

@PushPastPPD HEALTH PROMOTION PROGRAM DESIGNED TO SUPPORT SYSTEM NAVIGATION FOR POSTPARTUM DEPRESSION CARE IN OTTAWA, ON.

THE FACTS: WHY PPD?

Postpartum depression is a form of depression following childbirth, which may include perinatal depression, postpartum depression (PPD), and postpartum psychosis (Ruybal et al., 2019).

In Canada, 23% of mothers who recently gave birth reported feelings of postpartum depression or an anxiety disorder (Statistics Canada, 2019).

There is a lack of data regarding the incidence and prevalence of postpartum depression in Ottawa, Ontario. This indicates a systematic gap that we are hoping to raise awareness about.

THE CURRENT SITUATION (-)

The situational assessment highlighted the following factors as a barrier for those living with postpartum depression;

- Preexisting Mental Health Conditions
- Low-income
- System Navigation for Mental Health Resources
- Stigmatization of Postpartum Depression
- Cultural Barriers

THE CURRENT SITUATION (+)

Within the situational assessment, the following positive impacts were identified;

- Positive Social Media Posts
- Pre-existing Programs
- Support from the Community

PROGRAM INTERVENTIONS

1 A social media account titled, @PushPastPPD will serve as a platform for navigation of local resources. System navigation for mental health services is a barrier for many individuals.

2 Interactive infographics will be distributed on @PushPastPPD on social media platforms to promote resources available within the City of Ottawa highlighting pre-existing programs within the community.

3 A hashtag program will be initiated using #PushPastPPD to increase awareness of postpartum depression as a prevalent mental health issue in society through conversation promotion and further destigmatization.

OUTCOME OBJECTIVES

- Increase education & awareness of resources related to PPD by 25% for individuals who have been pregnant within the last 12 months by June 1, 2024
- Reduce stigma associated with PPD by increasing awareness in the general population by 10% by June 1st, 2026.
- Increase use of resources by 25% through self enrolling and secondary audience encouragement by June 1, 2024

PROCESS OBJECTIVES

- Establish @PushPastPPD on at least 3 different social media platforms before June 1, 2023 and gain combined 20,000 followers in the first year of publication.
- Have at least one functional interactive infographic on each platform in French and English generating traffic by July 1, 2023
- 20,000 unique posts using the #PushPastPPD by April 1, 2024.

MEDIA SAMPLES



PROGRAM FEASIBILITY

Economic

This program will be developed on social media, indicating it can be sustained over time and is financially viable for production within the City of Ottawa.

Technical & Operational

To successfully develop and launch this program, knowledge of graphic design and social media marketing will be required. Knowledgeable staff, online access and community involvement will be required for the successful implementation of this program.

Ethical & Cultural

Target population assessments, including a media scan, indicate that the topic of PPD is present on some social media channels; by providing @PushPastPPD as a positive navigation hub, it is hoped that this conversation will increase while stigma decreases.

KEY PARTNERS

Core

- HSS4101A at the University of Ottawa

Involved

- City of Ottawa
- CityStudio Ottawa
- The Ottawa Hospital
- TOH Perinatal Mental Health Program
- Mothercraft Ottawa

Supportive

- University of Ottawa

Faculty of Health Sciences
University of Ottawa

HSS4101A: Development and Evaluation of Health Programs
Professor Lara Pilutti

CityStudio Ottawa's Mission is to inspire, connect and mobilize students, faculty, the city and community members to collaborate on action to build a more inclusive, sustainable and healthier city.

CITÉSTUDIO / CITYSTUDIO
OTTAWA

