



'Hey Mom' Fact Sheet

What is Hey Mom?

"Hey Mom" is a national campaign with roots in Salt Lake City, Utah, created to raise awareness, offer support and reduce the stigma commonly associated with postpartum depression (PPD) and related disorders. The campaign's interactive website, www.hey-mom.com, offers educational and support tools designed to show women and their families "We're All In This Together."

What is PPD?

Postpartum depression (PPD), also called postnatal depression, is a form of clinical depression which can affect women during pregnancy and the first year post partum or post adoption. Symptoms include sadness, fatigue, changes in sleeping and eating patterns, reduced libido, crying episodes, anxiety and irritability. Although a number of risk factors have been identified, the causes of PPD are not well understood. Many women recover with a treatment consisting of a support group or counseling.

Hey Mom Tools:

The following campaign tools are available at www.hey-mom.com to help unite and empower women around PPD:

- Hey Mom badge for posting to blogs and websites to show support and awareness around PPD
- E-cards featuring inspirational messages that can be shared between moms
- Educational blog posts written by trained psychotherapists from The Healing Group with specialized expertise in PPD and pre- and post-natal therapy
- "Real mom" PPD stories
- Professional photography and sharable tips on women's wellness
- "Ask the Expert" videos from founders of The Healing Group's Hey Mom campaign

Website:

www.hey-mom.com

About Kristin Hodson/The Healing Group:

Kristin Hodson is a licensed clinical social worker and founder of The Healing Group (THG) education and therapy clinic based in Salt Lake City. She specializes in pregnancy-related issues, working with individuals, couples and families and conducting classes, group sessions and professional training. For more information about Hey Mom or a complete list of The Healing Group's services, visit www.thehealinggroup.com or call 801-461-9060.

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