

Beyond the Blues Local Media & Partner Outreach Materials

How to Use These Templates: The Blue Dot Message Wall is designed to help communities raise awareness about maternal mental health in a simple, meaningful way. Whether your organization is hosting a kickoff event, adding the wall to an existing program, or setting it up as a self-guided display, these outreach materials can help you share the activation with local media, partners, and community members. These templates are flexible and optional. Use the pieces that best fit your activation, capacity, and audience.

What's Included:

Press Release Template - Use this to formally announce your Blue Dot Message Wall activation to local media and community partners.

Best for: Organizations hosting a public activation, multi-day display, or kickoff event.

Use when you want to:

- Share the purpose of the activation
- Announce where and when the wall will be available
- Include a quote from your organization or a local leader
- Direct people to maternal mental health resources

Media Advisory Template - Use this to invite local media to attend a specific event, unveiling, or photo opportunity.

Best for: Organizations hosting a kickoff event or public unveiling.

Use when you want to:

- Invite reporters, photographers, or broadcast media to attend
- Highlight who will be there
- Share visual opportunities, such as the message wall or community participation
- Offer interview opportunities with local spokespeople or partners

Newsletter/Partner Email Blurb -Use this to promote the activation through your existing communication channels.

Best for: Newsletters, partner emails, staff updates, community lists, coalition updates, faith community communications, library calendars, or local health district outreach.

Use when you want to:

- Let your audience know the wall is available
- Encourage community members to visit and participate
- Share a short maternal mental health message
- Link people to VDH resources

Press Release Template

For immediate release — [DATE]

Media Contact: [Name], [Title], [Email], [Phone]

[Organization Name] Hosts Blue Dot Message Wall to Support Maternal Mental Health Awareness

[CITY], VA — [Organization Name] will host a Blue Dot Message Wall at [Location Name] from [Start Date] through [End Date] to raise awareness of perinatal and postpartum depression and maternal mental health.

The Blue Dot Message Wall is part of Virginia's *Beyond the Blues* campaign, a statewide public awareness endeavor designed to help Virginians better understand perinatal and postpartum depression, reduce stigma, and connect parents and families to support.

The interactive wall invites community members to leave messages of encouragement for parents or take a message if they need support themselves. The activation creates a welcoming space where individuals can reflect, participate and learn more about maternal mental health.

"[INSERT QUOTE FROM ORGANIZATION LEADER OR SPOKESPERSON]," said [Name, Title, Organization]. "

Maternal mental health struggles can happen before pregnancy, during pregnancy, after birth or long after a baby arrives. They may show up in ways people may not expect, including anxiety, numbness, rage, fear, sadness, physical aches and pains or simply "not feeling like themselves."

Support is a community responsibility. Partners, family members, friends, faith leaders, healthcare providers, neighbors and local organizations all have a role in helping parents feel seen and supported.

Community members are invited to visit the Blue Dot Message Wall at [Location Name, Address] during [Hours/Availability].

The campaign's message is simple: maternal mental health struggles are common and treatable. No parent has to be in crisis to deserve support. There is life beyond the blues.

For more information and resources, visit vdh.virginia.gov/beyond-the-blues

About [Organization Name]

[Insert 2–3 sentence boilerplate about the organization.]

About Beyond the Blues

Beyond the Blues is a statewide public awareness campaign designed to help Virginians better understand perinatal and postpartum depression and maternal mental health. The campaign helps parents, families, healthcare providers and communities recognize emotional and physical changes earlier, reduce stigma and connect to support before challenges become a crisis.

Optional Alternative Titles:

1. *[Organization Name] Brings Blue Dot Message Wall to [Community Name] to Support Maternal Mental Health Awareness*
2. *Community Invited to Share Messages of Support Through Blue Dot Message Wall at [Location Name]*
3. *[Organization Name] Joins Beyond the Blues Campaign to Help Families Recognize Maternal Mental Health Struggles Earlier*

Media Advisory Template

MEDIA ADVISORY

[DATE]

Media Contact:

[Name] [Organization] [Phone][Email]

[Organization Name] to Host Blue Dot Message Wall Event for Maternal Mental Health Awareness

[CITY, Va.] — [Organization Name] will host a Blue Dot Message Wall event on [Event Date] at [Event Time] at [Location Name] to raise awareness about postpartum depression and maternal mental health.

The Blue Dot Message Wall is part of Virginia's *Beyond the Blues* campaign, which helps parents, families, and communities recognize emotional changes earlier, reduce stigma, and connect to support. Community members are invited to leave messages of encouragement for parents or take a message if they need support themselves.

Event Details

- **What:** Blue Dot Message Wall event for maternal mental health awareness
- **When:**
[Day, Date]
[Time]
- **Where:**
[Location Name] [Street Address] [City, VA ZIP]
- **Who:**[Organization Name]
[Local partners / speakers / community leaders, if applicable]

Media Opportunities

- Visuals of the Blue Dot Message Wall
- Community members adding messages of support
- Interview opportunities with [spokesperson / partner / healthcare provider]
- Information about local maternal mental health resources

Why It Matters: Maternal mental health struggles are common and treatable. They can happen before pregnancy, during pregnancy, after birth, or months later — and may show up as sadness, anxiety, overwhelm, numbness, rage, fear, or simply not feeling like yourself. No one has to be in crisis to deserve support.

For resources, visit vdh.virginia.gov/beyond-the-blues.

Newsletter / Partner Email Blurb Templates

Option 1: General Awareness / Standard Newsletter Blurb

Blue Dot Message Wall Coming to [Location Name]

[Organization Name] is hosting a Blue Dot Message Wall from [Start Date] to [End Date] at [Location Name] as part of Virginia's *Beyond the Blues* campaign.

The wall invites community members to leave messages of encouragement for parents or take a message if they need support themselves. It is a simple way to raise awareness about postpartum depression and maternal mental health while reminding families that support is available. Maternal mental health struggles are common and treatable. If something feels off, that matters.

Learn more at vdh.virginia.gov/beyond-the-blues.

Option 2: Event-Focused Blurb

Join Us for a Blue Dot Message Wall Event

Join [Organization Name] on [Event Date] at [Event Time] at [Location Name] for a **Blue Dot Message Wall** event in support of maternal mental health awareness.

Community members are invited to leave messages of encouragement for parents or take a message if they need support themselves. The event will include [brief remarks / resource table / community participation / other details].

The Blue Dot Message Wall is part of Virginia's *Beyond the Blues* campaign, which helps parents, families, and communities recognize emotional changes earlier, reduce stigma, and connect to support. No one has to be in crisis to deserve help.

Learn more at vdh.virginia.gov/beyond-the-blues.

Option 3: Support Network-Focused Blurb

Supporting Parents Starts with One Check-In

Maternal mental health struggles are common and treatable — and support often begins with the people closest to a parent.

[Organization Name] is hosting a **Blue Dot Message Wall** from [Start Date] to [End Date] at [Location Name] to encourage messages of support, connection, and conversation around postpartum depression and maternal mental health.

Community members can leave a message for a parent who may need encouragement or take a message if they need support themselves. You do not have to be an expert to help. You can notice, ask, listen, and help connect someone to support.

Learn more at vdh.virginia.gov/beyond-the-blues.