



MATERNAL MENTAL HEALTH NOW
supporting the well-being of growing families

A Project of Community Partners

Strategic Goals & Strategies

2024 - 2027



OVERARCHING GOAL

In the next 3 years, we aim to disrupt the perinatal mental health system in Los Angeles County and beyond by:

- **REDEFINING PERINATAL MENTAL HEALTH CARE**
 - **CENTERING COMMUNITY VOICE**
 - **INFORMING NATIONAL DISCOURSE**
- **AND MAKING LA COUNTY THE BEST PLACE TO GIVE BIRTH**

GOAL #1



Increase the capacity of systems to identify and respond to the perinatal mental health and whole person care needs of LA County's birthing people (and their family members) through training, coaching, quality improvement, and care opportunities that center community voice.

BACKGROUND

For the past 16 years, Maternal Mental Health NOW has demonstrated the breadth and depth of its training program through the numbers of individual providers trained, the diversity of professions trained and the evolution of our training curriculum to address disparities in perinatal mental health, trauma-informed care, cultural humility practices, and other cutting edge topics. What has become abundantly clear is that MMHN trainings stand apart from trainings offered by peer organizations because they reflect the lived experience of community voices and uplift whole person care options in addition to conventional forms of treatment. They also serve as an opportunity to care for the care provider.

STRATEGIES

- Expand MMHN's training curriculum to include the impact of perinatal mental health challenges on diverse lived experiences and professions/disciplines, as well as effective care options.
- Strengthen the delivery methods of training curriculum, including in-person, virtual, self-paced, coaching, and quality improvement, to be responsive of ongoing relationships and prioritize continued skill building.
- Advocate for holistic approaches to prevention and care for perinatal mental health challenges that center the voices and experiences of underrepresented communities within LA County systems and institutions.
- Increase membership in the Black Birth Workers Community and curate regular opportunities for learning, celebration, care, and support.
- Prioritize and integrate care strategies for the caregiver in training opportunities.

GOAL #2



Increase access to culturally responsive and community-vetted resources addressing perinatal mental health and whole person needs through peer support and systems navigation services.

BACKGROUND

In its 2015 and 2017 policy briefs, MMHN recommended that LA County “Continue to develop and expand culturally informed support groups, including peer-based models for pregnant mothers and new parents-to-be”. In 2022, MMHN launched mmhn.streetwyze.com, the nation’s first real-time, crowd-sourced resource directory that empowers community members affected by perinatal mental health conditions to define, document, and share resources that they find most valuable (as well as gaps in care). These factors, as well as the passage of SB803 which allows peer support services to be reimbursable by Medi-Cal, influenced MMHN’s decision to build and launch SANA SANA, a perinatal peer support program for LA County’s birthing people.

STRATEGIES

- Increase number users of and number resources in mmhn.streetwyze.com.
- Increase utilization of SANA SANA perinatal peer support program through marketing efforts.
- Research feasibility of billing Medi-Cal for peer support services.
- Ensure representation on LA County-level coalitions, workgroups, etc. to advocate for the inclusion of programs and initiatives that address perinatal mental health conditions.
- Develop internal understanding and competency in policies and legislation at city, county, and state level that would benefit perinatal mental health outcomes.

GOAL #3



Support the healing journeys of individuals who have lived experience with perinatal depression, anxiety, trauma, loss, and other hardship and reduce stigma through storytelling.

BACKGROUND

Stigma remains one of the biggest barriers for a birthing person experiencing perinatal mood and anxiety disorders in receiving care. MMHN has centered storytelling as a key part of its stigma reduction strategy since its founding. We have developed a Speakers Bureau consisting of individuals with first-hand experience with perinatal mental health challenges who are willing to share their stories in trainings, at events, and for advocacy purposes. We have developed Postpartum Tales, a storytelling workshop curriculum designed to help participants identify and share their stories. Feedback that we have received from storytellers is that the process of curating and telling their stories has served as an important part of their healing journey. MMHN continues to utilize storytelling as a way to create connection, support the healing process, inspire hope, reduce stigma, highlight holistic care options and build community.

STRATEGIES

- Utilize community-driven mmhn.streetwyze.com to capture and share the diverse voices and stories of individuals and communities across Los Angeles County.
- Create online training program for prospective storytellers that encourages reflection on cultural influences and traditions, assets, and highlights joyous birthing experiences.
- Create pathways between program areas for identification, recruitment, engagement, and retention of storytellers.
- Offer storytelling as medicine as an effective form of care for perinatal mental health challenges.

GOAL #4



Leverage independent 501c3 status to diversify funding necessary for sustainability and success.

BACKGROUND

In 2018, MMHN engaged with an organizational development consultant who (amongst other deliverables) made a recommendation around whether or not and when MMHN should exit from Community Partners' fiscal sponsorship and establish itself as an independent 501c3 organization. Now that MMHN has met the milestones shared in the recommendations, we are in the process of filing paperwork. We are hopeful that this development will provide us with more autonomy, flexibility, and creativity, especially around fundraising initiatives.

STRATEGIES

- Establish Maternal Mental Health NOW as an independent 501c3 organization.
- Invest in marketing strategies that refine and tell the organizational story, delivering the right message at the right time to the right people.
- Build a culture of fundraising at staff and Board levels ensuring that leadership have the tools and ability to engage with new sectors, build connections and tell our story.
- Increase percentage revenues raised from individuals, government sources and earned revenue.

GOAL #5



Develop internal policies, systems, personnel, and other infrastructure necessary to achieve organizational goals and reflect our commitment to Diversity, Equity and Inclusion (DEI).

BACKGROUND

MMHN has a reputation for achieving impressive accomplishments with a small and mighty team. As we transition to an independent nonprofit organization, we want to ensure that we have appropriate resources in place that allow team members to continue achieving impressive outcomes while also caring for themselves and their families, having fun and preventing burnout. We also want to ensure that the resources in place are reflective of the community we are serving and allow our staff to fully realize and/or actualize their potential.

STRATEGIES

- Update organizational chart with staff members and/or contractors to administer back office support currently provided by Community Partners.
- Create and implement a calendar of DEI training opportunities for staff and Governing Council members.
- Create and implement a calendar of opportunities for connection, rest and fun for staff and leadership.
- Invest in leadership and professional development opportunities for MMHN staff.