

Partner Toolkit

2021

In This Toolkit

Overview.....3

Key Messaging and Intended Audience.....4

Sample Organization Newsletter Content.....5

Sample Social Media Posts.....6

Overview

Our Vision

In Colorado, pregnant and postpartum people are connected to relevant resources they need to be supported and cared for throughout their parenthood journey.

To Our Partners

Thank you for being a partner in our work to support the mental health and wellbeing of pregnant and postpartum people in Colorado. We look forward to working with you to increase access to critical resources. The materials in this packet are designed to help you promote Parents Thrive Colorado, and encourage use of the site.

Building the Site

The Perinatal Mental Health Action Network (PAN), Co-Chaired by Kelly Stainback-Tracy at Denver Public Health (DPH) and Emma Goforth at Tri-County Health Department (TCHD), elevated the need for a family-facing navigation tool to support perinatal mental health that complimented the Perinatal Continuum of Care, which was designed for providers. In the summer of 2020, PAN convened a small working group to advise the development of the tool and secured resources to hire a contractor to build a website to address this need.

The resulting website is Parents Thrive Colorado. The purpose of this website is to support the mental health and wellbeing of pregnant and postpartum people by connecting them to relevant resources. It is designed to provide supportive information, relatable peer stories, and well-organized resources that address mental and emotional health needs across the perinatal journey.

We are Here

The website will be maintained by the Colorado Perinatal Care Quality Collaborative (CPCQC), which is the backbone organization for the Maternal Mental Health Framework & Collaborative. A Content Advisory Board made up of professionals and community members will advise on enhancements and generate new content to be featured on the site.

If you have any questions or need additional support, please contact us at coloradomaternalmentalhealth@gmail.com.

Key Messaging & Intended Audience

Key Messaging and Relevant Statistics

1 in 7 people suffer from pregnancy-related depression and anxiety making it the most common complication of pregnancy.

According to the CDC, the rate of pregnant people with a depression diagnosis at delivery increased by 7 times from 2000 to 2015.

Depression doesn't feel the same for everyone. Some people may experience a few symptoms and others may experience many. How often symptoms occur, how long they last, and how intense they are may feel different for each person.

Parents Thrive is an accessible, culturally inclusive, user-friendly website that provides supportive information, relatable peer stories, and well-organized resources that address mental and emotional health needs across diverse perinatal journeys.

Primary Audience: Pregnant & Postpartum People and Parents

Our primary audience is a person or family who is pregnant, has recently given birth, or who is caring for a newborn. There is a good chance they are stressed or overwhelmed, and may be struggling with pregnancy-related depression or anxiety. They likely have limited time, energy, and attention to search for resources or help.

Our job is to make their search as fast, easy, and fruitful as possible - and help make them feel supported along the way.

Secondary Audience: Supporters of Pregnant and Postpartum People

Family supporters may be seeking help or information on behalf of their loved ones, while professional supporters may refer their patients and colleagues to ParentsThrive.org as a resource.

Content for Your Organization's Newsletter

Suggested Text for Your Newsletter

Parents Thrive Colorado is making it easier to find and connect with relevant information, resources, services, and stories that offer mental health support at every step of the parenting journey. Check out this new website at www.ParentsThrive.org.

Parents Thrive is an accessible, culturally inclusive, user-friendly website that provides supportive information, relatable peer stories, and well-organized resources that address mental and emotional health needs across diverse perinatal journeys. Users can personalize their search and find relevant resources by selecting tags that represent their stage of parenting, culture and identity, and specific types of resources.

Parents Thrive Colorado is an initiative of the [Colorado Maternal Mental Health Framework & Collaborative](#).

[Click here for images to include in your newsletter to promote Parents Thrive.](#)

Social Media Posts

Key Hashtags

#ParentsThriveCO

#ParentsThriveColorado

Facebook

Please tag @cpcqc in your Facebook posts about Parents Thrive Colorado.

Wherever you are on your parenting journey, your mental health matters. #ParentsThriveColorado provides easy and tailored access to supportive information, relatable stories, and relevant resources. www.parentsthive.org

Mental and physical health are vital to overall well-being. Supporting families' mental health includes wellness promotion, early identification and prevention of mental health issues. #ParentsThriveColorado is an accessible, user-friendly website that provides supportive information, relatable stories, and well-organized resources. www.parentsthive.org

Postpartum depression and anxiety will not last forever. #ParentsThriveColorado www.parentsthive.org

Many pregnant and postpartum people experience feelings of isolation. Parents Thrive Colorado is a way to foster connectedness and provides a pathway to help. Parents Thrive Colorado connects pregnant and postpartum people and their families with resources, information, and professionals who can help address their immediate needs and concerns. www.parentsthive.org

[Click here for more images to post on social media.](#)



Social Media Posts

Twitter

Please tag @cpcqc in your Twitter posts about Parents Thrive Colorado.

Wherever you are on your parenting journey, your mental health matters. #ParentsThriveColorado provides easy and tailored access to supportive information, relatable stories, and relevant resources. www.parentsthive.org

#ParentsThriveColorado is an accessible, user-friendly website that provides supportive information, relatable stories, and well-organized resources. www.parentsthive.org

Depression and anxiety will not last forever #ParentsThriveColorado www.parentsthive.org

Many pregnant and postpartum people experience feelings of isolation. Parents Thrive Colorado connects pregnant and postpartum people and their families with resources, information, and professionals who can help address their immediate needs and concerns. www.parentsthive.org

Through shared stories and access to relevant resources #ParentsThriveColorado promotes connectedness and togetherness. www.parentsthive.org

[Click here for more images to post on social media.](#)



Social Media Posts

Instagram

Please tag @cpcqc_ in your Instagram posts about Parents Thrive Colorado.

Wherever you are on your parenting journey, your mental health matters. #ParentsThriveColorado provides easy and tailored access to supportive information, relatable stories, and relevant resources. www.parentsthive.org

#ParentsThriveColorado is an accessible, user-friendly website that provides supportive information, relatable stories, and well-organized resources. www.parentsthive.org

Postpartum depression and anxiety will not last forever. #ParentsThriveColorado www.parentsthive.org

Many pregnant and postpartum people experience feelings of isolation. Parents Thrive Colorado connects pregnant and postpartum people and their families with resources, information, and professionals who can help address their immediate needs and concerns. www.parentsthive.org

Through shared stories and access to relevant resources #ParentsThriveColorado promotes connectedness and togetherness. www.parentsthive.org

[Click here for images to post on social media.](#)

