

Postnatal Depression Awareness Week

16–22 November 2014

Just
speak
up

Up to one in 10 Australian women will experience depression during pregnancy. This increases to one in seven in the year following birth. Anxiety is thought to be even more common. We can all play a vital role in supporting expecting and new parents.

Help raise awareness and reduce the stigma. It's easy –

- Visit www.justspeakup.com.au
- Download and order FREE *beyondblue* information materials at www.beyondblue.org.au/resources
- Call the *beyondblue* support service on 1300 22 4636



justspeakup.com.au

1300 22 4636

Perinatal anxiety and depression

The facts

- The perinatal period covers pregnancy until 12 months after birth.
- Perinatal depression is not the same as the 'baby blues' — it does not go away on its own.
- Having anxiety and depression is not a normal part of having a baby.
- These conditions can take its toll on all members of the family.
- Many parents feel alone when experiencing anxiety and depression during pregnancy or postnatally. It's important to speak up — the sooner a person seeks support, the earlier they can recover.

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How you can become involved

- Check out *beyondblue's* Just Speak Up campaign website www.justspeakup.com.au and:
 - ✓ Add your voice to help make a difference or support someone going through a difficult time.
 - ✓ Watch or screen *beyondblue* Ambassador's stories on the Just Speak Up website.
 - ✓ Read, watch or listen to the personal stories of parents and their families who have experienced perinatal anxiety and depression.
 - ✓ Change your Facebook profile picture to the Just Speak Up profile badge.
 - ✓ Display the Just Speak Up badge on your website, blog or forum.
- Hold an event for parents: morning tea, brunch, picnic in the park, pram stroll, yoga class.
- Organise an event, such as a morning tea, for your workplace.
- Order free *beyondblue* resources (including information booklets and flyers for parents and their families as well as posters and postcards) to hand out. Order online at www.beyondblue.org.au/resources or call **1300 22 4636**.
- Display Just Speak Up posters on your community or work noticeboards.
- Include information about perinatal anxiety and depression in your workplace newsletter.
- Include a link to the *beyondblue* and Just Speak Up websites on your workplace intranet and/or website.



justspeakup.com.au

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