



IF MOM'S NOT OK,
BABY'S NOT OK.

PARENTAL
MENTAL HEALTH
IS A CRITICAL
FACTOR IN
HEALTHY EARLY
CHILD
DEVELOPMENT.

IT'S TIME
PERINATAL
MENTAL HEALTH
GETS ITS DUE
ATTENTION.

Graphic Copy:

If mom's not ok, baby's not ok. The mental health of new parents is a critical factor in healthy early child development. It's time we gave perinatal mental health its due attention.

Post Copy:

Dr. Cindy-Lee Dennis, a foremost researcher on maternal mental health, has a simple maxim: "Healthy babies start with healthy parents." The mental health of new parents is an essential factor in healthy early child development. It's time we gave perinatal mental health its due attention.

#healthystarthealthyfuture



DID YOU
KNOW?

1 IN 5 WOMEN WILL
EXPERIENCE A
PERINATAL MOOD &
ANXIETY DISORDER
LIKE DEPRESSION.

FOR MANY, THESE
START AS EARLY AS
PREGNANCY.

Graphic Copy:

Did you know? 1 in 5 women will experience a perinatal mood & anxiety disorder such as depression starting as early as pregnancy.

Post Copy:

Anxiety, depression, OCD, psychosis and suicidal tendencies are all Perinatal Mood and Anxiety Disorders. These can start as early as pregnancy and last for up to a year post-delivery or loss. In many provinces, universal screening for these disorders isn't standard - even though screening is a proven way to spot these challenges before they become severe. An awareness of these disorders is a crucial step in prevention. It's time Canada made perinatal mental health a priority.

DID YOU KNOW?

ACCESS TO PERINATAL MENTAL HEALTH SUPPORT, TREATMENT AND REFERRAL PATHWAYS ACROSS CANADA IS UNEQUAL AND INEQUITABLE.



Graphic Copy:

Did You Know? Access to perinatal mental health support, treatment and referral pathways across Canada is unequal and inequitable.

Post Copy:

Canada's healthcare system is pretty awesome. But, even within a beautiful system, there is room for improvement, innovation and growth. Our healthcare system resources are not equally accessible, distributed or even available. Standard care for perinatal mental health in one province may be entirely unavailable in the next. It's time we do better.

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DID YOU KNOW?

1 IN 10 MEN WILL EXPERIENCE DEPRESSION OR ANXIETY AS A NEW PARENT.

Graphic Copy:

Did you know? 1 in 10 men will experience depression or anxiety as a new parent.

Post Copy:

1 in 10 men will suffer, often in silence, from depression or anxiety as a new parent. An awareness of the possibility of these challenges, as well as eradicating stigma, is a crucial step in prevention and support for dads. It's time Canada made perinatal mental health a priority.

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