

2020 Moms Advocacy Award Webinar

Lansing, Michigan Capitol Walk for PMD Event

Spectrum Health Healthier Communities
State of Michigan Perinatal Mood Disorder Coalition
Healthy Kent Perinatal Mood Disorder Coalition

Event designated for PMD Advocacy

- Advocacy...
- What does that mean?
 To be an “Advocate”
- For what cause?
- How does that happen?
 Who makes it happen?
- What does it take?
 Collaboration with others is key

Hosted by the Michigan Statewide PMD Coalition

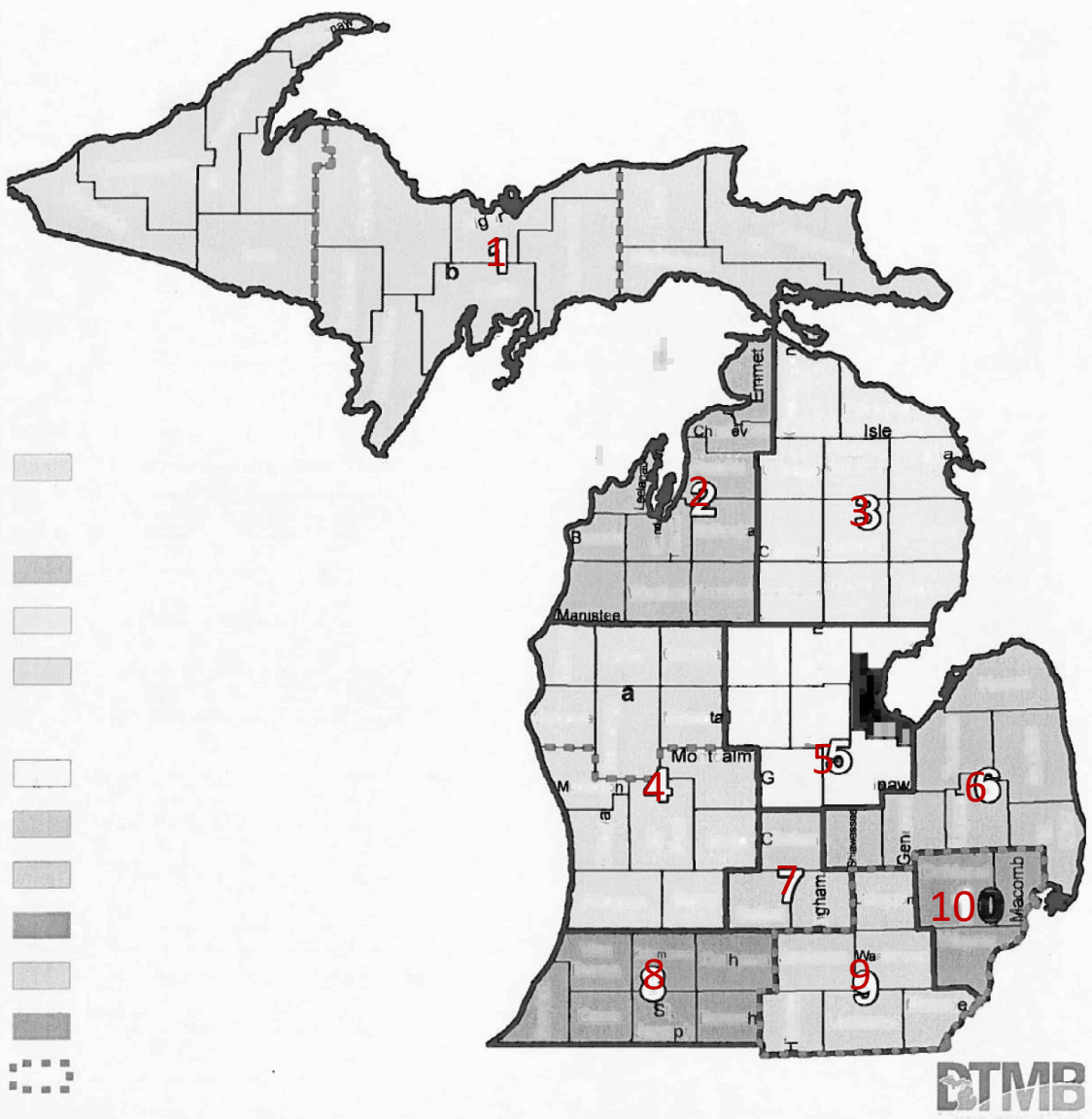
- Founded 2013
- Currently 350 members
- www.mipmdcoalition.org
- 170 PMD Providers listing in 10 Michigan regions
- Quarterly meetings
- Funding PMD projects
- Trainings/Education
- Goals



Michigan Statewide Perinatal Mood Disorders Coalition

1 in 7 women experience depression or anxiety during & after pregnancy.

We are here to help!



10 Michigan Regions with Coordinators in each region

5 Michigan Regional PMD Coalitions

- Healthy Kent PMD Coalition – Kent Co Founded 2007
Barbara Hawkins Palmer / Nancy Roberts- 18 Collaborating organizations barb.hawkins-palmer@kentcountymi.gov
- Lakeshore PMD Coalition – Ottawa and Muskegon Co
Laura Bronold lbronold@noch.org 616.847.5512
- Kalamazoo Co. PMD Coalition-2016
Lia Gaggino / Kristina Ledlow
ledlokr@bronsonhg.org 269.345.6197 ext 270
- Detroit Area PMD Coalition-2016 Aimee Cisler
detroitpwc@gmail.com 248.219.7713
www.detroitpwc.wix.com/detroitpwc
<https://www.facebook.com/groups/849576845176046>
- Lansing Capitol Area PMD Coalition
Kersten Kimmerly kerstenkimmerly1@gmail.com 517. 333.3741

Healthy Kent 2020 PMD Coalition

Collaborators:

Hospitals: Spectrum Health, St. Mary's, Metro Health

Kent Co: Health Dept, Network 180 Community Mental Health

Agencies: Arbor Circle, Life Guidance, Welcome Home Baby,
Maternal Infant Health Program

Clinics: Cherry Heath , Westside, DeVos OB

Cultural: Hispanic Center, Native American, Strong Beginnings

Mental Health Organizations: Pine Rest, Forest View

Insurance Companies: Priority Health

Colleges: Grand Rapids Community College, Grand Valley Univ

Founded 5/07

Mission and Vision Statements

Mission Statement:

- The Michigan Statewide Perinatal Mood Disorders (PMD) Coalition exists to maintain ONE VOICE to improve the emotional health and well-being of pregnant and post-partum women and their families through education, outreach, advocacy, and support.

Vision Statement:

- The Michigan Statewide PMD Coalition will collaborate and support local, statewide, and national PMD efforts.

Goals / Objectives / Business Plan

4 Core Goals:

- Professional Education
- Outreach: Community/Regional/Statewide/National
- Advocacy and Funding Opportunities
- Support Services:
Community/Regional/Statewide/National

12 Board Members:

Twice yearly meetings

Includes Each Regional coalition leaders

Member survey

Regional PMD Coalition Survey

Please complete survey and return to nancy.roberts@spectrumhealth.org

Name:

Regional area:

1. Will you consider volunteering to be a co-coordinator for your region? Yes_____ No_____

2. What PMD services already exist in your region?

3. What is your vision/suggestions for this coalition moving forward? What do you hope to accomplish?

4. What are regional short-term goals that you would like to see accomplished during the next year?

5. What are regional long-term goals that you would like to see accomplished during the next 5 years?

6. How can we, as a Coalition, help to facilitate these goals?

7. A statewide directory of PMD Coalition members will be sent out to all of our members only. If you do **NOT** want your name included please indicate here_____.

8. List additional regional members and their email addresses that you may have recruited.

Name

Email

Michigan PMD Support Groups

- Battle Creek (269) 964-5868 Phone support
- Bay City Medical Center- (989) 894-6980 Phone support
- Cadillac Mercy (231) 876-7277
- Caledonia (616) 299-3345
- Detroit Area Tree of Hope Foundation - 4 sites (586) 372-6120
Sterling Heights, St. Clair Shores, Troy, Ferndale
- Flint (810) 591-5126
- Fremont/Newaygo (231) 924-1212 Phone support
- Grand Haven North Ottawa Community Hospital (616) 847-5512
- Grand Rapids Spectrum Health Hospital (616) 391-1771, (616) 391-5000
- Grand Rapids Women's Health (616) 717-0134
- Kalamazoo (269) 345-6197 ext 270
- Lansing (517) 333-3741
- Marquette (906) 286-3254
- Muskegon (231) 773-6624
- Zeeland (616) 741-3790

Quarterly Member Meetings

- 3 Conf Calls and One in person meeting per year
- One hour over the lunch hour
- Invite emailed with attachments
- Agenda
- Meeting minutes from previous meeting
- Past event review
- Upcoming events/trainings and planning

MI Coalition Funding Projects

- Funding made possible by the Healthy Kent PMD Coalition
- Mini “Grants” up to \$500.00 are available to members
- 4 fully funded projects to date supported:
 - Regional events/trainings
 - University/student PMD projects
 - Support group development
- Application approval process with board members
- Feedback form completed at conclusion of project
-

Funding Application

2017 Application for PMD Awareness and Event Funding for Regional Coordinators

Region # _____(see Map) Area to be served _____ Counties _____

Primary Regional PMD Coordinators Name _____ Work Place _____

Address _____ City _____ Email address _____

Phone contact (____)- _____ Cell (____)- _____

Secondary Regional PMD Coordinators Name _____ Work Place _____

Address _____ City _____ Email address _____

Phone contact (____)- _____ Cell (____)- _____

Explain your intended project/event and describe how this will meet the PMD Coalition goals and improve care in your region.

Submit a proposed budget for your project and estimate an amount needed. Funding approved will range from \$100.00-\$500.00.

If awarded, you will be required to provide updates on your project during the quarterly PMD Coalition meetings/calls. You will also need to submit a follow up report within 1 year - located on page 2. A description of the allocation of these funds will be required.

I will abide by the above intentions and promise to be a responsible steward of any funding that is received.

Signatures: Primary Regional PMD coordinator: _____ Date: _____

Secondary Regional PMD Coordinator: _____ Date: _____

“Whispers” Artprize 2015 Project



Executive Summary for screening and PMD resources

Michigan Perinatal Mood Disorders

Consensus

Executive Summary 2015



POSITION	The purpose of this statement is to alert and inform all healthcare providers and consumers about the incidence and significance of Perinatal Mood Disorders (PMD) that women experience during and after pregnancy which affect the newborn, the immediate family, and the community. Therefore, providers can offer resources for the identification of presenting signs and symptoms, screening, referrals, and interventions.
MISSION	Every woman who becomes pregnant needs the support of her family and community during and after pregnancy to improve birth and family outcomes. The Michigan Statewide PMD Coalition exists to maintain ONE Voice to improve the emotional health and well-being of pregnant and postpartum women and their families through education, outreach, advocacy, and support. The goal is to inform providers and community about the significance of PMD and the effect on the mother, the newborn, the family, and the community.
SUMMARY	Women need to be screened for signs and symptoms of PMD so early identification and prompt intervention can be offered. PMD can occur within days to one year after giving birth. Women with a previous history of a mental health condition have an increased risk of developing PMD and should be counseled before conception about their risks. Healthcare professionals including obstetricians, family physicians, pediatricians, nurse midwives, nurses, home visitors and others need education on the risk factors for developing PMD, how to screen for PMD, the need for early intervention, and treatment. Once the woman is identified as having PMD, treatment can begin. PMD is responsive to a variety of different treatment options.
RECOMMENDATIONS	<p>The following recommendations for preventing PMD were developed initially from the Indiana Perinatal Network's Postpartum Depression Committee and further reviewed and adapted for Michigan by the Michigan Statewide PMD Coalition.</p> <ul style="list-style-type: none"> ▪ Facilitate integration of PMD training into the curriculum at health-related professional schools throughout Michigan to ensure that health professionals are competent in the identification of PMD risk factors, interventions, treatments, and resources. ▪ Request healthcare providers and hospitals to provide informational PMD materials to patients and their families. ▪ Create an ongoing interdisciplinary coalition to define PMD awareness, education, diagnosis, and treatment problems specific to Michigan. ▪ Disseminate via the web, at conferences, etc., this newly developed executive summary. ▪ Recommend current educational materials on PMD to all providers who work with prenatal and postpartum women and families.
RECOMMENDATIONS (CON'T)	<ul style="list-style-type: none"> ▪ Develop a Michigan care pathway for PMD screening with the Edinburgh Postnatal Depression Scale. ▪ Encourage providers to screen women multiple times during pregnancy.

MICHIGAN STATEWIDE PERINATAL MOOD DISORDER COALITION

SUPPORTING FAMILIES, CREATING HOPE

www.mipmdcoalition.org

[HOME](#) • [RESOURCES](#) • [ABOUT](#) • [GET HELP](#) • [DONATE](#) • [EVENTS](#) • [FAMILIES](#) • [PROFESSIONALS](#)

WELCOME

February 26, 2015

Pregnancy and postpartum Mood Disorders (PPMD) affect 10 to 20% of all mothers and about 10% of fathers. You are not alone. Help is available. You can get well.

MI Statewide PMD Coalition aspires to bring together families, communities, and professionals working to support families during pregnancy, pregnancy loss, and the postpartum period.

You may be worried that you or someone you care about is suffering from a perinatal mood or anxiety disorder such as postpartum depression. It can be very confusing, challenging and even painful to watch your spouse, family member or friend react to becoming a parent in ways that you didn't expect. Please know that you have come to the right place for help.

- UPCOMING EVENTS -

September 27th: Board Meeting
3-4pm

October 13th: Fall Conference Call
12-1

October 20-21st 2016: PSI 2-day PMD
Conference, Grand Rapids

May 7th-9th 2017
Michigan Association for Infant Mental
Health Biennial Conference

2018 Michigan PMD Trainings

- January 11 - PMD Part One, Spectrum Health 8-1230. Free with CEU's
- March 14 - PMD Part Two, Spectrum Health 08-1230. Free with CEU's
- June 7 - Breakfast Break: PMD and Breastfeeding issues. Hosted by Healthy Kent PMD Coalition
- May 2 - PMD Part One, Spectrum Health 8-1230. Free with CEU's
- May 11 - Pine Rest PMD Conference 8-4 Fertility and PMD issues
- June 18 and 19 - PSI Certificate Training Detroit www.postpartum.net
- Sept 12 - PMD Part Two, Spectrum Health 08-1230. Free with CEU's
- Oct 4 and 5 - PSI PMD Certificate Training at Pine Rest
www.postpartum.net

Facebook Page



The screenshot shows the Facebook page for the Michigan Statewide Perinatal Mood Disorder Coalition. The page header includes the name of the group, a search bar, and navigation links for Nancy, Home, and Find Friends. The main cover image features a close-up of several hands clasped together, with the group's logo and the tagline "SUPPORTING FAMILIES, CREATING HOPE" overlaid. Below the cover image are options to "Joined", "Notifications", "Share", and "More". The left sidebar contains navigation tabs for Discussion, Members, Events, Photos, and Manage Group, along with a search bar and a list of shortcuts including Maternal Mental Health, Michigan Statewide Perinatal Mood Disorder Coalition, Jakin Ministry, and Belmont & Surrounding Areas. The main content area shows a post by Kristina Ledlow shared a link 20 hours ago, with the text: "I'd like to think I'm not as scary as Pennywise the clown just because I struggle with obsessive thoughts, you know? Mental illness is not a costume. It's something millions of people live with day in, day out. Unlike you, we don't get to shrug off mental illness at the end of the day and use some heavy duty makeup remover to wipe off our issues." Below the text is a partial image of a woman's face. The right sidebar includes sections for "ADD MEMBERS" with a search bar, "MEMBERS" showing 78 members (1 new), "DESCRIPTION" with a "Add a Description" button, "CREATE NEW GROUPS" with a "Create Group" button, and "RECENT GROUP PHOTOS" with a "See All" link.

Capitol Event Planning

- Date confirmed 5/17/17
- Reservation with Capitol Steps event staff
Podium, microphone, tent,
- Search out other states who have hosted similar events
- Create Agenda
- Invite Guest Speakers

STATE OF MICHIGAN



CERTIFICATE OF PROCLAMATION

ON BEHALF OF THE PEOPLE OF MICHIGAN

I, Rick Snyder, governor of Michigan, do hereby proclaim

May 2017

**POSTPARTUM DEPRESSION
AWARENESS MONTH**

WHEREAS, more than 23,000 Michigan women and their families are affected by postpartum depression each year; and,

WHEREAS, postpartum depression affects nearly 20 percent of families who have infants, and many more cases go unreported or undiagnosed; and,

WHEREAS, the symptoms of postpartum depression vary from person to person but can include anxiety, feeling overwhelmed, guilt, irritability, anger, difficulty sleeping, feeling disconnected from one's baby and experiencing frightening and intrusive thoughts; and,

WHEREAS, postpartum depression can develop immediately after a baby is born and up to 24 months after. In some cases, it can also appear during pregnancy; and,

WHEREAS, although primarily affecting birth mothers, postpartum depression can also affect other members of the family, including fathers, siblings and grandparents; and,

WHEREAS, women commonly have mood changes during pregnancy caused by fluctuation in hormone levels. Many mood changes are normal, and even expected, since having a baby can lead to lifestyle transformations. Support from your family and friends can help; and,

WHEREAS, there is no single test to diagnose postpartum depression. Education is the best tool to fight postpartum depression, and raising awareness among new parents, educating the public, and reaching out to health practitioners can increase the rate at which afflicted mothers get help; and,

WHEREAS, this month we join with the Michigan Department of Health and Human Services to raise awareness of how frequently postpartum depression affects families and support the efforts of medical providers, community agencies and Michigan home visitation providers that inform about the best way to help;

NOW, THEREFORE, I, Rick Snyder, governor of Michigan, do hereby proclaim May 2017 as Postpartum Depression Awareness Month in Michigan.



Rick Snyder

Rick Snyder
Governor



Michigan Governors Proclamation



Latz sisters,
who lost a
sister to PMD
in 1986

Media and Marketing

- Flyer
- Contacting media-Newspaper, radio, TV
- Facebook invite

News Release

FOR IMMEDIATE RELEASE

May 15, 2017

Nancy Roberts at nancy.roberts@spectrumhealth.org

Governor Rick Snyder declares May Postpartum Depression Awareness Month A Walk on the Lansing Capitol is planned for Wednesday, May 17 from 2-3pm

Recognizing the crucial role that healthy families play in a vibrant community Governor Rick Snyder has proclaimed that May 2017 be recognized as Postpartum Depression Awareness Month. As the Governor outlined in his proclamation more than 22,000 women and their families are affected in Michigan each year and many cases go unreported. The Michigan Statewide Perinatal Mood Disorders Coalition welcomes this proclamation and is making real strides with this issue.

A Walk on the Capitol Event is planned for May 17. Citizens from all over Michigan will gather to promote awareness for Perinatal Mood Disorders. Dressed in red, in the presence of the Postpartum Support International Quilt, participants will hear comments from Board members of the Michigan Statewide PMD Coalition. Meetings with individual legislators will be taking place earlier in the day. All are welcome to attend.

Event flyer

Michigan Statewide
Perinatal Mood Disorders Coalition
Invites you to attend

A Walk on the Capitol

Come to Lansing to bring awareness to
Perinatal Mood and Anxiety Disorders

Wednesday, May 17
2:00 P.M. – 3:00 P.M.

Join us on the steps of the Lansing State Capitol for a Rally and Event for Perinatal Mood and Anxiety Disorders. Speakers and a short walk will be included in the event.



Wear a RED shirt to show solidarity
on the capitol steps!

Make a sign to carry on the walk!

Parking is best at the ramp on the corner of Allegan and Capitol Streets, directly across from the Capitol. It is an Ellis Parking Garage, 205 W Allegan St. Lansing MI.

Questions?

Pam Moffitt: ppdtreeofhope@yahoo.com

Nancy Roberts: nancy.roberts@spectrumhealth.org



Rally Wednesday to raise postpartum depression awareness

24 Hour News 8 web staff
Published: May 16, 2017, 7:30 pm



TV
Interview

GRAND RAPIDS, Mich. (WOOD) — A group will be holding a rally Wednesday at the state capitol to raise awareness of postpartum depression.

Meetings with Legislators

- Appointments with legislators prior to the event
- Choosing delegates who will attend the meetings
- Creating an agenda for the meetings
- What are we asking for?
- Awareness vs Asking for support on a certain issue/bill
- Meeting with Representative Winnie Brinks
- Meeting with Representative Afendoulis



Senator
Bieda's
address



Nancy
Roberts
address

“This is What I want you to know...” from Moms at a PMD Support Group

“Please take mental health seriously. Each situation is different and each Mom experience is unique. PMD is very different than generalized depression.” Hope, Mom of 10 month old

“Just because you can’t see it on a scanner, doesn’t mean I am not sick.”

Kaylie, mom of 10 month old son

“We need to look at treating the whole person and with dignity. It can be traumatic and we need awareness to increase prevention. PMD doesn’t just happen after the baby is born. It can start while pregnant or later on during the first 1-2 years.” Kelly, Mom of 11 month old

“PMD looks a lot different postpartum. I had to relearn a lot of skills again that I knew from years ago when I previously had generalized depression.” Shelby, Mom of 7 month old

“With PMD, there is a special brand of shame and guilt. You are told you are supposed to be able to do it all...if there was more awareness, more Mom’s would reach out and reduce the stigma.” Elizabeth, Mom of 3 week old son

“Moms need to get help because they are raising the future generation!” Erin, Mom of 19 month old son

“This doesn’t just affect Moms. It affects the whole family.” Jennifer, Mom of 2 week old

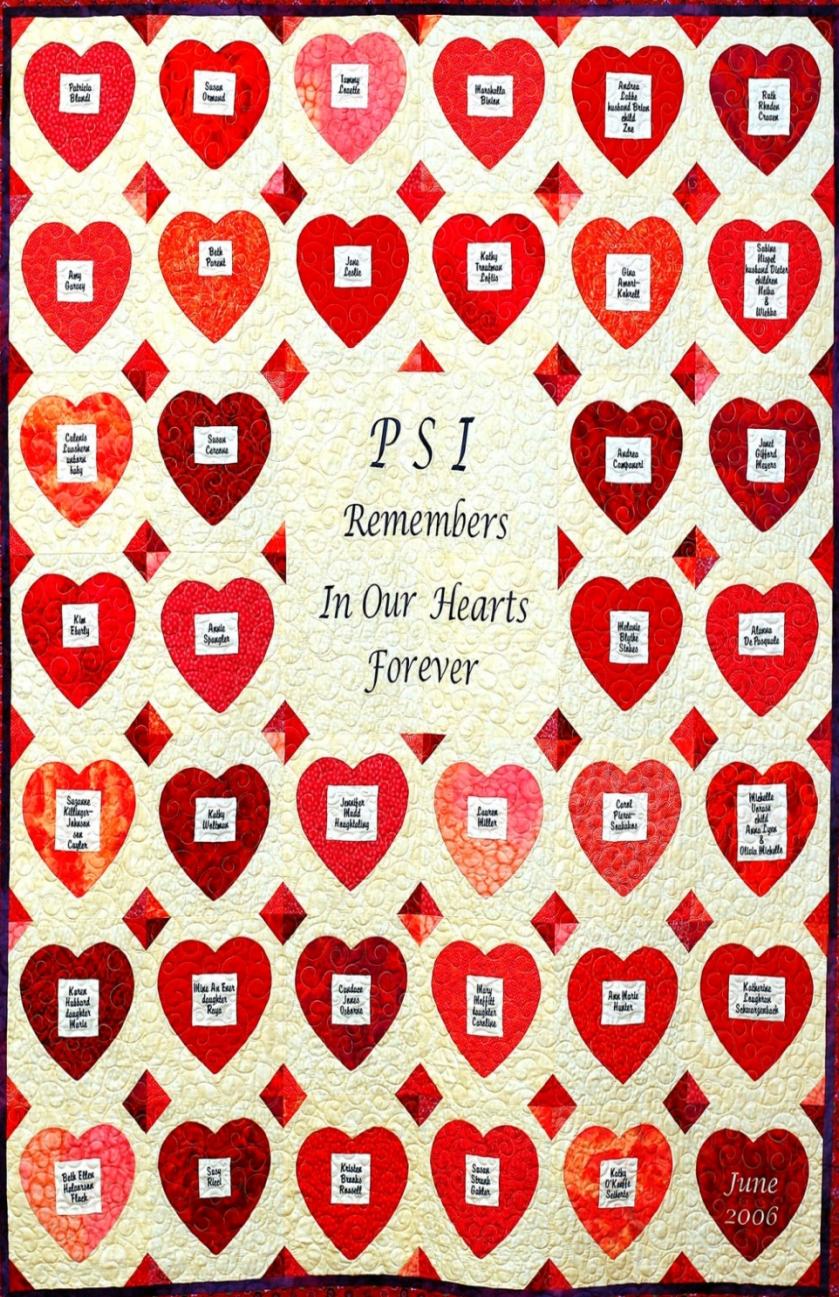
PSI Quilt

- Focal Point / Creating a statement of concern
- Reserve with Postpartum Support International

Lianne Swanson, Office Administrator

503-894-9453

psioffice@postpartum.net



Capitol March

- Banner
- Posters
- Wanted infants/children in strollers
- Making a visual statement
- Red clothing to match the PSI Quilt and to appear unified



March
around the
Michigan
Capitol
Building

Future planning for this annual event

- Feedback gathered from first event
- What went well?
- What can we change/add/delete?
- T-Shirts
- Day of the week when legislators are more available and not in session
- Avoid timing conflict with other groups, enhance media involvement
- Include the 2020 Moms Walk





YOU can make a difference!
Be an Advocate for PMD!

Nancy Roberts RN CCE CBC

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