



Postpartum Depression & Maternal Mental Health

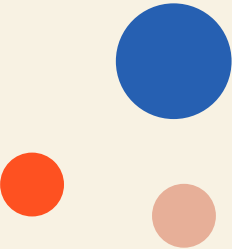
There's *life* beyond the blues.

Perinatal & Postpartum Depression Communications Activation Guide

May 2026

Table of Contents

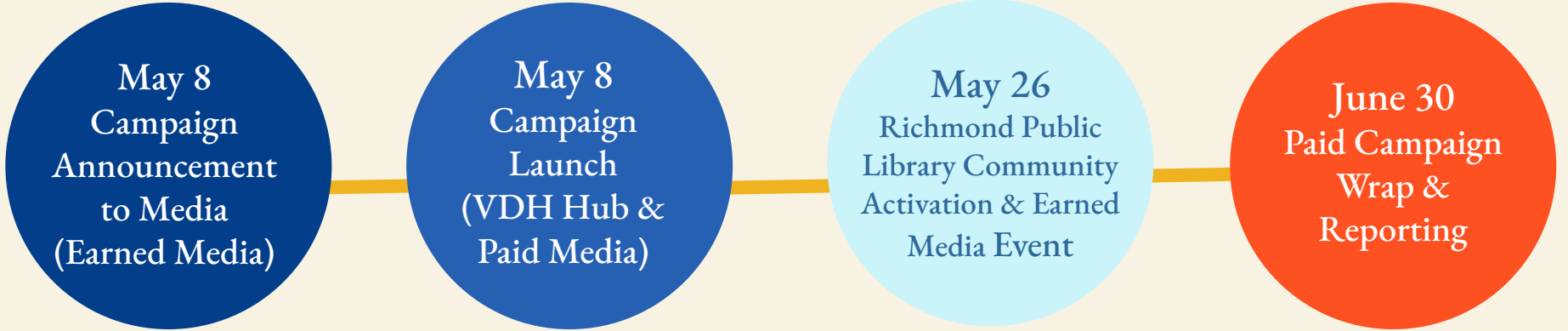
Introduction.....	03
Campaign Tool.....	11
Earned Media Tools	27
Blue Wall Activation in a Box.....	29



Introduction



Campaign Milestones



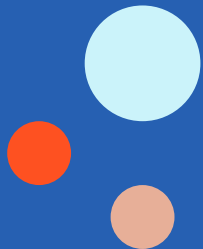
May 8
Campaign
Announcement
to Media
(Earned Media)

May 8
Campaign
Launch
(VDH Hub &
Paid Media)

May 26
Richmond Public
Library Community
Activation & Earned
Media Event

June 30
Paid Campaign
Wrap &
Reporting

How to Use This Guide



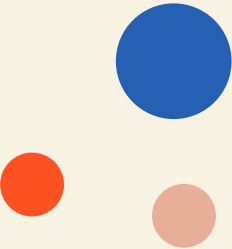
This communications activation guide supports the VDH Office of Family Health Services (OFHS) and the Department of Behavioral Health initiatives to bring awareness of maternal mental health and provide resources to those who may be suffering with perinatal or postpartum depression, as well as those who care for and support them.

Included in this guide are communication materials to use in your own initiatives as part of our shared vision of spreading the awareness of maternal mental health and letting Virginians know how to get the help they need. This playbook features creative assets in English and Spanish that are included in a digital toolkit that is available at:

This playbook features the creative assets in English and Spanish that are included in a digital toolkit that is available at:

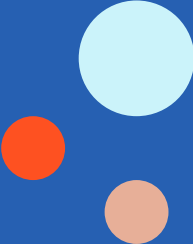
vdh.virginia.gov/beyond-the-blues

Thank you for your support.



Creative Campaign Executive Summary





Legislative Mandate HB2446

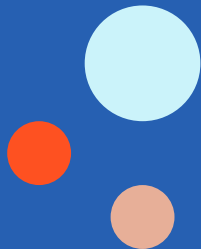
In 2025, the Virginia General Assembly took decisive, compassionate action to address a silent and often invisible crisis: **perinatal and postpartum depression.**

Through the passage of the Postpartum Depression Education Act (HB2446), the Commonwealth charged the Virginia Department of Health and the Department of Behavioral Health and Developmental Services with developing:

- **a public awareness campaign that reduces stigma, increase recognition of symptoms, and connect families to timely, life-saving resources and support**
- **An online resource hub**

Beyond the Blues **Awareness Campaign**

Launch Date: May 8



The Virginia Department of Health and the Department of Behavioral Health and Developmental Services led the creation of the *Beyond the Blues* public awareness campaign. The campaign was developed from a mixed-method research approach that aligned community lived experience, clinical realities, statewide data, and community resources into a campaign-ready roadmap to increase awareness, reduce stigma, and improve access to care.

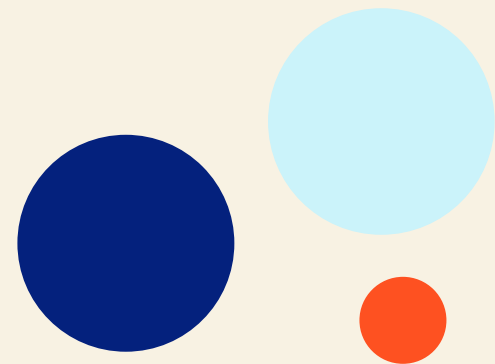
Our learnings made way for a comprehensive and integrated awareness campaign using paid media, earned media, community activation events, and a creative toolkit to provide messaging and asset support to local health districts and support groups across the state.

This approach will maximize impact and support our goals of raising awareness of maternal mental health, reducing stigma, and promoting early treatment and access to support. By shifting how maternal mental health is understood and discussed, the campaign will enable earlier recognition and earlier support, leading to better outcomes for parents and families across Virginia. It will advance health equity, save lives, and fulfill the intent of HB2446 with compassion and impact.

Intentionality: Beyond the Blue Dot

For years, the blue dot has existed as a symbol for postpartum depression, aspiring to the ubiquity of breast cancer's pink ribbon but often lacking a pulse. When we set out to build this campaign for the Virginia Department of Health, we wanted to use the blue dot, but give it a soul. We began by listening, bringing survivors, clinicians, and community leaders in for individual interviews and ultimately a full-day workshop of radical honesty. They gave us three words—**Validation, Help, Hope**—that became the filter for every piece we created and decision we made. It meant bypassing advertising "polish" and committing to a process that was, at times, uncomfortably real.

That commitment to integrity turned our production into an ecosystem of lived experience. We didn't seek out actors, and we rejected the shortcuts of AI. We instead cast real families and worked with a mother-led creative and production team who all understood the weight of the stories we were telling. Even the music—a minimal track by Dear Nora that is simultaneously haunting and hopeful—was chosen because it felt like a chorus of women's voices reaching across generations. More than a campaign, we wanted to give voice and beauty to the raw, spiritual, and vulnerable reality of motherhood, proving that a symbol can become a lifeline when it feels honest and human.



Campaign Platform

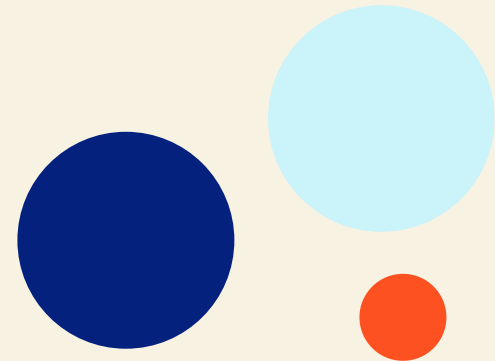
Maternal mental health struggles exist beyond the baby blues. And with the right help, people who are suffering can move beyond these deeper blues, too.

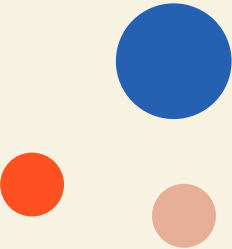
Beyond The Blues reframes maternal mental health struggles as something that exists on a spectrum — before pregnancy, during it, after it. These experiences can be hard to name and easy to dismiss.

In our creative approach, warmer colors convey hope, support, and empowerment, reinforcing the positive and encouraging tone of the campaign.

We want every person who sees this campaign to know: you don't have to understand it or fix it yourself. You just have to tell someone. There are people who have heard it all before and know exactly what to do. They can help you find a path that works for you. Color can come back.

There's a lot of life *Beyond The Blues*.

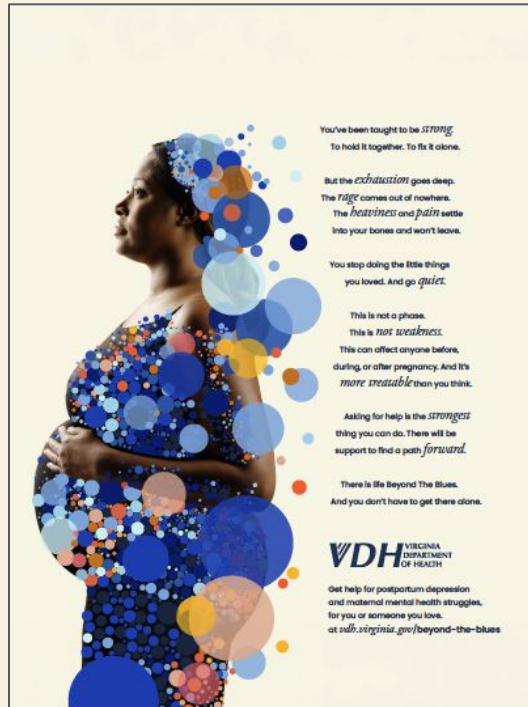




Campaign Toolkit



Posters



English & Spanish

Specs: 8.5x11

Flyers



“Symptom Checker” English

Specs: 8.5x11, available in color and black and white

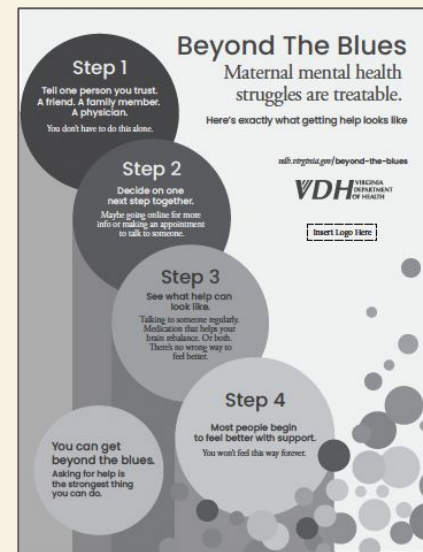
Flyers



“Symptom Checker”: Spanish

Specs: 8.5x11, available in color and black and white

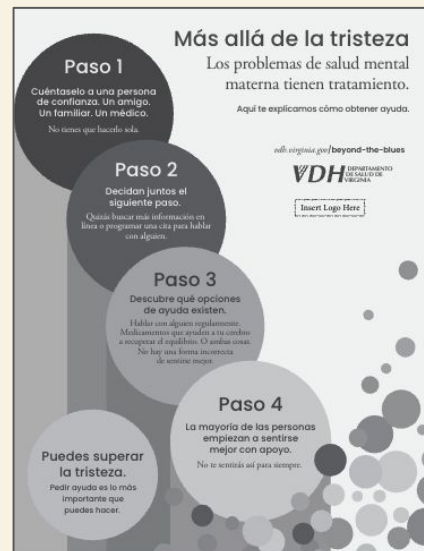
Flyers



“Checklist”: English

Specs: 8.5x11, available in color and black and white

Flyers



“Checklist”: Spanish

Specs: 8.5x11, available in color and black and white

Flyers

Text someone you're worried about.

From fertility to pregnancy to loss, if a person in your life is struggling — don't wait for the perfect words. Don't feel awkward. Just send a text. Maternal mental health struggles can improve, and you can help them get beyond the blues. Here's a few texts scripts you can send to check in.

Hi! Haven't heard from you in awhile. ❤️ Can I bring some coffee or lunch over today?

I've been thinking about you a lot lately. You don't have to reply. You don't have to be ok. Just know I'm here. ❤️

Can I come over and sit with the baby for a couple hours so you can sleep? No need to talk. ❤️ Just rest.

No one tells you how hard this can be. I know, I've been there. Here if you ever want to chat. ❤️

Find out how to help them get Beyond The Blues.
vdl.virginia.gov/beyond-the-blues



Text someone you're worried about.

From fertility to pregnancy to loss, if a person in your life is struggling — don't wait for the perfect words. Don't feel awkward. Just send a text. Maternal mental health struggles can improve, and you can help them get beyond the blues. Here's a few texts scripts you can send to check in.

Hi! Haven't heard from you in awhile. ❤️ Can I bring some coffee or lunch over today?

I've been thinking about you a lot lately. You don't have to reply. You don't have to be ok. Just know I'm here. ❤️

Can I come over and sit with the baby for a couple hours so you can sleep? No need to talk. ❤️ Just rest.

No one tells you how hard this can be. I know, I've been there. Here if you ever want to chat. ❤️

Find out how to help them get Beyond The Blues.
vdl.virginia.gov/beyond-the-blues



“What to Say”: English

Specs: 8.5x11, available in color and black and white

Flyers

Si estás preocupado por alguien, envíale un mensaje.

Desde la fertilidad hasta el embarazo y la pérdida, si alguien en tu vida está pasando por dificultades, no esperes a encontrar las palabras perfectas. No te sientas incómodo. Simplemente envía un mensaje. Las dificultades de la salud mental materna pueden mejorar, y tú puedes ayudar a que reciban ayuda.

¡Hola! Hace tiempo que no sé de ti. ¿Te puedo llevar café o algo de comer hoy?

Últimamente, he estado pensando mucho en ti. No tienes que contestar. No tienes que estar bien. Solo quiero que sepas que estoy aquí.

¿Puedo ir a tu casa y cuidar al bebé un par de horas para que puedas dormir? No hace falta que hablemos. Solo descansa.

Nadie te dice lo difícil que puede ser esto. Lo sé, lo he vivido. Estoy aquí si alguna vez quieres hablar.

Descubre cómo ayudarles a superar la tristeza posparto.
soli.org/usa/go/beyond-the-blues

VDH DEPARTAMENTO DE SALUD DE VIRGINIA

Insert Logo Here

Si estás preocupado por alguien, envíale un mensaje.

Desde la fertilidad hasta el embarazo y la pérdida, si alguien en tu vida está pasando por dificultades, no esperes a encontrar las palabras perfectas. No te sientas incómodo. Simplemente envía un mensaje. Las dificultades de la salud mental materna pueden mejorar, y tú puedes ayudar a que reciban ayuda.

¡Hola! Hace tiempo que no sé de ti. ¿Te puedo llevar café o algo de comer hoy?

Últimamente, he estado pensando mucho en ti. No tienes que contestar. No tienes que estar bien. Solo quiero que sepas que estoy aquí.

¿Puedo ir a tu casa y cuidar al bebé un par de horas para que puedas dormir? No hace falta que hablemos. Solo descansa.

Nadie te dice lo difícil que puede ser esto. Lo sé, lo he vivido. Estoy aquí si alguna vez quieres hablar.

Descubre cómo ayudarles a superar la tristeza posparto.
soli.org/usa/go/beyond-the-blues

VDH DEPARTAMENTO DE SALUD DE VIRGINIA

Insert Logo Here

“What to Say”: Spanish

Specs: 8.5x11, available in color and black and white

Social Share Best Practices Guide



Downloadable Guide

Social Sharables Carousel



“Symptom Checker”:
English
Specs: 1200 x 628

Caption: If someone you know is suffering, they
can't push through alone. Learn how to offer
support or help them find help.
vdh.virginia.gov/BeyondTheBlues

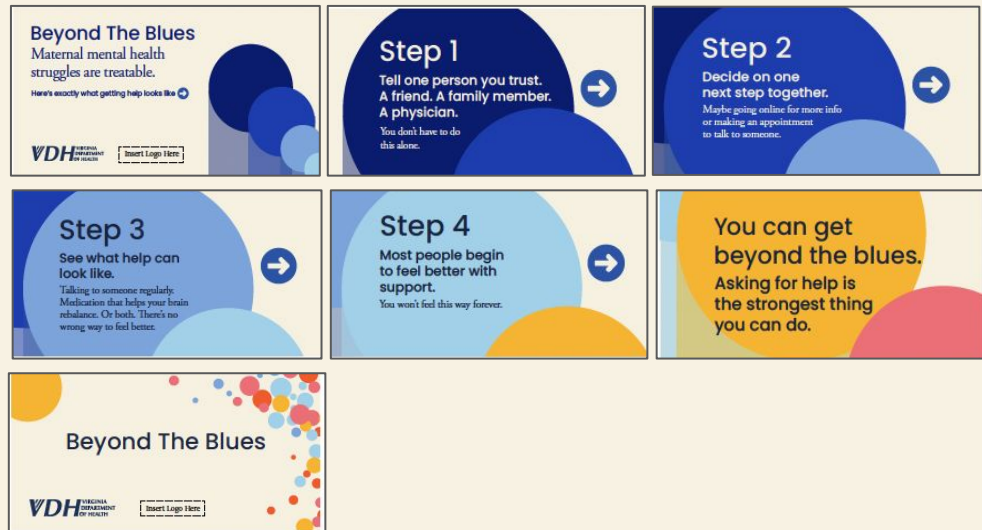
Social Sharables Carousel



“Symptom Checker”:
Spanish
Specs: 1200 x 628

Caption: Si alguien que conoces está pasando por un mal momento y no puede superarlo sola, aprende cómo apoyarla o ayúdala a buscar apoyo.
vdh.virginia.gov/BeyondTheBlues

Social Sharables Carousel



“Checklist”

English

Specs: 1200 x 628

Caption: For anyone navigating maternal mental health — or supporting someone who is. Swipe through to see what getting help actually looks like. It's more possible than you think. Beyond the Blues.
vdh.virginia.gov/beyond-the-blues

Social Sharables Carousel

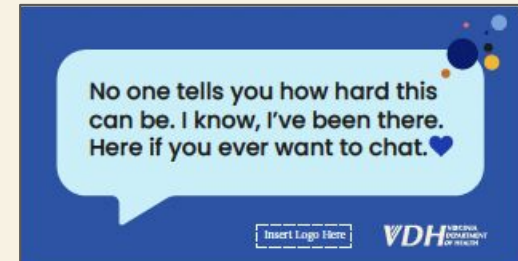


“Checklist”
Spanish

Specs: 1200 x 628

Caption: Para cualquiera que esté pasando por problemas de salud mental materna, o que esté apoyando a alguien que los esté pasando, desliza la pantalla para ver cómo pedir ayuda. ¡Es más fácil de lo que crees!
vdh.virginia.gov/BeyondTheBlues

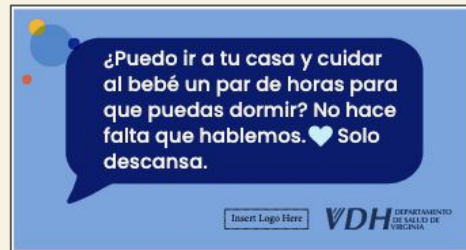
Social Sharables Carousel



“What to Say”
English
Specs: 1200 x 628

Caption: From fertility to pregnancy to loss, if a person in your life is struggling — don't wait for the perfect words. Don't feel awkward. Just send a text. Maternal mental health struggles CAN improve, and you can help them get help.
<https://www.vdh.virginia.gov/beyond-the-blues>

Social Sharables Carousel



“What to Say”

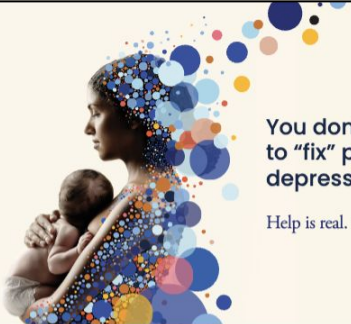
Spanish

Specs: 1200 x 628

Caption: Ya se trate de problemas de fertilidad, embarazo o pérdida, si alguien cercano está pasando por un mal momento, no esperes a encontrar las palabras perfectas. Simplemente envíale un mensaje. Los problemas de salud mental relacionados con la maternidad pueden mejorar, y tú puedes ayudar.

<https://www.vdh.virginia.gov/beyond-the-blues>

Email Blast



You don't have to "fix" postpartum depression alone.

Help is real. Hope is real.

Before pregnancy, during it, or long after — maternal mental health struggles don't always look like sadness. Sometimes they look like exhaustion that sleep won't fix. Rage that comes out of nowhere. Pain you can't explain. Going quiet. Stopping the small things that used to bring you joy.

These struggles are more common than most people know.
And more treatable than most people believe.

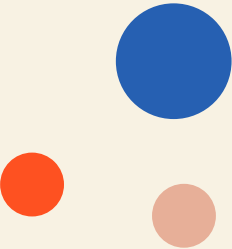
You are not weak. You are not alone. There are resources and people who are ready to help.

Find help and resources at vdh.virginia.gov/beyond-the-blues

[Learn more](#)

VDH VIRGINIA
DEPARTMENT
OF HEALTH

Subject Line: Is it more than just the baby blues?
Specs: 700 width max

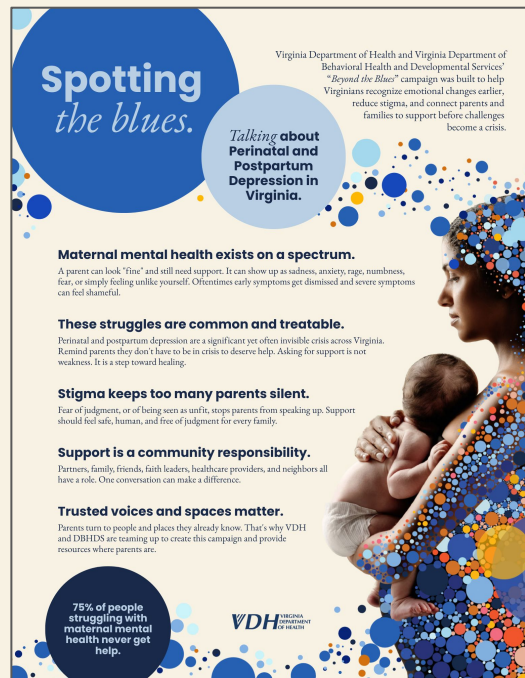


Earned Media Tools



Key Messages Guide

Best used for: press releases, talking points, speech writing, email communications

A poster titled "Spotting the blues." featuring a silhouette of a woman holding a baby, filled with colorful dots. The text is arranged in a clean, modern layout with various font weights and sizes. A large blue circle at the top left contains the title. A smaller blue circle to the right contains the subtitle. The main text is in a sans-serif font, with key messages highlighted in bold. A small circular graphic at the bottom left contains a statistic. The Virginia Department of Health logo is at the bottom right.

Spotting the blues.

Talking about Perinatal and Postpartum Depression in Virginia.

Virginia Department of Health and Virginia Department of Behavioral Health and Developmental Services
"Beyond the Blues" campaign was built to help Virginians recognize emotional changes earlier, reduce stigma, and connect parents and families to support before challenges become a crisis.

Maternal mental health exists on a spectrum.
A parent can look "fine" and still need support. It can show up as sadness, anxiety, rage, numbness, fear, or simply feeling unlike yourself. Oftentimes early symptoms get dismissed and severe symptoms can feel shameful.

These struggles are common and treatable.
Perinatal and postpartum depression are a significant yet often invisible crisis across Virginia. Remind parents they don't have to be in crisis to deserve help. Asking for support is not weakness. It is a step toward healing.

Stigma keeps too many parents silent.
Fear of judgment, or of being seen as unfit, stops parents from speaking up. Support should feel safe, human, and free of judgment for every family.

Support is a community responsibility.
Partners, family, friends, faith leaders, healthcare providers, and neighbors all have a role. One conversation can make a difference.

Trusted voices and spaces matter.
Parents turn to people and places they already know. That's why VDH and DBHDS are teaming up to create this campaign and provide resources where parents are.

75% of people struggling with maternal mental health never get help.

VDH VIRGINIA DEPARTMENT OF HEALTH

A poster titled "Connect with your community." featuring a colorful polka-dot border. The text is arranged in a clean, modern layout with various font weights and sizes. A large blue circle at the top left contains the title. The main text is in a sans-serif font, with key messages highlighted in bold. Three speech bubbles are arranged in a row, each containing a key message. The Virginia Department of Health logo is at the bottom right.

Connect with your community.

For partners & community

You don't have to have the right words. Just showing up and asking matters more than you know.

The people closest to a parent are often the first line of support. You don't need to be an expert. You just need to show up. Check in even when someone says they're fine. Take early signs seriously. Offer something specific: a meal, a ride, an hour of childcare. One conversation can change everything.

For parents

You are not alone. You do not have to know what is wrong before asking for help. If something feels off, that matters.

Maternal mental health struggles can happen at any point before, during, or long after pregnancy. If something feels off, that feeling matters, even if you can't name it. You don't have to be in a crisis to need or deserve support. Caring for yourself is part of caring for your family. Help is available, and recovery is real.

For healthcare providers

You are a trusted touchpoint. How you ask is just as important as whether you ask.

Screening opens the door but how we ask, listen, and respond determines whether parents walk through it. Use plain language and normalize the conversation before asking sensitive questions. Recognize the barriers that affect disclosure: racism, trauma, and fear of consequences. Always offer a clear next step, not just a referral. Community partners, doulas, and health workers are force multipliers for trust and access.

Be mindful.

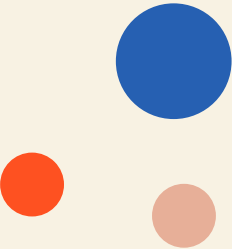
Do say: maternal mental health, postpartum depression, "common and treatable", "support is available", "you are not alone"; "you do not have to be in crisis to deserve support", "support networks have a role to play"

Skip saying: "just baby blues", hormonal, crazy, unfit, "bad mother", "severe cases only", "ask your doctor" as the only call to action, overly "medical" jargon like IMADS, anything that implies the parent is responsible for solving this alone

Share the resource of vdh.gov/beyond-the-blues

VDH VIRGINIA DEPARTMENT OF HEALTH

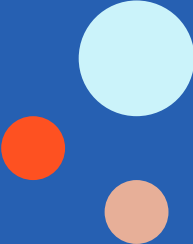
Downloadable Guide



Activation in a Box: Blue Dot Message Wall



Campaign Activation Summary



From Awareness to Action

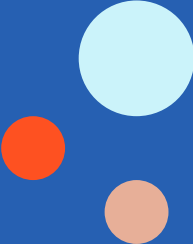
The activation and earned media efforts extend the *Beyond the Blues* campaign beyond paid media and into trusted community spaces where parents and their support networks already seek connection, information, and support.

Rooted in authentic storytelling and trusted voices, the Blue Dot Message Wall creates a visible, welcoming moment for Virginians to engage with maternal mental health through messages of encouragement, lived experiences, and practical tools for recognizing when support may be needed.

The Richmond Public Library launch will serve as the first community activation and earned media moment, generating local and regional visibility while sparking meaningful conversations across communities. From there, digital and physical activation kits will help local health departments, libraries, and community partners replicate the experience statewide.

Together, these efforts make the campaign more personal, accessible, and scalable across Virginia.

Blue Dot Message Wall



A Community Message & Support Experience

Goal

The goal is to create a visible, welcoming community moment that helps parents feel seen and gives supporters simple ways to respond.

Audience

- *Primary:* Pregnant and postpartum parents across Virginia
- *Secondary:* Partners, family members, and support networks
- *Messengers:* Healthcare providers, community organizations, and trusted local voices

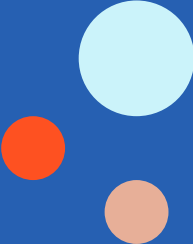
The Idea

This approach centers on the Blue Dot Message Wall as a community activation anchor, bringing together real stories from Virginia parents, visible messages of support, and simple tools that help people understand what maternal mental health can look like and how to support someone who may be struggling.

Earned Media Opportunity

This activation creates a strong visual and community-driven moment that can be shared through local and regional media, highlighting real stories and community participation.

Designed for Scalability



Beyond a Single Event

This activation begins with a flagship community event and is designed to be replicated across Virginia through local partners.

Toolkit Approach

A simple, ready-to-use “activation in a box” toolkit allows local partners to replicate the experience in their own communities. Each toolkit is designed to be easy to implement using simple, low-cost materials and can be set up by partners in under an hour.

Where It Can Live

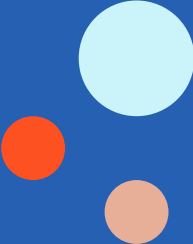
Local partners can host this activation in trusted, high-traffic community spaces, including:

- Local health departments
- Clinics and hospitals
- Libraries and community centers
- Parent groups and community organizations

Long-Term Impact

By embedding the activation in trusted community spaces, the campaign can continue to reach parents and their support networks over time—reinforcing messages and encouraging ongoing support behaviors.

CREATE YOUR OWN ACTIVATION



What It Looks Like

A one-day kickoff activation hosted in a high-traffic, accessible community location (such as a library, clinic, or community center), featuring a branded message wall, integrated story elements, and a small action station with take-home tools.

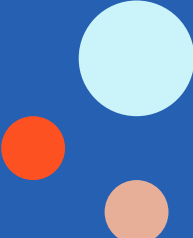
This activation is meant to be approachable and interactive, and have the feeling of a visible pop-up community experience rather than a large public event.

This activation can be scaled depending upon your space and resources. It can include a programmed event that includes speakers, or it can be placed in a high trafficked area for people to interact with over time.

Your Activation Kit Includes

- Message Wall: A large, branded 5' X 5' poster where community members can leave or take notes of encouragement and support for new parents
- 100 paper dots with adhesive glue dots (various sizes) for main poster activation
- (1) floor decal cut to shape + squeegee
- (2) Wayfinding posters for doors, windows or walls
- Giveaway stickers:
 - 3 versions of circle designs (204 total)
 - Speech bubble (200)

CREATE YOUR OWN ACTIVATION



Earned & Owned Media Opportunities

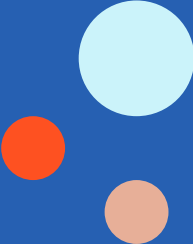
A visual, community-driven activation that can be pitched to local and regional media, highlighting real stories and community participation. If a reporter can not attend, it is worth re-pitching the story after the event, using any photos and video you captured.

Here are guides that you can download [here](#):

Local Media & Partner Outreach: Includes templates for a press release, media advisory, and newsletter/Email blurb.

Social Media Best Practices: Gives tips and pointers in how to best post the campaign social media assets.

BEST PRACTICES



At the center of this activation is a simple, guided experience designed to help people move from awareness to action and leave with both a sense of connection and a clear next step.

At the Activation

- Include trusted voices, such as subject matter experts, healthcare professional, or community leaders
- Hear or see real stories from Virginia parents that reflect a range of postpartum experiences
- Contribute a message of encouragement to someone who may be struggling
- Learn simple, practical ways to check in and support a parent
- Encourage visitors to take an immediate action step (send a text, start a conversation, or share a resource)

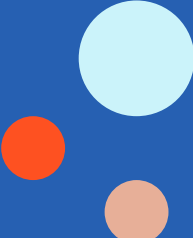
Takeaway Materials

- Toolkit Flyers (download [here](#))
- Use QR code linking directly to VDH resources and support services

Trusted Voices

- Presence of healthcare providers or community partners to guide conversations
- Opportunities for informal, one-on-one support and questions

CAMPAIGN ACTIVATION: RICHMOND PUBLIC LIBRARY



This section captures the activation that was implemented around the paid media campaign. It includes pictures of how we used the materials.

Picked the ideal community partner

- We worked with the Richmond Public Library, and positioned our program and activation poster in the children's department, where parents naturally would be.
- After the event, our activation poster stayed up in the library for a month.

Created a program of speakers

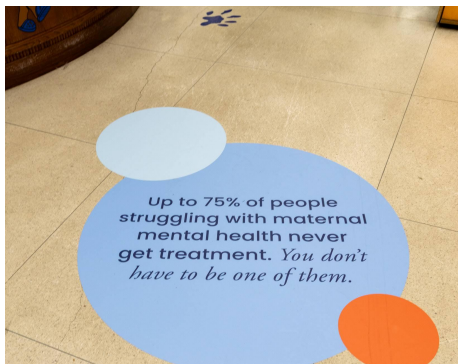
- Our program included guest speakers: Secretary Mundon King, Virginia Secretary of Health and Human Resources Marvin Figueroa, and Britt Davis (providing lived experience)

Earned Media

- Pitched to local and Virginia media.
- Followed up the day before the event to secure attendance
- Welcomed and stewarded reporters for guest speaker and SME interviews



Wayfinding Materials



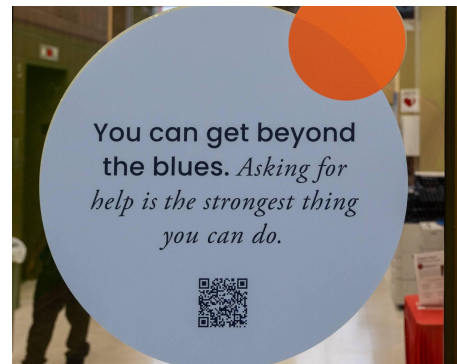
FLOOR DECAL

We welcomed people with our floor decal in the lobby of the library.



ENTRANCE POSTER

We placed the poster on the door that led to the children's department.



EXIT POSTER

This was placed on the other side of the door as people were leaving.

Activation Set-up



LOCATION

We chose the perfect spot with high visibility, especially for families.



POSTER ACTIVATION TABLE

We set up a table that held the dots, markers and provided the space for participants to write their message.



SPEAKER STAGE

If you have speakers, make sure you have a podium, sound equipment and microphone. Ensure that talking points are accurate when stating statistics and are aligned with campaign messaging.



MATERIALS TABLE

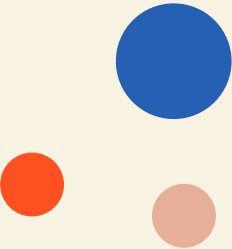
We set up a table that included flyers and giveaway materials. Many community spaces already have places where you can place flyers and materials.



Capturing the Event

Make sure you take lots of pictures and video for social posting and follow-up with the media/reporters for follow-up stories.

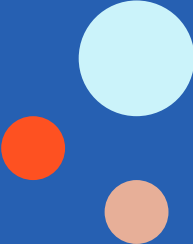


Three decorative circles in the top left corner: a large blue circle, a small orange circle, and a medium light blue circle.

Campaign Videos



How to use



For this campaign, we produced video assets for digital platforms. These assets are available for posting and distribution, and the information below outlines best practices for how each file format can be used.

Social Media Reel Assets

The social reel assets are available in two sizes:

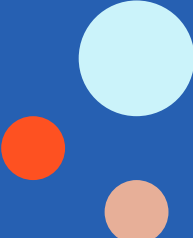
- 1:1 (Square Format): Best suited for posting within social media feeds across platforms such as Facebook, Instagram, and LinkedIn.
- 9:16 (Vertical Format): Best suited for Reels, Stories, TikTok, YouTube Shorts, and other full-screen mobile placements.

There are also two messaging versions available:

- Perinatal Version: Messaging specifically geared toward perinatal audiences.
- Everyone Version: A broader awareness message intended for general audiences.

When selecting which asset to use, please consider your target audience and the placement where the content will be shared.

How to use



Digital Video

A 30-second video is also available for use. This awareness video was used as part of the campaign's paid media efforts and is intended for general audiences.

Language Availability

All assets are available in both English and Spanish.

Caption Copy

Example caption copy is included on each slide, if needed. The copy has been pulled directly from approved campaign materials and can be used or adapted for posting.

Social Reels



Title: VDH Beyond the Blues Social
Reel (1x1 Perinatal)
English

Caption: For anyone navigating maternal mental
health — or supporting someone who is. Swipe
through to see what getting help actually looks
like. It's more possible than you think. Beyond the
Blues. vdh.virginia.gov/beyond-the-blues

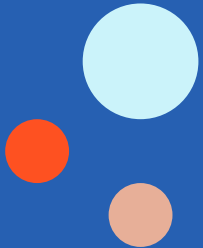
Social Reels



Title: VDH Beyond the Blues Social
Reel (1x1 Perinatal)
Spanish

Caption: Para cualquiera que esté pasando por problemas de salud mental materna, o que esté apoyando a alguien que los esté pasando, desliza la pantalla para ver cómo pedir ayuda. ¡Es más fácil de lo que crees! vdh.virginia.gov/BeyondTheBlues

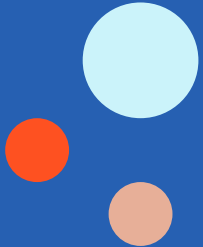
Social Reels



Title: VDH Beyond the Blues Social
Reel (9x16 Perinatal)
English

Caption: For anyone navigating maternal mental health — or supporting someone who is. Swipe through to see what getting help actually looks like. It's more possible than you think. Beyond the Blues. vdh.virginia.gov/beyond-the-blues

Social Reels



Title: VDH Beyond the Blues Social
Reel (9x16 Perinatal)
Spanish

Caption: Para cualquiera que esté pasando por problemas de salud mental materna, o que esté apoyando a alguien que los esté pasando, desliza la pantalla para ver cómo pedir ayuda. ¡Es más fácil de lo que crees! vdh.virginia.gov/BeyondTheBlues

Social Reels



Title: VDH Beyond the Blues Social
Reel (1x1 Everyone)
English

Caption: For anyone navigating maternal mental
health — or supporting someone who is. Swipe
through to see what getting help actually looks
like. It's more possible than you think. Beyond the
Blues. vdh.virginia.gov/beyond-the-blues

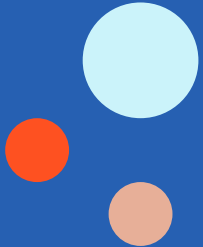
Social Reels



Title: VDH Beyond the Blues Social
Reel (1x1 Everyone)
Spanish

Caption: Para cualquiera que esté pasando por problemas de salud mental materna, o que esté apoyando a alguien que los esté pasando, desliza la pantalla para ver cómo pedir ayuda. ¡Es más fácil de lo que crees! vdh.virginia.gov/BeyondTheBlues

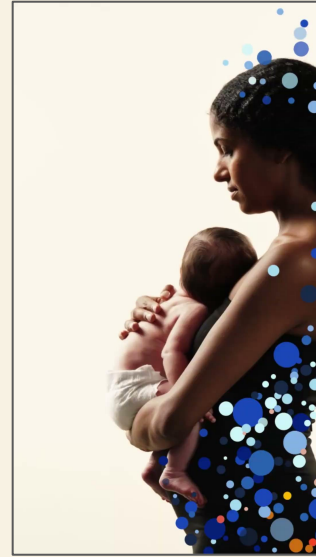
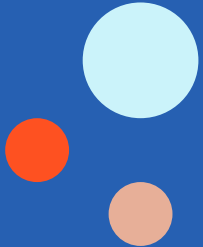
Social Reels



Title: VDH Beyond the Blues Social
Reel (9x16 Everyone)
English

Caption: For anyone navigating maternal mental health — or supporting someone who is. Swipe through to see what getting help actually looks like. It's more possible than you think. Beyond the Blues. vdh.virginia.gov/beyond-the-blues

Social Reels



Title: VDH Beyond the Blues Social
Reel (9x16 Everyone)
Spanish

Caption: Para cualquiera que esté pasando por problemas de salud mental materna, o que esté apoyando a alguien que los esté pasando, desliza la pantalla para ver cómo pedir ayuda. ¡Es más fácil de lo que crees! vdh.virginia.gov/BeyondTheBlues

Video



Title: VDH Beyond the Blues Video
English

Caption: Maternal mental health struggles are more common than you think AND more treatable than you know. You don't have to get through this alone.

vdh.virginia.gov/beyond-the-blues

Video



Title: VDH Beyond the Blues Video
Spanish

Caption: Los problemas de salud mental durante la maternidad son más comunes de lo que crees y más fáciles de tratar de lo que imaginas. No tienes por qué pasar por esto sola.

vdh.virginia.gov/beyond-the-blues



Thank you.

vdh.virginia.gov/beyond-the-blues

