

9 YEARS

In 2011, 2020 Mom was born. Our aim was to lay a foundation for change, so all women are screened for maternal mental health disorders, and those who are suffering are diagnosed and treated.

OUR MISSION:
TO CLOSE GAPS IN MATERNAL MENTAL HEALTH CARE

THE PROBLEM WE ARE HERE TO SOLVE

DEPRESSION AND ANXIETY are the **MOST COMMON COMPLICATIONS** in **PREGNANCY AND POSTPARTUM**

3.9 MILLION BIRTHS
in the U.S. every year

up to
1 IN 5



affected by MMH disorders



only **15% OF WOMEN**
suffering
receive professional help

We are so grateful for all of those who have been with us in 2020.

Here are the highlights of our work in our namesake year,
one that none of us will ever forget.

ANNUAL FORUM

This year we focused on all that has been accomplished in Maternal Mental Health as noted in our “state of the state” report and on the gaps yet to be closed to ensure expecting and postpartum mothers receive the care and support they deserve.



February 12-13, 2020
California Endowment, Los Angeles

2020 Mom Annual FORUM
We CAN DO MORE
in Maternal and Mental Health Care

673
TOTAL ATTENDEES

442 VIEWERS AT
20 WEBCAST SITES IN
10 STATES

202 IN PERSON
29 INDIVIDUAL
WEBCAST VIEWERS



THROUGHOUT THE TWO DAY EVENT WE ADDRESSED:

- Pathways to transform systems of care
- Access to the right care at the right time at the right price

INCLUDING DISCUSSIONS ABOUT:

- Technology
- Employer strategies
- Regulatory levers, and more



PRESENTING SPONSOR



California Health Care Foundation

TECH LUNCH SPONSOR

HOPE LAB

PLATINUM SPONSORS



SUPPORTERS



"The FORUM provided a space for very diverse professionals to talk, stimulate ideas, reignite passion, and most importantly gave us tools and direction of how to get more involved."

FORUM Participant

FEDERAL POLICY

SECURED FUNDING FOR FEDERAL INTERAGENCY REPORT

In Dec 2019, 2020 Mom's effort to secure funding for a Federal Interagency Study and Report to Congress on Maternal Mental Health (MMH) was signed by the President. Now, agencies including those below will report to Congress what they are doing to support MMH:

- The Office of Women's Health
- The Surgeon General
- The Health Resources and Services Administration Maternal Child Health Bureau (HRSA)
- Substance Abuse and Mental Health Services Administration (SAMHSA) and more



LED A LETTER SIGN-ON TO CMS

2020 Mom led a **sign-on letter effort** for organization partners to **Urge Measurement of Pregnancy and Postpartum Depression Screening Rates in Medicaid Populations.**

SIGNED BY **60** ORGANIZATIONS



22 FEDERAL POLICIES SUPPORTED

FEDERAL ACTION ALERTS

The **policy team** created **four action alerts**, including:

KEEP BABIES WITH MOMS SUFFERING FROM POSTPARTUM DEPRESSION

8,000+ PEOPLE

SIGNED THIS PETITION

on **change.org**. It was **shared with the judge** in this mother's case. She was ultimately **reunited with her two children** and is **now thriving**.



H.R. 4996 HELPING MOMS ACT

Provides for a **State option** under the **Medicaid** program to provide for and **extend continuous coverage for women 12 months postpartum**.

S. 3809 MILITARY MOMS' MENTAL HEALTH ASSESSMENT ACT

The bill recognizes that members of the Armed Forces and military spouses **might refrain from seeking mental health care** due to **stigma and fear** of potential **repercussions on employment** or career progression.

62 PEOPLE

TOLD THEIR SENATORS TO CO-AUTHOR THIS LEGISLATION.



H.R. 6800 HEROES ACT: COVID RELIEF, SPECIFICALLY TO PRESERVE MENTAL HEALTH SERVICES & SUICIDE PREVENTION FUNDING

103 PEOPLE CONTACTED THEIR MEMBERS OF CONGRESS THROUGH THIS ACTION.

STATE POLICY

FORMED COVID SAFE BIRTH COALITION

In response to the COVID crisis we convened a coalition that ultimately urged the California governor to address:

- Allowing a partner or doula into hospitals to support birthing mothers
- Hospital doctor/nursing and bed shortages and the need for mothers to be informed of non-hospital birth options
- Ensure all mothers who screen positive for MMH disorders have access to treatment



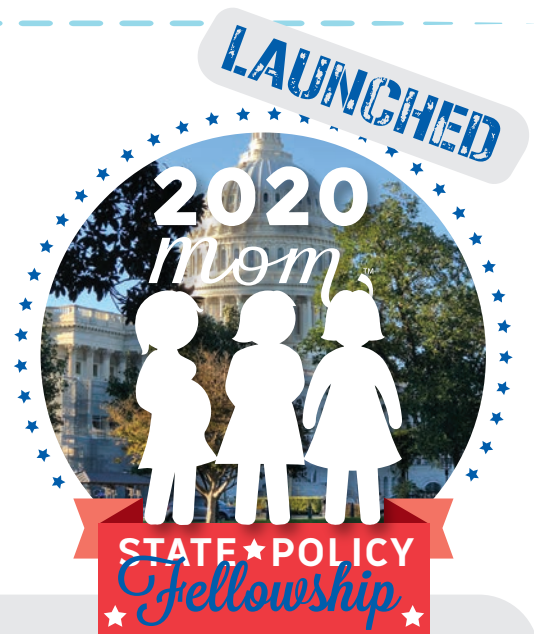
State Policy Coalition, Shared as a Model with Others

This effort helped elevate the needs of the perinatal population and potentially influenced other policies ultimately signed by the California governor.

2020 MOM STATE POLICY FELLOWS

In June 2020, we invited **8 LEADERS** in **4 STATES** to join our first cohort of State Policy Fellows.

The aim of the program is to assist backbone organizations in developing a foundation for regulatory and statutory policy change to **close gaps in maternal mental health** in their states.



The Policy Fellows program has been valuable on many levels.

For Montana systems, it has provided ideas, consultation, and resources around policy and programmatic changes that could help improve the health and wellbeing of birthing people in our state.

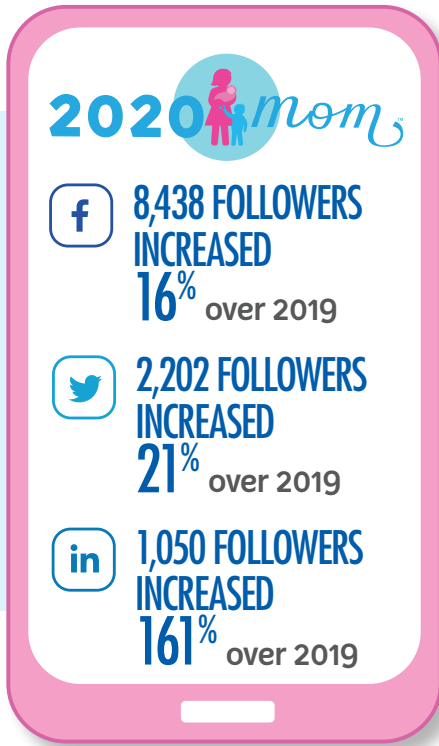
For the non-profit I work for, it has allowed us to bring new resources to the work we are doing, specifically in the area of peer supports for moms and our programs are expanding.

For an individual, this cohort group has provided a platform for peer learning and support that is invaluable.

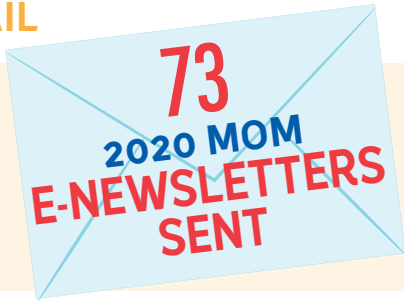
Brie MacLaurin, Helena, Montana

ONLINE REACH

SOCIAL MEDIA



EMAIL



WEBSITES



99K VISITS +**26%** over 2019

173K PAGE VIEWS +**15%** over 2019

MOST POPULAR PAGES

- 2020 Annual FORUM
- Certificate Training
- Become an Ambassador



30K VISITS +**13%** over 2019

55K PAGE VIEWS

MOST POPULAR PAGES

- MMH Week
- MMH Awareness
- About the Blue Dot



16K VISITS

27K PAGE VIEWS

MOST POPULAR PAGES

- Our Issues
- 2020 Mom Congress Event
- Get Involved Individuals

MMH AWARENESS CAMPAIGN




This year, more than ever, **moms felt overwhelmed**, confused, and lonely due to the unprecedented events of COVID-19.

MOTHERHOOD FELT GREY AND CERTAINLY NOT BLACK AND WHITE.

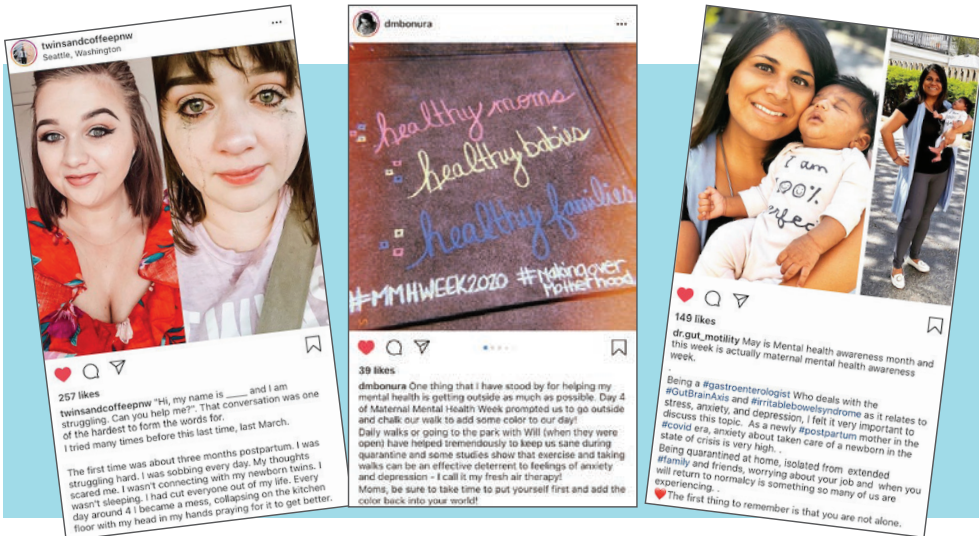
Making Over
MOTHERHOOD
 MAY 4TH - 8TH 2020
 MATERNAL MENTAL HEALTH
 AWARENESS WEEK
 MOTHERHOOD IS NOT BLACK AND WHITE

Through our awareness brand:

TheBlueDot
 p.r.o.j.e.c.t
 TheBlueDotProject.org

-  Seen by **8.3 MILLION**
GREW BY 159% from 2019
-  Seen by **9.9 MILLION**
GREW BY 52% from 2019
-  Seen by **17.3 MILLION**
GREW BY 108% from 2019

Moms everywhere joined us to unpack the complications of life and motherhood together as we pushed to **#makeovermotherhood**.



Katie Crenshaw
 SPOKESPERSON OF THE YEAR

RECORD PARTICIPATION IN 2020:

- 35 MILLION SOCIAL MEDIA IMPRESSIONS**
UP 94% FROM 2019
- 516 PROMOTIONAL PARTNERS**
Shared campaign messages.

GOLD SPONSOR



PARTNERS

MATERNAL SUICIDE AWARENESS AND PREVENTION



Ran from September 7-11 and included the **ANNUAL REMEMBRANCE VIGIL** September 10th, World Suicide Awareness Day.

Closing gaps in maternal suicide awareness as well as **risk assessment** and **treatment plan development**, has become a priority area for 2020 Mom in recent years. This year we held our **3rd annual suicide awareness social media campaign** and **candle light memorial vigil**.

We also **formed** and **deepened relationships** with **organizations** leading the **U.S. suicide reduction efforts**, and worked with them to offer **two webinars to our community**, which have been our **most watched webinars ever**.



WEBINARS

MATERNAL SUICIDE: WHAT ALL PROVIDERS AND ADVOCATES SHOULD KNOW, covering the latest on suicide prevention and facts about maternal suicide, including a presentation by the CDC.



OUR HIGHEST ATTENDED WEBINAR EVER:

1600 PEOPLE REGISTERED

561 PEOPLE ATTENDED LIVE WEBCAST

317 VIEWED RECORDING



THE NATIONAL ZERO SUICIDE INITIATIVE: LEVERS FOR MATERNAL MENTAL HEALTH, covering national Zero Suicide framework, a system-wide, organizational commitment to safer suicide care in health and behavioral health care systems.

AMBASSADORS

Individuals looking to effectuate change in their own communities can do so with our tools, by becoming 2020 Ambassadors.

747 UP 82% FROM 49 STATES 44 BADGES EARNED

Emily Jacobson

Green Bay, WI

I came to 2020 Mom because I knew we needed to do more in my community to help pregnant and postpartum women.

2020 Mom
AMBASSADOR
of the Year

2020



AMBASSADOR OF THE YEAR FINALISTS

These individuals have gone above and beyond to impact Maternal Mental Health in their communities.



Danielle Bonura, MBA



Becky Harman



Leila Martinez



Ivana Jagodic Meholic

OTHER IMPORTANT PROJECTS



2020 Mom is propelling the use of Certified Peer Support specialists:

To address the growing maternal health provider shortage and give peers who have suffered an ability to make careers out of their work, 2020 Mom studied the

Centers for Medicaid and Medicare Services (CMS) endorsed training and state certification model, which allows for reimbursement of certified peers (in most states), when employed by entities that bill state Medicaid.

We unveiled our pilot study on use of the Certified Peer Support Specialist training model. The study illustrated the model can and should be adapted for maternal mental health and can provide pathways for employment and address treatment shortages.

MENTAL HEALTH AMERICA hosted a webinar to share **2020 Mom's study** findings:

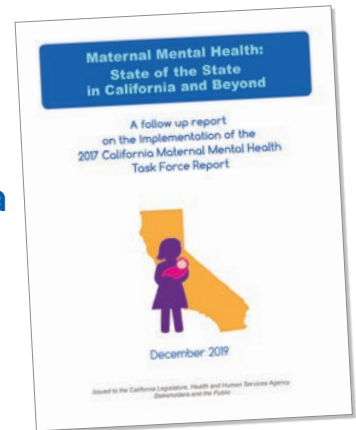
Using Certified Peer Specialists to Prevent and Combat MMH Disorders



REPORT RELEASED

Maternal Mental Health: The State of the State in California and Beyond

A Summary of State and National Maternal Mental Health Efforts



STORYBANK

162 STORIES FROM 44 STATES

Mothers and family members have shared their stories with 2020 Mom, to help them not only heal, but to help us drive policy change and to make their stories available to journalists.



HEALTH EQUITY & DIVERSITY, EQUITY AND BELONGING

In the midst of the U.S.'s racial reckoning, 2020 Mom began an effort to more closely look at our own work promoting a workplace culture of Diversity, Equity and Belonging (DEB) and further defining the role we can play to improve health equity.

(Learn more under About at 2020Mom.org)



OUR COMMITMENT:

- Deepened our partnership with the Shades of Blue Project, including sponsoring their Congressional Briefing, the very first on Black Maternal Mental Health
- Published our commitment to diversity, equity and belonging
- Published our commitment to addressing health equity
- Launched a community learning toolkit “Black Learn, Listen and Lift” through Mom Congress
- Began an internal learning initiative on race and racism

WEBINAR AND FIRESIDE CHAT

ADVANCING RACIAL EQUITY IN MATERNAL MENTAL HEALTH POLICY

Shiva Sethi of CLASP provided an overview of the Advancing Racial Equity in Maternal Mental Health Policy report. The report discusses racial inequities in maternal mental health, factors that have led to those inequities, and key strategies that policymakers can use to fight those inequities based on successes across the country.



Hosted by:



CLASP
The Center for Law and Social Policy

IN THE NEWS

PRESS RELEASES

2020 Mom Announces Election of its Board of Trustees' Chairperson and Secretary – Oct 6, 2020

Perigee Fund Invests in 2020 Mom, Executive Director Joins From Cigna – July 29, 2020

2020 Mom Founder and Executive Director Joy Burkhard to Serve as Expert Advisor for AHRQ Rural Postpartum Mental Health Challenge – May 21, 2020



NEWS STORIES WE'RE FEATURED IN

How to Make Mom Friends During the Pandemic – Published on Motherly

Doctors Urge Governor to Reconsider Cuts to Maternal Mental Health Care – Heard on KQED – May 15, 2020

Unthinkable – Published on Mother Jones – Feb 19, 2020

She Killed Her Children. Can We Forgive Her? – Heard on KQED's The California Report – Feb 6, 2020

A Mother Seeking Help For Her Mental Health Loses Custody Of Her Children, Instead—And It's So Wrong – Published on Motherly – Oct 15, 2019

OUR CREW

9 TEAM MEMBERS

9 BOARD MEMBERS

18 ADVISORY BOARD MEMBERS

8 CLINICAL ADVISORY BOARD MEMBERS

LEADER HIGHLIGHT

Joy Burkhard, 2020 Mom Founder and Executive Director was:

AWARDED

Joy was honored with the 2019 American Public Health Association (APHA)



Maternal and Child Health Outstanding Leadership & Advocacy Award for her tireless advocacy efforts leading maternal mental health awareness and systems change.

HIRED

Joy became a full-time employee of 2020 Mom in August 2020.



INVOLVED

Joy participates in the following committees:

American College of Obstetrics and Gynecology MMH Expert Workgroup

California Maternal Quality Care Collaborative Mommas Voices

Consultant on 2 Patient Centered Outcomes Research Institute Grants

PROVIDER EDUCATION

Individual Web-based Certificate Program

Maternal Mental Health Certificate Training for Mental Health and Clinical Professionals.

Series includes eight live sessions, small group discussions, supplemental reading materials, 16 CE credits, and a certificate of completion.



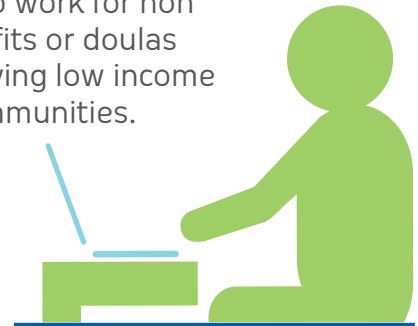
4,823
PROVIDERS GRADUATED
from certificate-based training
since 2014



In partnership with
**Postpartum Support
International**

20 **SCHOLARSHIPS
AWARDED IN 2020**

by 2020 Mom to those
who work for non
profits or doulas
serving low income
communities.



This training has given me more confidence in sharing research based information with families and directing them to current resources for further support. This particular training is so valuable to postpartum doulas, as we are in the home at the most delicate transition of a family. Thank you 2020 Mom!

Eileen C. – 2020 Mom Scholarship Recipient, Tucson, AZ

Complimentary Maternal Mental Health 101 Webinar

Quarterly trainings cover the various **Maternal Mental Health Disorders**, the differences between them, risk factors, and treatment options. Designed for **providers**, **administrators**, and **public health employees**, though all are welcome.



FUNDRAISING & AWARENESS CAMPAIGN

TheBlueDot Virtual Run/Walk

A national run/walk for maternal mental health



TheBlueDot
p.r.o.j.e.c.t
TheBlueDotProject.org

272 PEOPLE WALKED
29 REGISTERED TEAMS
\$11,893 RAISED
264 DONORS

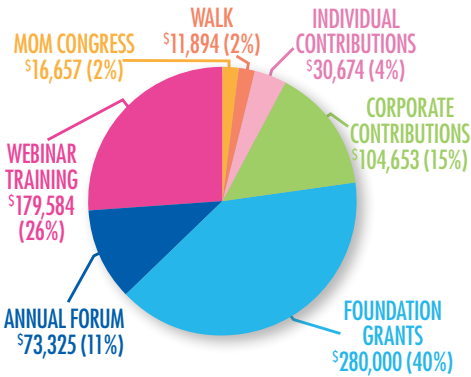
May 30th

#WalkTheBlueDot

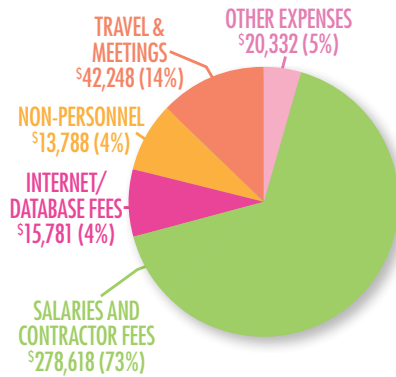
FINANCIALS

FISCAL YEAR OCT 2019-SEPT 2020

\$701,874
INCOME



\$408,584
EXPENDITURES



672 INDIVIDUAL DONATIONS

\$25,637 RAISED

GENEROUS SUPPORTERS

2020 Project Funders



HOPE LAB



MAVEN



ZOMAFoundation

24 Monthly InnerCircle Investors
14% INCREASE

InnerCircle investors help keep the lights on and bills paid by contributing monthly. We are so very grateful to those below, who believe so much in what we do:

BabyliveAdvice, LLC
Lisa Bacus
Diana Barnes
Maria Carola
Endenné Dupree
Maureen Fura
Lisa Griffiths
Amanda Hardy

Katherine Hollar Barnard
Blakeley Lowry
Jessica Ludy
Carole Mendoza
Katrina & Becker Mitchell
Allison Murphy
Britt Newton
Nicole Obenshine

Stacey Porter
Brooke Reilly
Marisela Rosales
Jennifer Soriano
Robin Starkey Harpster
Melanie Thomas
Shelley Wise
Terry Wohlberg



\$5,506
RAISED THIS YEAR

I am an Inner Circle Member because 2020 Mom is a great partner for any organization or clinician that supports Maternal Mental Health. 2020 Mom is the dynamic and trusted organization creating change to improve Maternal Mental Health.

Allison Murphy, MFT
Counseling, Training and Consultation
Mothers Care, Executive Director

A BRIGHTER FUTURE

2020
mom™



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Executive Director

Joy Burkhard, MBA

We couldn't be more committed to closing gaps in maternal mental health as we head into our next 10 years.

Together we will continue implementing change by:

- ♦ identifying gaps and barriers
- ♦ designing, piloting and incubating gap-closing solutions,
- ♦ convening and empowering stakeholders and change agents,
- ♦ documenting barriers and pathways to progress, and
- ♦ driving policy change.



Joy Burkhard, MBA
Executive Director



Carole Mendoza
Chair, Board of Directors



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