

Maternal Mental Health 2016-2017

An overview of current efforts to address Maternal Mental Health in Yolo County

Prepared for the Maternal, Child & Adolescent Health Advisory Board

June 21, 2017

Yolo County Health & Human Services Agency

Woodland | CA

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Yolo County Maternal, Child & Adolescent Health (MCAH) Program Highlights

Invited to participate in the following State and National committees:



White Paper
Steering Committee



ACOG Expert
Workgroup on Maternal
Mental Health



CA Maternal Mental Health
Think Tank



CA-PAMR 2.0
California Pregnancy
Associated Mortality Review
Committee



Maternal Mental Health

will be a funded training priority in 2017-2020

“Written Comment, received via email 3/20/17 from Anna Sutton, PHN. Commend the MHSA program leadership and staff for putting the 0 to 5 as a priority population, inclusive of the mother/infant dyad. Please continue to keep this population as a priority because it’s our most upstream opportunity for prevention.

Response: HHSA is pleased to include funding for training in Perinatal Mental Health and for Mental Health Access and Linkage for Children 0-5, in the new MHSA plan. We appreciate your encouragement, participation in, and support of this endeavor.

-Yolo County Mental Health Services Act

Three Year Program & Expenditure Plan 2017-2020

Yolo County *Maternal* Mental Health Collaborative

2016-2017 **Annual Report** will be available for download June 21, 2017

www.yolocounty.org/MMHC

But let's go over some of the highlights....

2014

Yolo County *Travelling Blue Dot Campaign*

Born in **2014** as a **team building activity** for members of the newly formed Yolo County Perinatal Mental Health Collaborative but went County wide!



14 Blue Dot Photos
14 FB posts
5020 Reached



2015

Yolo County

Travelling Blue Dot Campaign

In **2015**, the Blue Dot Campaign was adopted and replicated by Monterey, Santa Clara, Butte and Humboldt County



20 Blue Dot Photos
24 FB posts
11,209 Reached

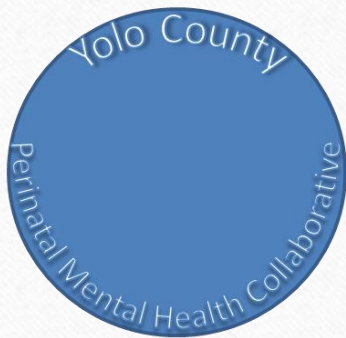


2016

Yolo County *Travelling Blue Dot Campaign*



We think it's catching on...



27 Blue Dot Photos
34 FB posts
25,334 reached



Yolo County *Travelling Blue Dot Campaign*

What does data tell us about how well we are doing to engage the community, address stigma and increase awareness around mental health and wellness for our mothers?

Overall Data			
Column1	FY 14-15	FY15-16	FY16-17
Facebook page likes		437	529
Posts	14	24	34
Reach	5,020	11,209	25,334
Reactions	313	645	986
Comments	36	66	71
Shares	40	72	116

Development & Writing Team:

- Yolo County MCAH Coordinator
- Santa Clara County MCAH Coordinator
- UCSF- Family Health Outcomes Project

The **Travelling Blue Dot** Campaign has been invited to present at the **2017 CityMatCH MCH Leadership Conference & Healthy Start Convention – Nashville, Tennessee**

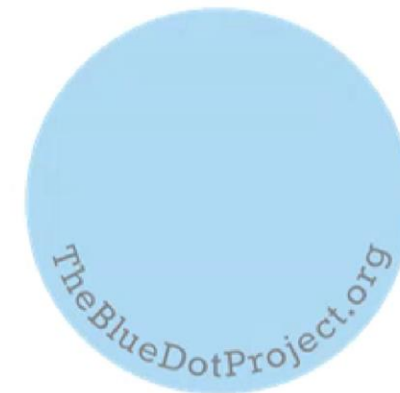


TOOLKIT

Travelling
Blue Dot
Social Media
Campaign

Rectangular 5

A *STAKEHOLDER ENGAGEMENT* PROJECT
TO
ADDRESS MATERNAL MENTAL HEALTH



Questions?

Comments?

