

Starter Kit 2019

Your baby is 1 in a million
Are you 1 in



PERINATAL DEPRESSION & ANXIETY AWARENESS WEEK

In this kit



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The Perinatal Depression and Anxiety
Awareness Week Campaign is funded
by Health NSW

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pnda.wayahead.org.au

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What is Perinatal Depression & Anxiety (PNDA) Awareness Week?

Perinatal Depression & Anxiety (PNDA) Awareness Week is an important opportunity to raise community awareness about perinatal mental health issues. Up to 1 in 5 new and expectant parents and caregivers experience mental health issues before or after welcoming a baby, but lack of awareness means that many don't get the support they need.

PNDA Awareness Week is a time to increase community knowledge about mental health during the perinatal period and eliminate the stigma so that those affected can seek appropriate help and support.

WayAhead – Mental Health Association NSW is encouraging community organisations and individuals across NSW to get involved in PNDA Awareness Week.

Who is WayAhead?

WayAhead is a not-for-profit organisation and registered charity with over 30 years of experience in coordinating health promotion campaigns in NSW. WayAhead facilitates Perinatal Depression & Anxiety Awareness Week as an opportunity for organisations to focus attention on this important health issue and those affected by it.

When is it?

11 November – 17 November, 2017

Key Deadlines

Small grant applications due: Friday 11th of October

Free resource orders due: Friday 4th October

Useful Terms

Antenatal

Occurring during pregnancy and before birth

Postnatal

Occurring after birth; immediately after or gradually occurring up to a year after having a baby

Perinatal

The period extending from the beginning of pregnancy, up to one year after having a baby

Who do I contact if I have questions?

Any questions about what we have to offer or general enquiries about the Perinatal Depression & Anxiety Awareness Week 2017 can be directed to perinatal@wayahead.org.au



We encourage you to promote awareness around the range of mental health issues faced by parents and caregivers during the perinatal period.

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How to get involved

Organising an event in your community can be as simple as hosting a morning tea or barbecue where there are resources and information provided about perinatal mental health. In the past, organisations have held community forums, “pamper days” for parents and caregivers, and have even made a short film.

Grants

Organisations and groups can apply to WayAhead for small grants to assist with their PNDA Awareness Week event. Grants are available for either \$500 or \$1000.

This year, the grants are primarily focused on new and expectant parents and caregivers who are also from marginalised or higher-risk communities. This includes people with existing mental health issues, culturally and linguistically diverse people, Aboriginal and Torres Strait Islander People, people living in rural areas, and LGBTIQ+ people.

What do Judges Look for?

The judges will be scoring applications with relation to:

1. PNDA Awareness promotion strategy and planning – that is, the approach your event takes to planning and promoting PNDA Awareness.
2. Creativity and innovation – how the event is innovative or creative, especially with regards to building on existing knowledge and research.
3. Involvement of affected communities and people – how the people who your event is targeting are involved in the planning, design and implementation of your event.

Eligibility

The planned activity must occur in NSW during PNDA Awareness Week, and promote positive mental health in the community.

- Organisations applying for a grant must have an ABN or be supported by an organisation with an ABN.
- Funds are not available for the self-promotion of for-profit organisations.
- Funds are not available for work that an organisation is already funded to undertake.

To access an application form or find out more about the small grants program, head to the [PNDA website](#)

Free Promotional Resources

WayAhead’s free, popular and easy-to-use information pamphlet is available again this year. Orders should be placed by 4th of October and made on the PNDA website: [Resource Orders](#)

Orders are usually mailed by late October and take seven working days to arrive.

We also have a range of digital resources available to download, print, and use on social media, emails, and website.

They can be found on the PNDA website: [Campaign](#)

Event Calendar Registration

Whether big or small, we encourage you to share your event on our calendar so that people in your area can search for events to attend.

Even if you don’t want to be included in our online calendar of events, please do register your event and we can mark it private so that we have a record of the event. This will help us measure the impact of Perinatal Depression & Anxiety Awareness Week across NSW and help us continue to support the campaign.

The best way to register your event is via the PNDA website: [Register](#)



Tips for Planning your Event

Events during PNDA Awareness Week are a way for new and expectant parents and caregivers to share information about perinatal mental health and experiences of parenting in a fun and relaxed environment. Organisers are often very creative in how they talk to new and expectant parents and caregivers about how to look after themselves and their emotional health, provide information about the types of mental health challenges faced by some, and share who can help.

When organising your own PNDA Event, there are a number of things to consider to make planning easier.

Setting Goals

You may already have a great idea for an event but it is still important to take a moment to think about what you want to achieve with your event. It's useful to think about questions like:

- What is the message of your event?
- What is it that you want people to know, understand, or commit to by the end of your event?
- What experience do you want them to have?

Some goals can include:

- Raising awareness of the prevalence and symptoms of perinatal mental health issues.
- Talking about importance of looking after their mental health during the perinatal period.
- Reminding people that help can be sought for depression and anxiety as well as other mental health concerns.
- Reinforcing the importance of parents and caregivers looking after themselves, watching out for each other and asking for help when needed.

Making it happen

Once you have a clear idea of what your event is about, you can start thinking about how to make it happen. Some of the questions you could ask yourself include:

- 'What type of event best fits my goals?' - There are so many types of events and activities that you could host, think about which one will best achieve your goals and appeal to your intended target audience. Some ideas from previous years are included on page 8.
- 'What do I need for this event?' - Budgeting is essential to the success of your event. Create a detailed checklist of the things you need to host your event and get some quotes.
- 'What will I need to do?' - You might find it helpful to write yourself a timeline of activities you need to complete to prepare for your event, as well as a run sheet for the day. If you are working with a team, decide who will do what and when. Monitor your progress and don't underestimate the value of double-checking all details close to your event.

Recognising resilience

Be careful when planning your event that it doesn't unintentionally create fear about all the things that could go wrong for parents and caregivers. It is good to celebrate parenting and make sure parents and caregivers leave feeling empowered to meet any challenges that may arise. These events are about creating greater awareness of perinatal mental health in an accessible and supportive way and making sure parents know where they can go for help. It is important to recognise the resilience and resourcefulness of parents and caregivers.



Approaching speakers with lived experience

Inviting someone who has a lived experience of perinatal depression and/or anxiety, or another mental illness, to speak at your event can be a great way to break down stigma.

WayAhead, in collaboration with PANDA Australia, are pleased to support you in bringing in a PANDA Champion to speak at your event. For more information on how to book a speaker, please contact: perinatal@wayahead.org.au

Getting sponsorship

You might require sponsorship of some type, whether in the form of cash, services or goods, to support your event. A good idea is to approach existing local groups or businesses within your community.

Partnering with other groups, even those that don't have a traditional focus on mental health, is a great way to spread costs and increase impact. Partnerships are also great ways to engage parts of your community that you might otherwise not have much contact with.

You may also like to apply for a small grant. Please see page 4 for more information.

Promoting your event

Promotion can greatly increase the number and diversity of people who attend your event. Consider the following avenues:

- Local newspaper and radio
- Posters and flyers in local businesses and community noticeboards
- Council event listings
- Facebook, Twitter and Instagram
- Word of mouth

If you are holding a public event, then using the media is a great way to get more people to attend. For more information about how to promote your event in the media, refer to page 10.

Working with the media is a good way we can promote positive mental health and reduce the stigma surrounding mental illness in the community.



Looking after others at your event and yourself

PNDA Awareness Week is useful to prompt parents and caregivers, and the people around them, to find out more about mental health difficulties and seek help. This can be a difficult and confusing time for the person seeking help. It can also be a confronting experience for people around them, including those they reach out to. Here are some tips that you might find useful if someone approaches you for help at your event:

Be prepared

- If you don't have experience responding to enquiries about mental illness, it can be useful to have some information prepared that you can pass on to people if they ask questions that you don't have answers to.
- You might like to gather some information on local organisations and services suitable for those who will be attending your event.

Communicate respectfully

- Listen actively to what people are saying to you. While it can be helpful to share the experiences of yourself or of others, try to avoid making comparisons.
- Avoid making judgements about behaviour that may seem unusual to you. If someone is talking with you about their mental health, they trust you to be understanding and non-judgemental.
- Respect that people are entitled to determine their own course of action. It is up to them what they do with the information provided to them.

Know your boundaries

- Before the event, have a think about what your boundaries are. What do you feel confident talking about? What might you need more information or support with? When might you need to refer someone to another source of assistance? What don't you feel comfortable talking about?
- Be honest about your limitations and communicate them clearly. It's ok not to know everything yourself. If people ask you for information or assistance that you can't immediately provide, it's fine to be open about it.

Look after yourself and your team

- Remember that looking after yourself and your team is just as important as looking after others.
- Consider getting together before the event to have a chat about your plan and after the event to talk about how you think things went and to celebrate.
- Keep an eye out for each other on the day.

Don't forget to also have fun!



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Practical ideas for events

Events can be anything that you think will get your message across. They can be as fun or imaginative as you would like them to be. Previous Perinatal Depression & Anxiety Awareness Weeks have seen some really creative events across NSW. Some events focused on reaching all types of parents and caregivers in general, while others targeted Indigenous, culturally and linguistically diverse (CALD), LGBTI, and young parents and caregivers.

Here are some ideas from the previous year to help you plan your event. These events have been broken down into categories of the target audience reached.

General PNDA Event

An exciting 'Lunch & Learn' event, aimed at all parents and caregivers, invited an educator and speech pathologist to talk about the stigma surrounding perinatal depression and to teach tools and techniques, like baby sign language. Participants learned and practiced 20 signs that they could start using with their baby to support communication development.

Indigenous PNDA Event

A 'Weaving Wellness' workshop facilitated by a local Aboriginal artist was held for Aboriginal and Torres Strait Islander women in the perinatal period. Women attending the workshop learned weaving techniques – a powerful cultural activity that incorporates mindfulness, skill building and social support. Local health services were also invited to provide information about perinatal wellbeing, self-care, and early childhood care.

Culturally & Linguistically Diverse (CALD) PNDA Event

Art and crafts classes were set up alongside guest speakers and morning tea for Urdu speaking and Arabic parents. Three qualified and experienced guest speakers introduced the importance of self-care, what perinatal anxiety and depression is and how to access help. Attendees understood the benefit of looking after themselves, finding time for their own interests and the importance of connecting with others.

Young peoples' PNDA Event

A beauty event was held with trained students providing manicures, pedicures, hand massages, face masks and baby massage demonstrations to young mums. The focus was on self-care, social connection and linkage to local support services. Resources about perinatal mental health, support playgroups and services were also available.



Tips for evaluating your event

Evaluating your event can help you measure your success and plan future events. You could use the survey template on the following page to evaluate your event or develop your own evaluation form. It is important to consider evaluation during the event planning process so you can understand on what went well and what could be improved.

Before the event

- Nominate someone to be in charge of the evaluation process.
- Make sure you know before the event what you need to find out in order to evaluate your event and how you are going to find out this information. Think about the following questions: 'How will we know that our event is successful?' and 'How can we measure these outcomes?'

Help us evaluate Perinatal Depression & Anxiety Awareness Week

We need your help to measure the impact of these events in the wider community. We have developed an event report template which will be sent to successful grant recipients, and can be sent to others on request.

You might also like to think about how you will collect feedback from participants. This could be formal, like an online survey, or informal chats during the event, or post-event emails

Please email feedback forms to us at perinatal@wayahead.org.au

Gathering feedback from the organisational team

You may also get useful feedback on your event by surveying staff and volunteers who have helped organise and stage the event. It is a good idea to get together after the event to talk about how the it went.

- This would also be a good time to congratulate the team and thank them for their efforts. You may like to have a small thank you party
- An organisers' survey could be distributed and completed by all helpers so that you can evaluate the event from their point of view
- You may also like to hold an informal round table, asking team members to name one thing they enjoyed most, and one thing that could be improved on in future.

**If you require any further assistance
with your evaluation please contact us
on 02 9339 6014 or email us at
perinatal@wayahead.org.au**



Promoting Your Event in the Media

You can raise awareness of your event by promoting it to your local media two to four weeks before your event. Even if you are holding an event that is not open to the public, you may still wish to tell the media about it beforehand so that a journalist can attend part of the event and write a story about it to go into the local paper afterwards. Alternatively, you can write your own media release and send it to local print, radio and TV journalists.

The following 10 tips will assist you to establish a good working relationship with your local media and ensure that perinatal mental health issues are covered with accuracy and sensitivity:

1. If you are holding an event as part of an organisation always gain approval from your manager or head of department first as most organisations, particularly NSW Health, have codes of conduct and policies that relate to the way employees engage with the media
2. Have a media release prepared and email it to your local print, radio and TV journalists two to four weeks before your event. If you don't receive a reply, follow up with a phone call to the editor or producer two to three days later
3. Target your media release carefully. Approach each paper or outlet individually and don't send a release about a book launch to a sports editor or one email to multiple journalists
4. When answering any questions or sending more information regarding the media release, always be polite. Media are under no obligation to automatically publicise your event, but if you mention that it is a free local event for a good cause, then you are likely to have a good chance
5. Offer the media a photo to go with the story. This might be of yourself and your organising team, or yourself and the sponsors of your event. It may be of yourself or a potential subject of a story. Making sure that it is a high resolution, digital photo will help editors in choosing what to publish and how to present information
6. You could present someone to the media to write a story about. This might be a parent you know who has recovered from a perinatal mental illness. Keep in mind that this is only if the person has recovered and is prepared and feels comfortable talking to the media about their experiences
7. If you are interviewed by media and asked something that you're unsure of or uncomfortable talking about, it is ok to say "I'm not sure about that" or "I'm not comfortable talking about that particular issue". You are never obliged to disclose anything you don't want to. Remember, nothing is 'off the record' when talking to the media
8. The person you speak to may not be familiar with reporting mental health stories so be prepared to explain terms that may not be easily understood or direct them to other sources for more information. Mindframe is a great source for appropriate reporting of mental illness: www.mindframe-media.info
9. Don't be shy. Your event could be really interesting local news. Think about what is newsworthy about your event and mention it. Maybe you're holding the only community fair in your town this month. Perhaps you found a local celebrity to speak. Is going to be an even bigger and better repeat of a successful event from last year?
10. Keep in touch with your media contacts after the event is over. Even if they haven't run a story yet, if you can provide good photos and details on how successful the event was they may still publish it. Whatever the outcome, make sure to say thank you for their time.
11. If you know a person willing to talk to media about their recovery from a perinatal mental illness, the person must be supported and must fully understand what is being asked of them as well as the likely consequences of making their experience public. Ask them to consider:
 - If they are comfortable with their story being printed (possibly with a photo)
 - How their partner/family might feel about their story being made public





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Any questions about what we have to offer or general enquiries about the Perinatal Depression & Anxiety Awareness Week 2019 can be directed to

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