

THE 2019 MATERNAL MENTAL HEALTH



2020 Mom and Marce of North America, in partnership with Postpartum Support International and with the generous support of Denver's Zoma Foundation, announce the opening of the 2019 Maternal Mental Health Innovation Awards application submission period.

These competitive awards are presented annually to impactful programs that deserve recognition for leadership in supporting maternal mental health (MMH). It is time we share what works in addressing maternal mental health disorders, which impact up to one-in-five women during pregnancy and the postpartum period.

The award program seeks exemplary programs with at least 6 months of outcome data that should be lifted up as proven models for broader adoption across the country.

The program has two main goals:

- To recognize those who are supporting maternal mental health through innovative initiatives that have produced measurable outcomes.
- To facilitate sharing innovative models in order to scale and promote change in a rapid and effective manner.

The program gives awards in three categories. The first place winner in each category will receive a prize of \$3000, and the honorable mention winner in each category will receive a \$1000 prize. Funds should be reinvested in new MMH initiatives or MMH program expansion. One representative from each of the 2019 winners will receive complimentary registration, hotel accommodations for one night and travel costs to the Marce of North America (MONA) 2019 Conference, October 24th - 27th, where the winners will present their programs and be interviewed through a panel style discussion.

Three categories of Innovation Awards in Maternal Mental Health:

While in 2019 we are encouraging particular sectors to apply, the awards are open to any applicant that meets the category and award program criteria. Additionally in 2019, given the awards will be presented at the Marce of North American (MONA) conference, we are also interested in programs who have used research as the basis for program development and include relevant citations; or who have developed a novel and outcomes-based program that warrants further support from researchers.

1. Innovative Programs in Care – Care models (both clinical and non-clinical) with strong outcomes for addressing maternal mental health and lend themselves to broader adoption.

In 2019: We encourage obstetric practices and insurers to apply.

2. Innovative Community Solutions – Leadership, communication, and broad community engagement that brings focus to maternal mental health and have measurable outcomes.

In 2019: We encourage employers supporting mothers or organizations who have developed public awareness campaigns using the Blue Dot, to apply.

3. Innovation in Policy and Advocacy – National, state or local policy efforts with impactful results.

In 2019: We are encouraging applications from county or state agencies like public health and mental health departments.

Who can Apply:

Non-profit, for-profit or government agencies are invited to apply for all categories they feel fit their efforts. Individuals may apply in the Policy and Advocacy category. If two or more organizations are applying for an award, one organization should be listed as the primary applicant contact to receive communications and if selected as an award winner, determine who will attend and present at the conference and receive/distribute award funds.

For the 2019 Award Year, applications will open March 8th and will be accepted through June 7th.

Applications must include a two-page maximum document with an overview of the program or initiative, including the following subsections:

- A. Award category
- B. Program objectives and overview of innovation: how is this innovation addressing MMH?
- C. Program details, key personnel and timeline
- D. Source of initial and sustained funding/support
- E. Length of time in operation and sustainability plans
- F. Summary of results and evidence of impact
- G. Discussion of the likelihood others could replicate your program
- H. Optional: Documented Policies or Workflows, Budgets, and illustrative timelines (note applications with this type of supporting material will be given more weight in replication scoring as these tools can assist others in more easily adopting award winning programs).
- I. Primary contact name, title, e-mail address and telephone number

Supporting materials submitted by winners will be posted on the 2020 Mom website, as a primary objective of these awards is to identify and share proven programs so that they may be replicated.

2019 Innovation Award winners will be announced the week of September 1st.

Please email your application and supporting documents to Brooke@2020mom.org through June 7, 2019.