

PROVIDER EDUCATION



In partnership with
**Postpartum Support
International**



Certificate
1259
GRADUATES IN 2019

54
SCHOLARSHIPS
AWARDED IN 2019



3,476
PROVIDERS
GRADUATED
from
certificate based
training since 2014



2020 MOM TURNED 8



ANNUAL FORUM

February 8, 2019



622 TOTAL
ATTENDEES

KEYNOTE SPEAKER



Cheryl Beck,
RN, DNSc, CNM, FAAN

California Endowment Conference Center,
Los Angeles

191
IN PERSON

31
ONLINE

400+ at **26**
WEBCAST SITES
IN **11** STATES

39 Attendees at
2ND ANNUAL DONOR DINNER
February 7, 2019

AMBASSADORS



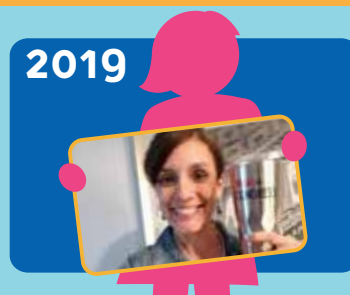
100 EARNED
BADGES
INCREASE OF **203%**

410 FROM
49 STATES
INCREASE OF **46%**

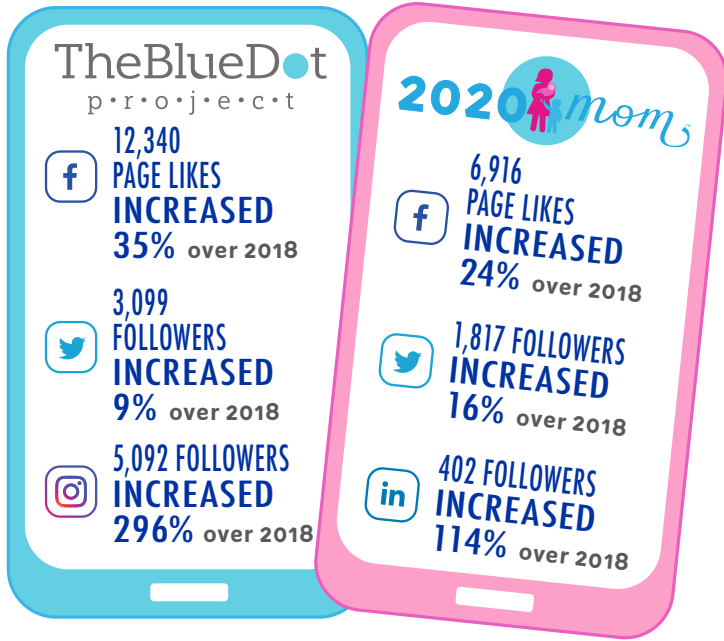
CORIE HESS

I am so very thankful for 2020 Mom and the amazing work that is being done to improve maternal mental healthcare. I am so excited to see what the future holds! #IBelieve we WILL make an impact and I feel blessed for the continued opportunity to use my story to help elicit change.

2020 Mom AMBASSADOR of the Year



SOCIAL MEDIA



2020 Mom[™] Suicide awareness campaign

September 9-13, 2019

#KnowMomFacts because #MomsAreNotImmune

REMEMBRANCE DAY VIRTUAL VIGIL

September 10th

Remembering Moms Lost to Maternal Suicide

Hosted by: Steven D'Achille of the Alexis Joy Foundation



REACHED OVER **500,000** PEOPLE



APRIL 29- MAY 3, 2019

Through our awareness brand:

TheBlueDot

p.r.o.j.e.c.t

TheBlueDotProject.com



Campaign spokesperson—
Jen Schwartz
Motherhood Understood

NEARLY **2000 MOMS** TOOK THE REAL MOTHERHOOD CHALLENGE

360 ORGANIZATIONAL PARTNERS



18 MILLION TOTAL IMPRESSIONS

WEBSITE VISITS: 36K
UP 143% FROM 2018

Seen by **3.2 MILLION**

Seen by **6.5 MILLION**
grew by **33%** from 2018

Seen by **8.3 MILLION**
grew by **102%** from 2018

ADVOCACY

Mom★ CONGRESS

May 5-7, 2019
Washington, D.C.



In 2019, 2020 Mom formed a coalition of non-profit partners to bring mothers from our networks to DC in May. The Coalition and event were branded “Mom Congress.” Partners included, Every Mother Counts, Shades of Blue, Mommas Voices, Healthy Women, and more.

MOM-CONGRESS.COM



"The collective energy of Mom Congress was awesome. The whole process was full of learning for me and lit a fire within me for doing more advocacy work. I loved the legislative visits and can't wait to do more!"

Mom Congress Attendee

OUR STAFF AND VOLUNTEERS SPENT
815 HOURS MEETING WITH
CA AND FEDERAL LEGISLATORS

STATE ADVOCACY



SIGNED INTO LAW THIS YEAR
2020 Mom Co-Sponsored
California AB 845
Maternal Mental Health
MD Education



Mom Congress published its **Momnibus Federal Bill Package** including 6 bills and addressing:

**IMPROVING BIRTH SAFETY AND
REDUCING MATERNAL MORTALITY**

MATERNAL MENTAL HEALTH

PAID FAMILY LEAVE



FEDERAL HEADWAY FOR MOMS



**Bringing Postpartum Depression
Out of the Shadows Act** was funded in
full for \$5 million a year for 5 years.

In November 2018,
the federal
government awarded
grants to the
following states:

**FLORIDA
KANSAS
LOUISIANA
MONTANA
NORTH CAROLINA
RHODE ISLAND
VERMONT**

OUR FOUNDER AND EXECUTIVE DIRECTOR, JOY BURKHARD:



Is a member of the
**American College
of Obstetrics and
Gynecology (ACOG)
MMH Expert Workgroup**

Is a member of the
**CA Maternal Quality Care Collaborative
(CMQCC)**

Is a consultant on
**Three Patient Centered Outcomes
Research Institute (PCORI) Grants**



Received
**The California American
Mother of Achievement
Award**

**The California Breastfeeding
Association 'Golden Nugget Award'
for supporting early motherhood**

**The American Public Health
Association Maternal Child Health
Leadership in Advocacy Award**

SPEAKING ENGAGEMENTS & CONSULTING

Spoke at **10 CONFERENCES**
and **LAUNCHED**
CONSULTING SERVICES,
supporting several
states' MMH
improvement
initiatives.



OTHER IMPORTANT PROJECTS

Launch of
THE MMH STORY BANK
2020mom.org/share-your-story

**72 MOTHERS
HAVE SHARED THEIR STORIES**

Stories are being used by news media,
to support health policy change
and in video segments.

#MyMMHStory
**Maternal Mental Health
Story Bank**

TheBlueDot
p.r.o.j.e.c.t

A project of **2020mom**

In partnership with **PSI** POSTPARTUM SUPPORT
INTERNATIONAL

IMPLEMENTATION

of the
**CA MMH
STRATEGIC PLAN**
Funded by the
**California Health
Care Foundation**

**California's
White Paper
On Maternal
Mental Health**



Study addressing
USE OF MOMS as
**CERTIFIED PEER
SPECIALISTS**

Funded by:



FINANCIALS

FISCAL YEAR
OCT 2018-SEPT 2019

 \$391,839

INCOME

11 BOARD MEMBERS

18 ADVISORY BOARD MEMBERS

13 CONTRACTORS

6 CLINICAL ADVISORY BOARD MEMBERS

GENEROUS SUPPORTERS

2019 Project Funders



ZOMAFoundation



21 Monthly InnerCircle Investors
50% INCREASE AS OF SEPT 30, 2019

Diana Barnes
Maria Carola
Endenné Dupree
Maureen Fura
Lisa Griffiths
Kiara Jackson
Blakeley Lowry

Ivy Margulies
Carole Mendoza
Allison Murphy
Britt Newton
Nicole Obenshine
Stacey Porter
Brooke Reilly

Marisela Rosales
Apple Sepulveda
Jennifer Soriano
Robin Starkey Harpster
Melanie Thomas
Shelley Wise
Rupa Zimmerman

NEWS HIGHLIGHTS

2020mom in the News:

The Maternal Mental Health Story Bank Helps Foster Connection and it's Exactly What New Moms Need
Romper – June 24

Drug Overdose and Suicide are Leading Causes of Postpartum Death
Scary Mommy – August 30

7 Suicide Prevention Nonprofits & Organizations To Support On World Suicide Prevention Day
Romper – Sept 10

Mom★CONGRESS™ in the News:

At Mom Congress, America's Mothers are Making Their Voices Heard
Motherly – May 3



2020mom.org/innovation-awards/

Funded by: ZOMAFoundation

INNOVATIVE PROGRAMS IN CARE:
Northwestern Medicine: A Collaborative Care Model for Perinatal Depression Support Services & Virginia Commonwealth University's Virginia MOMS Program

INNOVATIVE COMMUNITY SOLUTIONS:
Appalachian Perinatal Mental Health Alliance – An MMH Community Coalition

INNOVATION IN POLICY AND ADVOCACY:
Maternal Mental Health NOW – California's Comprehensive MMH Bill Package