
- ◆ A #MakingOverMotherhood challenge for Moms, asking moms to post photos that show the real face of motherhood
- ◆ A toolkit for promotional partners that focused on MMH facts, SUD facts and healthy coping skills.
- ◆ Campaign Hashtags: #MMHWeek2022 #MakingOverMotherhood
- ◆ A toolkit was created with facts and sample images for organizational partners to utilize.
- ◆ Partnering with [Expectful App](#) to host an [Instagram LIVE on mindfulness and healthy coping skills](#)

Since its inception in the mid 2010s, this project helped build critical awareness of maternal mental health in the U.S. We have been honored to lead this work. So that we may focus more deeply on the strategies outlined in our strategic plan, TheBlueDotProject.org along with Maternal Mental Health Awareness week will be handed over to Postpartum Support International in 2023.

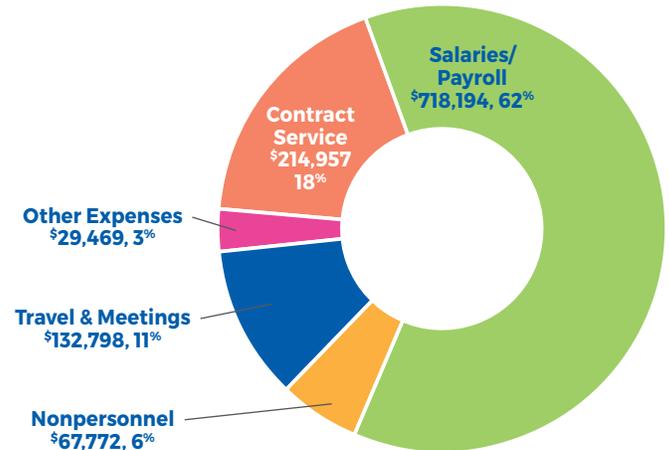
Financials

Our revenue was nearly 1.5 million, and expenses \$1.2 million.

REVENUE \$1,418,822



EXPENSES \$1,234,737



Expenses by Program

- ◆ **State and Federal Policy:** \$352,429
Letter writing, policy blogs, as well as advocacy and our state policy fellows programs
- ◆ **Critical Content Development:** \$103,152
FORUM, Issue Briefs, Webinars and Non-Policy Blogs
- ◆ **Peer Support Research:** \$63,217
Black Mamas and Doulas as Certified Peer Support Specialists Pilot
- ◆ **TheBlueDotProject:** \$4,455
Content sharing on social media platforms, website and maternal mental health awareness week; and
- ◆ **Mom Congress:** \$221,366
Developing the movement, hosting virtual advocacy days, and planning/executing the September 2022 Convention

Individual Donations

This year 2020 Mom raised **\$45,459** from individual donors

\$1000+ DONORS

Steve Collins
Sheryl Connelly
Rosanna Durruthy
Carole Mendoza
Britt Newton

\$500-\$999 DONORS

Chloe Gomez
Leslie Haworth
Jaime Lynne

Looking Ahead

The year 2023 offers an incredible moment of opportunity. The U.S. is at tipping points in propelling dramatic change in both maternal health and mental health. We will continue to see the paths being set for substantive change by both the government and private sector and growing interest in maternal mental health, where these two fields collide.



In 2023 we will become the Policy Center for Maternal Mental Health, implementing our new branding which more accurately reflects our work as a field catalyst - shepherding critical research, state and federal legislative and regulatory policy, and health system practice change.



To cease the moment 2023 brings, our top two priorities will be:

- ◆ To inform federal and state policy makers,
- and-
- ◆ Support change agents in state policy and health care delivery to integrate behavioral health into obstetric settings

This work will include the release of the **Maternal Mental Health State of the Nation Report** which will provide background on maternal mental health including new data and research and the remaining barriers and opportunities for change.

With the availability of new data, we will also release **State Report Cards**, grading states on their efforts and results around maternal mental health.

We will also look forward to passing and supporting the Federal Health and Human Services Agency (HHS) with the implementation of the **TRIUMPH for New Moms Act, Federal Maternal Mental Health Taskforce**.

In closing, we are grateful you are here, learning about our work and are joining us in growing the movement to improve maternal mental health. We invite you to continue to partner with us to catalyze the maternal mental health field and close gaps in care together by staying connected through eNews, joining us at the FORUM, and reaching out when you have light-bulb moments. And a special thank you to those who have already joined us as donors to provide us fuel.

[Here is to a remarkable and impactful 2023!](#)