



NEWS RELEASE

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‘HEY MOM’ CAMPAIGN LAUNCHES TO SUPPORT AND CONNECT WOMEN AROUND POSTPARTUM DEPRESSION *The Healing Group aims to show moms ‘We’re All in This Together’*

SALT LAKE CITY, June 14, 2012—[The Healing Group](http://www.hey-mom.com), a Salt Lake City-based women's wellness center, today announced the launch of its "Hey Mom" campaign, designed to raise awareness, offer support and reduce the stigma commonly associated with postpartum depression (PPD) and related disorders. As part of the campaign, The Healing Group is encouraging women and their families in Utah and nationwide to visit www.hey-mom.com for key information about PPD, its signs, symptoms and therapeutic treatment solutions.

"Our goal with Hey Mom is for women to realize that we're all in this together—for far too long, women have suffered in silence, not recognizing that they are afflicted by postpartum depression and anxiety and that help is available," says The Healing Group Founder Kristin Hodson. "Hey Mom offers a way for women to connect, bond and receive the support they need and deserve from other moms who understand, as well as our trained experts."

In addition to the latest information, resources and research related to PPD, the Hey Mom website features a blog authored by trained psychotherapists from The Healing Group with expertise in PPD and pre- and post-natal therapy. Through moving professional photography and monthly women's wellness themes and tips, the site also provides "real mom" stories and interactive elements designed to help women connect and support each other. This includes "Ask the Expert" videos, a Hey Mom downloadable badge and e-cards featuring inspirational messages that can be shared between moms.

- More -

‘Hey Mom’ Campaign Launches to Create Awareness of Postpartum Depression – Add one

What is Postpartum Depression?

According to The Healing Group, the term “baby blues” usually involves tearfulness, irritability, and fatigue and affects approximately 80 percent of all new moms. However, according to the PRAMS report up to 60 percent of new moms in Utah report similar, but more disruptive symptoms, that persist far beyond this time period and (replace may even begin with often begins) may even begin during pregnancy. These mothers are experiencing a real medical illness called postpartum depression, or “perinatal depression” which includes pregnancy and the first year postpartum or post-adoption. At least 10 percent of fathers will also experience PPD.

About Kristin Hodson/The Healing Group

Kristin Hodson is a licensed clinical social worker and founder of The Healing Group, a women’s wellness and family counseling center 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 The Healing Group's services, visit www.thehealinggroup.com or call 801.461.9060.

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