

Prenatal & Postpartum Anxiety & Depression

2025 Prenatal & Postpartum Toolkit



Prenatal & Postpartum Anxiety & Depression

Pregnancy and motherhood are supposed to be the happiest time of a women's life, right? That's what we see everywhere – the highlight reel. Soft light, matching outfits, smiling babies.

But for many moms, the reality is different.

Behind the smiles, up to 1 in 5 women experience prenatal and postpartum depression and mood disorders. Instead of asking for help, they think they're being dramatic or just need to pull it together.

Moms need care, too.

Who are we trying to reach?

Prenatal and postpartum women.

Prenatal and postpartum mental health challenges are real, common, and treatable. And no one should have to go through them alone. This toolkit is designed to offer support, education, and resources to help new moms break the stigma and start the conversation.

How can you help?

Do you engage with the target audience digitally or in-person? Share what you can! Help bring awareness to the resources available to moms.

We appreciate any shares of the content provided in this toolkit on social media, email newsletters, websites, or if you're able to print posters to display in common areas.

Download Assets

Click to download high quality static and video assets to share.

Social Media

Suggested captions to pair with graphic.

New mom? You aren't alone in this journey. The Maternal Mental Health Hotline is here for you, whenever you need it 🤗

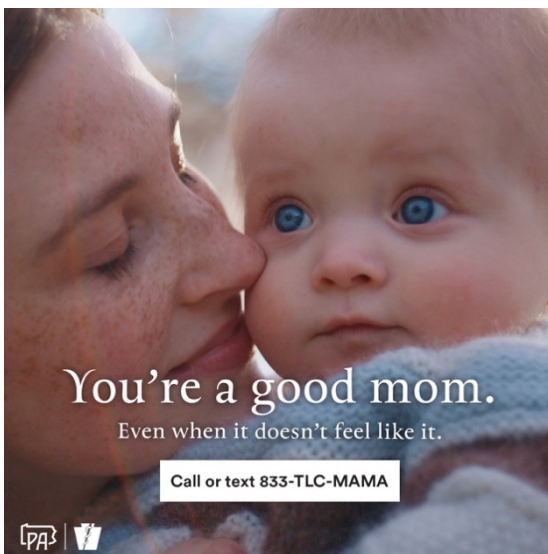
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Motherhood isn't always picture perfect. If it doesn't feel right, you're not alone. Real help is available to support your journey ❤️

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If you're not feeling like yourself in motherhood, it's ok. Help is available 24/7. No pressure, no judgement.

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Video

You can download videos to share directly to social platforms at the link above or link the below YouTube videos:

30 seconds

<https://www.youtube.com/watch?v=E0NN-7onKd8>

15 seconds

<https://www.youtube.com/watch?v=6RXmNJy404s>

Newsletter



Copy:

Motherhood isn't always picture perfect. Behind the highlights reel it can feel overwhelming. If you're feeling anxious, disconnected, or even angry... you're not alone.

The truth is, 1 in 5 women experience prenatal or postpartum anxiety or depression.

If that's you, you're not broken. And you're not alone.

You matter too, and real help is available 24/7. It's free, confidential, and judgement-free.

How you feel matters.

Call or text 833-TLC-MAMA for care.