

## Call to ACT

The Maternal Mental Health Alliance's Everyone's Business campaign is calling for all women throughout the UK with perinatal mental health conditions to receive the treatment they need, where and when they need it, as outlined in numerous national guidelines.

# Take Action

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[#everyonesbusiness](https://twitter.com/everyonesbusiness)

## Report showing £8.1 billion cost launched in Parliament



Tuesday 21<sup>st</sup> October saw the launch in Parliament of an eagerly awaited Economic report, [The costs of perinatal mental health problems](#).

The report was produced by the [London School of Economics](#) and [Centre for Mental Health](#) for the Everyone's Business campaign led by the [Maternal Mental Health Alliance](#) and funded by Comic Relief.

The event had attendees from across the United Kingdom committed to improving perinatal mental health services and included commissioners, 'experts by experience', MPs, national stakeholders, voluntary organisations and service providers.

Speakers included: Parliamentary Under Secretary of State for Health, Dr Dan Poulter MP; Andrea Leadsom MP; Dr Alain Gregoire, Chair of the Maternal Mental Health Alliance; Professor Martin Knapp, London School of Economics and Emily Slater, Everyone's Business Campaign Manager.



**Hosting the event and opening the launch in Parliament – Graham Allen MP**



**Emily and Maria from the Everyone's Business campaign team outside the Houses of Parliament**

## Year 2 Everyone's Business Campaign - what's next?

The [Everyone's Business](#) campaign is now already in year two! Year one saw the setting up of the campaign including the [mapping](#) of specialist perinatal mental health services across the UK, launching the campaign [website](#), holding a ministerial roundtable, coordinating and launching the economic report and raising the profile of perinatal mental health amongst key stakeholders.

In year two the focus will be on: creating tools for local supporters; making strategic use of resources developed to date to ensure the [Call to Act](#) is heard and implemented at national and local levels. We also look forward to working with new MMHA members - the Alliance has now grown to over 70 members!

*'I visited a fantastic perinatal mental health service in Torbay where mums are getting support locally, as indeed, they should be, it is unacceptable that people have to travel long distances but across the country things are changing...'*

**Minister of State for Care and Support, Rt Hon Norman Lamb MP**



To read about one attendee's experience at the Economic Report Launch, please click [here](#).

Thank you to Dr Sarah Jones, Clinical Fellow from The National Centre for Mental Health, Cardiff, for sharing this. Thank you also to [Centre for Mental Health](#) colleagues for their invaluable support in organising the report launch.

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## Leading Academics highlight their concerns

The Times published a letter signed by 70 leading academics (on Monday 20<sup>th</sup> October 2014), highlighting concerns about gaps in services for women with mental health problems during the perinatal period. The letter also referenced the recent [Economic report](#) and urged UK governments to improve perinatal mental health services.

To read the letter in full, please click [here](#).

## Shadow Minister for Public Health visits Channi Kumar MBU

20<sup>th</sup> October saw Luciana Berger MP visit the Channi Kumar Mother and Baby Unit (MBU) to find out more about the specialist inpatient perinatal mental health services provided. Ms Berger met current and former patients from the unit, as well as clinicians and nurses, at Bethlem Royal Hospital and talked to them about perinatal mental health.



*'Too many new and expectant mums are being badly let down. The government has a duty to reduce these avoidable costs. They must do more to ensure that perinatal mental illness is identified as early as possible and that all women have access to the help and support they need'*

Luciana Berger MP, Shadow Minister for Public Health

### Recent media highlights to WATCH!

Click [here](#) to hear / see powerful interviews with two women with lived experience (including of specialist perinatal mental health services), Rupa & Kathryn

Click [here](#) to hear an interview with Dr Alain Gregoire, Chair of the MMHA

Both of the above features were part of coverage on 5 News in response to the Economic report launch

## Tips for Commissioners & Health Providers

Want to improve perinatal mental health services in your area? Not sure where to start?

1. Use the Questions in the Checklist [here](#) to start to explore current gaps in your area.
2. Have a query about how best to plug the gaps - check the [Joint Commissioning Panel for Mental Health Guidance](#) / contact: [info@everyonesbusiness.org.uk](mailto:info@everyonesbusiness.org.uk)
3. Part of a Strategic Clinical Network (or equivalent) and looking for a presentation about perinatal mental health / addressing the gaps? Please contact the campaign team to arrange a presentation for your network members: [info@everyonesbusiness.org.uk](mailto:info@everyonesbusiness.org.uk)
4. Based in a specialist perinatal mental health service in an **AMBER** area on the map, and looking for guidance to get to **GREEN**? Please contact [hrodell@rcpsych.ac.uk](mailto:hrodell@rcpsych.ac.uk) to become a member (for a fee) of the [Quality Network for Perinatal Mental Health Services](#).

## FOI Findings from NCT

NCT coordinated and provided resources for a [Freedom of Information](#) request with 186 out of 194 CCG's in England replying. Findings from summer 2014 included:

- 54% said they do not provide any perinatal mental health service
- 18% said they were developing or planning to develop a strategy
- 3% have a strategy for providing perinatal mental health services

A huge thank you to [NCT](#) for coordinating & resourcing this - very much appreciated!

Click [here](#) for *The Lancet's* new Perinatal Mental Health Series which reviews the effects of perinatal mental disorders on mother and child

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# World Mental Health Day in Northern Ireland

A staggering [80% of areas in Northern Ireland](#) have no access to specialist community perinatal mental health services, and there is not a single inpatient Mother and Baby unit in the whole of Ireland. [The Northern Ireland Association for Mental Health](#) (Niamh), a member of the MMHA, marked this year's World Mental Health Day (October 10<sup>th</sup>) with a one day seminar to address perinatal mental health needs in Northern Ireland. The day brought together key voluntary and community organisations, professional bodies, clinicians, and women and their families.

Click here to see a beautifully edited [short film](#) of the Event - with a host of inspiring speakers!

A report and accompanying recommendations on addressing stigma, awareness raising, care pathways, staff training, support and supervision is available at: [www.niamhwellbeing.org](http://www.niamhwellbeing.org)

*'How do people, who deal with all sorts of complex problems at a time like that, how do they cope? We need to have not just the specialist care but the community care also!'*

Michelle Gildernew MP - speaking at the Niamh event highlighting the need for both specialist and community perinatal mental health services

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## LSE's 6 Reasons for Action

1. Only half of maternal mental health problems are recognised and diagnosed
2. The costs are high, wide-ranging and long-lasting
3. The costs are mainly as a result of not identifying mothers' mental health needs or treating them adequately
4. Mental illness has been stigmatised for too long and people with mental health problems have been discriminated against for too long
5. Mothers are already in the healthcare system - utilise these professionals
6. Invest in the lives of infant children in the UK

Click [here](#) to read the LSE blog in full, written to accompany the recent Economic report launch

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## MMHA Member spotlight

The Maternal Mental Health Alliance (MMHA) has over 70 national members. Each e-Bulletin aims to introduce one member in further detail. For a list of all current members, [www.maternalmentalhealthalliance.org.uk](http://www.maternalmentalhealthalliance.org.uk)



[Action on Postpartum Psychosis](#) (APP) is a registered charity bringing together families affected by Postpartum Psychosis, specialist clinicians and researchers - a powerful collaboration for increasing awareness, education and action on severe postnatal mental illness. Feedback from families affected by Postpartum Psychosis (PP) is that they can feel incredibly alone in their experience and they hope for greater awareness of PP among health professionals and the general public.

With Big Lottery funding, APP offer [online peer-support](#) to families affected by PP. Insider Guides, leaflets and web information are written in collaboration with those with lived experience and academic experts. The guides advise on specific topics including pregnancy after PP, recovery and information for partners. APP has a network of Regional Representatives and volunteers, who support the building of relationships with local health professionals and communities, raise awareness, educate and fundraise to support work with families.

APP facilitates high quality research into causes, management and experience of PP, and publicises other studies into PP from around the world. APP passionately believes specialist Mother and Baby Unit beds should be available to all women across the UK, and is the proud official host (on behalf of the MMHA) of the [Everyone's Business](#) campaign.

# Key Dates and Events

## 17<sup>th</sup> December 2014

NICE Antenatal and Postnatal Mental Health Guideline launch [Guideline](#)

## 13<sup>th</sup> January 2015

1001 Critical Days Lecture Series: Perinatal Mental Health a paradigm shift - House of Commons  
To book a seat please email:  
[clair.rees@parliament.uk](mailto:clair.rees@parliament.uk)

## 14<sup>th</sup> January 2015

[Royal College of Midwives](#): Developing education and training resources for specialist perinatal mental health midwives - development day  
*By invitation*

## 15<sup>th</sup> January 2015

Annual London Perinatal Network Event  
*By invitation*, please email: [jo.luckie@nelft.nhs.uk](mailto:jo.luckie@nelft.nhs.uk) if you have any commissioner contacts

## 11<sup>th</sup> February 2015

MMHA members' meeting - The Royal College of Psychiatrists, 5pm - 7pm

## 27<sup>th</sup> February 2015

OxPIP's 2015 Annual conference: Parent Infant Relationships: Past, present and future  
Click [here](#) for booking

## 7<sup>th</sup> May 2015

MMHA's Everyone's Business Campaign Evaluation Workshop, Royal College of Psychiatrists - London  
*All MMHA members invited*

## 14<sup>th</sup> October 2015

MMHA members' meeting - The Royal College of Psychiatrists, 5pm-7pm

## Something to share?

Have you seen a relevant perinatal mental health article/activity? Please consider sharing this on [#everyonesbusiness](#)

Many thanks to all of you who have been tweeting too - your support is very much appreciated!

## Perinatal explained...

Peri is the Latin for 'around', and natal is the Latin for 'birth'. We use 'perinatal mental illness' to refer to mental illness during pregnancy and one year after birth.

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## Statistics Spotlight

**1 in 2** number of perinatal depression & anxiety cases that currently go undetected

**£8.1 billion** long term cost of failing to identify and treat above conditions for each year's worth of UK births

**£1.7 billion** cost borne by the public sector (£1.2 billion falling on the NHS and social services)

**£280 million** cost to bring care up to the level and standard recommended in national guidance (in England)

Please see recent [Economic report](#) for more information

## Calling all voluntary and community groups providing support for mothers with perinatal mental health problems

Please click [here](#) to add your organisation and services to a listing on the Netmums site. Anyone clicking on 'Local support' from the Everyone's Business website will be taken here automatically. Many thanks to Netmums for setting this facility up!