

Maternal Mental Health Alliance

Everyone's Business Campaign

Evaluation Briefing Paper



MATERNAL MENTAL HEALTH
everyone's business

Who is this Evaluation Briefing Paper for?

This paper summarises the findings of the Maternal Mental Health Alliance (MMHA) *Everyone's Business* campaign's Independent Evaluation Report. It will be useful for MMHA members, as well as other organisations and individuals involved in pushing for comprehensive perinatal mental health services. The full report can be accessed [here](#).

Why is it important?

The lived experience of women supported by clear research evidence demonstrates the need for perinatal mental health services. This evaluation shows how the *Everyone's Business* campaign has been a catalyst for increased activity across the UK aimed at securing perinatal mental health services for women who develop a mental illness during pregnancy or within the first year after having a baby.

Celebrating what has worked well to date, as well as understanding where to focus energies going forward, can ensure we collectively maximise resources in this area so that women and families urgently receive the right perinatal mental health care at the right time.

Key Statistics

More than 1 in 10 women develop a mental illness during pregnancy or within the first year after having a baby

7 in 10 women will hide or underplay the severity of their perinatal mental illness

Suicide is a leading cause of death during pregnancy and one year after birth

£8.1 billion is the estimated long-term economic cost of perinatal mental health problems for each one-year cohort of births in the UK

Everyone's Business Campaign

The MMHA *Everyone's Business* campaign, www.everyonesbusiness.org.uk, calls for all women throughout the UK who experience perinatal mental health problems to receive the care they and their families need, wherever and whenever they need it.

Details of the aims of the campaign can be seen in its [Call to ACT](#), which includes a deliberate strategic focus on specialist perinatal mental health services in order to help drive the change needed across the whole pathway.

The initial three-year (2013-2016) campaign has been funded by Comic Relief and is hosted by [Action on Postpartum Psychosis \(APP\)](#).

Receptive context

The campaign was launched at a time when, despite frustration at the lack of progress in service provision, there was already a solid foundation of research, standard setting, policy guidance and quality assurance in perinatal mental health. There was also political momentum building in the field of mental health generally, in addition to a continuing focus on maternity services.

The Evaluation

Carried out by Gillian Granville Associates and WSA Community Consultants, the independent evaluation focuses primarily on England, and used a mix of qualitative and quantitative data from primary and secondary sources including two surveys of MMHA members, internal and external national and regional stakeholder interviews and local case studies.



Impact

The evidence in the evaluation shows that the *Everyone's Business* campaign has made a significant impact in 6 key areas:

1. Enabled perinatal mental health to become a political priority
2. Brought about substantial funding commitments by national governments in England and Wales
3. Influenced funding for perinatal mental health by non-statutory national funders
4. Influenced local commissioning decisions
5. Strengthened the case for improved perinatal mental health services
6. Increased the focus on perinatal mental health in the devolved nations

What created the impact?

The evaluation shows that the combination of the following all helped to bring about change:

1. Receptive context (please see page 1)
2. Campaign's ability to secure emotional commitment of decision makers
3. Effective range of high quality communications developed
4. Effective structures in place - Maternal Mental Health Alliance and a skilled and resourceful campaign team
5. An 'intelligent funder' enabling the development of a clear vision and direction
6. A suite of activities, tools and approaches developed including: maps of current provision; 'The costs of perinatal mental health problems' report; a comprehensive website with a strong theme of lived experience; opportunities to harness collective action through networking and communications
7. Holding politicians and system leaders to account
8. Contribution of individual Maternal Mental Health Alliance members

Going forward

There are 6 main recommendations for ensuring perinatal mental health services in line with NICE and SIGN guidelines are implemented:

1. 'Job not done' – need to maintain pressure
2. Campaigning needs to increasingly take place locally and regionally
3. Need to ensure the staff and resources are in place to deliver
4. Campaign tools need to continue to be robust and evidenced based
5. Need to ensure voluntary and community sector involvement
6. Need to continuously examine how we push for ongoing change and why

For a full copy of the *Everyone's Business* Independent Evaluation Report by Gillian Granville Associates and WSA Community Consultants, please click [here](#).

For further information about the *Everyone's Business* campaign, please visit: www.everyonesbusiness.org.uk