

four

The power of together

PATH - reducing the stigma in perinatal mental health Campaign overview and report

March 2022

Campaign objectives and roll out

To drive those experiencing perinatal mental issues to the PATH website and drive uptake of services

- Understand the needs of those experiencing perinatal mental health
- Drive to site and, increase visits to HCPs and local services
- Use the full PESO channel mix and align with owned channels
- Provide a toolkit to all partner's for dissemination

Insights/Surveys

Website build an update

Create materials based on influencer stories


Engage influencers and create content plan

Use KOLS for media coverage and articles

Use all channels to drive 600k view of messages in the UK

Joining the healthcare professional/patient journey

Encouraging potential service users to speak to a HCP about their concerns



	Think	Feel	Do
Patient	Become conscious of Perinatal mental health	They can speak to a HCP and get support	Talk to their HCP/HV
HCP	Understand Perinatal mental health	Feel confident in recommending services	Recognise viable patients and support

Why were surveys and insights vital to our approach?

There are more barriers than motivators for women seeking support for PMI in the UK



MOTIVATORS - SEEKING SUPPORT

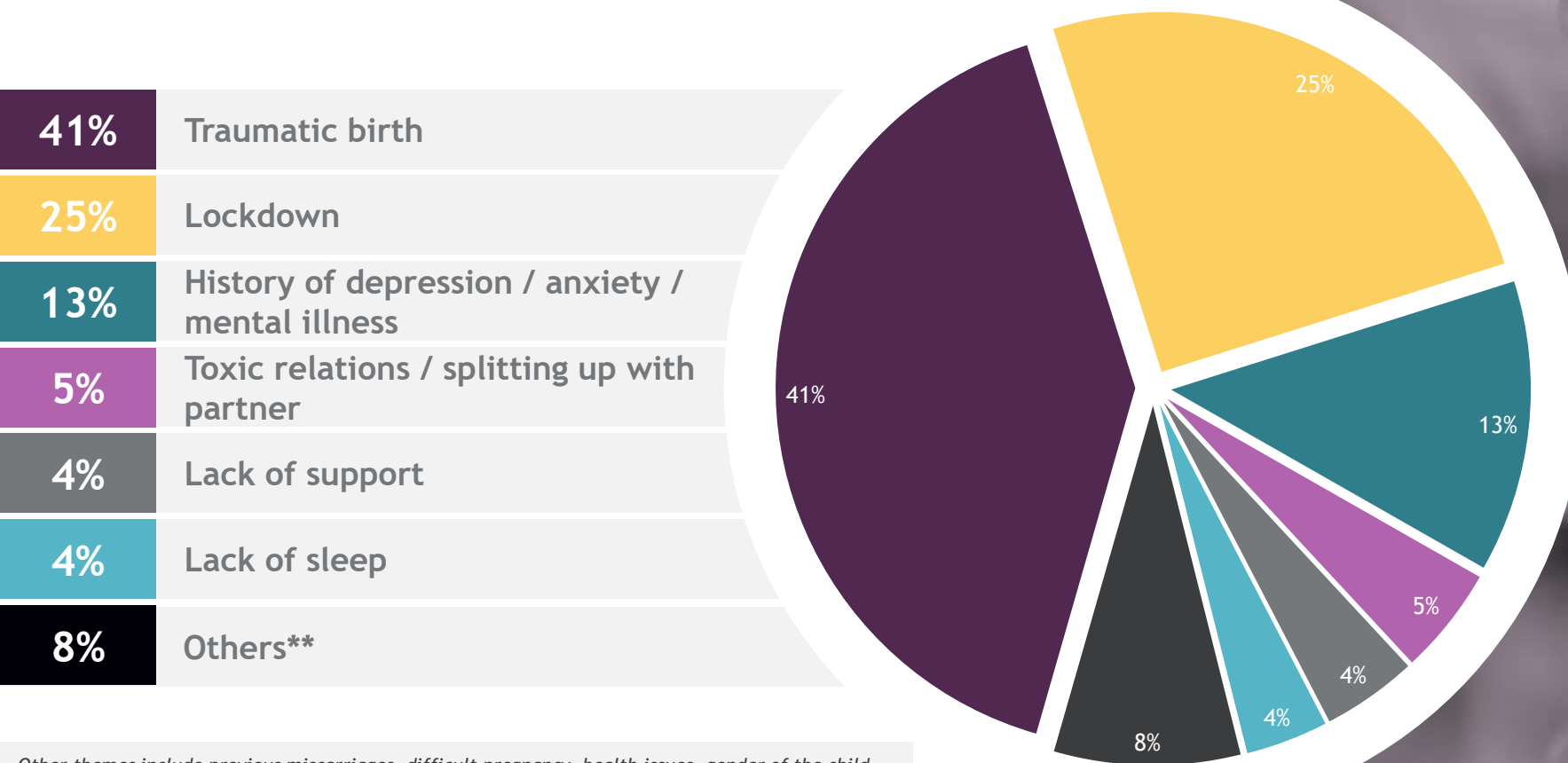
- Re-assurance and validation on their feelings
- To get non-judgemental professional help
- Strive to be a better mother and a better wife/ partner; give the baby the mother he/she deserves
- To improve their quality of life and enjoy motherhood



BARRIERS - SEEKING SUPPORT

- Fear of being judged or the baby being taken away from them
- Fear of being perceived as an unfit mother
- Long waiting times for consultations with experts on NHS/ high cost of private treatment
- Previous bad experiences with HCPs

What they believe caused their PMI



Other themes include previous miscarriages, difficult pregnancy, health issues, gender of the child and giving birth to premature babies



Who were the most active KOLs in UK?

UK's most active tweeters

Ex-sufferers



Rosey
(16.5k followers)
@PNDandMe

Postnatal depression survivor; blogger & founder of PND Hour (A Perinatal Mental Health peer support)
813 tweets



Fatherhood - mental health
(11.8k followers)
@MarkWilliamsFMH

Keynote speaker, activist, postnatal depression survivor and founder of #HowAreYouDad, a website dedicated
599 tweets



Eve Canavan BEM
(8.4k followers)
@eviecanavan

Coordinator of the UK Maternal Mental Health Awareness Week for @PMHPUK; Postpartum Psychosis survivor
535 tweets

Influencers



Lucy
13k followers
@mrshsfavthings

Family, lifestyle blogger. Finding happiness. Chasing rainbows. Writing about #mentalhealth and #babyloss and family life
471 tweets



The Muddled Mother
3.8k followers
@Muddledmother1

Michelle is a mother of two and a parenting blogger. Her blog covers mental illness including #pnd and #anxiety
332 tweets



Emma Jane
6k followers
@EmmaJaneSas

NHS (Walsall health in pregnancy service) CBT therapist, counsellor, life coach dealing with PTSD and birth trauma
173 tweets

Campaigners



Dr Andy Mayers
(13k followers)
@DrAndyMayers

#mentalhealth campaigner & educator Bournemouth Uni. Perinatal MH, Governor Dorset Health and Patron Dorset Mind
495 tweets



Liz May
2.2k followers
@lizmayessex

Her passions include baby feeding, responsive feeding Mental Health and Microbiome
348 tweets



Hannah Bissett
1.4k followers
@spannerb79

National co-ordinator for NHS projects at Actionon PP - awareness and support for women & families affected by PP
433 tweets

Meet Laura

Expecting parents or families with new-borns

Who?

Where?

What?

How?

Demographics



Sundays to
Mondays 7-10pm



Freelancer/
Manager/ Analyst



Living with
partner

Interests



Reality TV/
Comedy



Current affairs/
News & UK Politics



Family &
Parenting



Travel

PERSONALITY & KEY FACTS

- A family oriented tribe - family, friends and pets are foremost in their life. They proudly list their family setup in their social bio, self defining as 'father' or 'mother'.
- Very active on social channels, the tribe loves sharing their personal lives on social media; from posting images of their bump and discussing pregnancy milestones to sharing cute pictures of their babies, they keep their followers updated on major events in their lives.
- They love reading family and parenting blogs and aspire to be a perfect parent. They spend a lot of time online, looking for the perfect crib, car seat and baby wardrobe.



BIO EXAMPLES

"20 - london - MUA - mummy to a beautiful little boy"

"#wolves fan dad to my beautiful daughter scarlett and beautiful son ronan husband to jade"

"I've got a lil princess called Phoenix, she's 9months old and I'm 32 weeks pregnant with another lil princess"

"Wife, Mummy to two heart warrior girls and fundraiser for Great Ormond Street Children's Hospital."

Self-define by their personal life: more likely to have 'father', 'pregnant', 'baby', 'husband' and 'mother' in their bio

Is influenced by family and parenting bloggers, columnists, journalists TV & Radio presenters and authors. Follows a lot of comedians and actors

Follows budget friendly brands including McDonalds and Lidl, high-end airlines like BA and Virgin and luxury brands like Hermes and Ted Baker

Often at mentions politicians (@rishisunak), authors (@jk_rowling), media personalities (@kthopkins) and news outlets (@bbcnews)

Top hashtags are related to current affairs and online gaming; #blacklivesmatter, #lockdown, #acnh, #ps5 and #coronavirus



- They share and retweet political and current affairs related content
- They engage with a lot of pregnancy and baby related content, often to educate themselves on what to expect or how to be a better parent
- The tribe also engages with Perinatal Mental Health content, sharing posts on PMI in fathers


Typical content that Laura engages with

Who?

Where?

What?

How?

 UK politics, News & lockdown & environment

Samira Ahmed @SamiraAhmedUK
In the light of the Dominic Cummings scandal have been thinking about the pregnant NHS doctor who protested outside No10 as colleagues were dying. Well she's launching a legal challenge over government guidance on PPE which they believe exposes them to coronavirus.

Dr Meenal Viz @meenalsworld
As a doctor and protestor during the pandemic...

Liz Fraser @lizfraser1
Coronavirus is causing a new headache for the world: plastic pollution. Millions of masks are being washed into the sea, chucked on pavements etc. This glut of plastic waste is only going to get worse - so how can we curb it? Join me with @theJeremyVine at 1.30 on @BBCRadio2.

Sky News @SkyNews
@holstendog Watch live: PM Boris Johnson hosts the daily coronavirus news briefing, as a growing number of MPs say the PM's top aide Dominic Cummings should resign over allegations he broke lockdown rules.

Jess Brammar @jessbrammar
"If we were allowed in Primark together, why not for a scan?". Lockdown is easing but not for pregnant women - still attending crucial appointments without partners, staying on wards alone, missing home visits and having check-ups cancelled. So important.

MORE
COMMON

 Pregnancy related content & concerns

Keeley Donovan @KeeleyDonovan · Jun 7
36 weeks and reflecting on how lucky I am to have had such a straightforward and healthy pregnancy. I'm getting tired now but so fortunate to have felt well. #36weekspregnant


Goodtoknow @goodtoknow
Wondering if you're having a boy or girl? Try our Chinese birth predictor! goodtoknow.co.uk/family/pregnant...

New Mummy Blog @newmummyblog
34 weeks pregnant - 2nd baby | Braxton Hicks & Nesting | Pregnancy diary - from the archives

Sarah Howe @RunJumpScrap
10 Things I'd Forgotten That Happen to My Body in the Fourth Trimester [Rt. a/6296](https://www.runjumpscrap.com/10-things-i-d-forgotten-that-happen-to-my-body-in-the-fourth-trimester/) #Pregnancy #Motherhood

Amy Garcia @AmyGarciauk
A charity says there's be a growing number of calls from anxious new mums giving birth in lockdown. Tonight we catch up with our own mum to be @KeeleyDonovan & a health visitor talking about what to expect & easing concerns.

Jess Brammar @jessbrammar · Jun 12, 2020
Replying to @jessbrammar
There are really good reasons why women who have just had babies - especially for the first time - are visited by healthcare professionals. They are at huge risk of mental health problems that may not come across over the phone (if they are lucky enough to even get a phone call)

 Perinatal Mental Health

Amy Downes @MumFullofDreams
RT @MumFullofDreams: Really proud to have taken part in the latest @MyBump2Baby podcast about #MaternalMentalHealth with @MamaMeiBlog. With...

Amanda @amanda123_
Almost 1/4 million people around the UK have backed the #maternitypetition to extend maternity leave & increase mental health support for parents during this COVID crisis. @BorisJohnson must act NOW on @HoCpetitions recommendations & protect parents&babies

Sarah Howe @RunJumpScrap
I remember him telling me he felt like he wasn't coping and it was like the anxiety of the birth and stress off worrying for the previous months, hit him like a train.
Read the full article: Birth Anxiety In Dads

ALane @lane_ailsam
I had this without a pandemic. Parents lived 2.5 hours drive away and worked full time. In laws lived further away and no friends around at the time. I sunk into post natal depression with this and after a traumatic birth with my first. You have my sympathies

Cazza @cazbussan92
I have suffered with an eating disorder since I was 13, I am currently dealing with post birth trauma ptsd and postpartum anxiety. Mental health affects everyone, some more than others, so let's rally round one another and support! #ItsOkayToNotBeOkay #MentalHealthAwarenessWeek

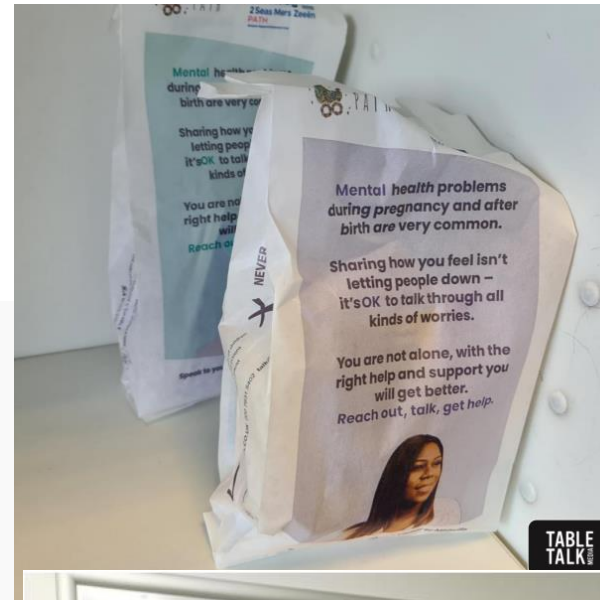
LESS
COMMON

How did we use paid media?

Multi channel mix

Using a combination of digital media, OOH in targeting healthcare environments we achieved

- 6m opportunities to see
- 200 locations nationwide in maternity and pharmacies
- 21k visits to site



PATH
Published by Aleksandar Kislyakov · 18 May ·

Parents are frightened to disclose the difficulties they are experiencing. Mark is not alone. PATH offers resources and information so you can get the help you need.



PATH-I
Reac
Did y

Ad · www.path-perinatal.eu/uk

[PATH UK | Perinatal mental health | Find support and advice](#)

Approximately 1 in 5 women will suffer from perinatal mental illness (PMI). Find support and resources for pregnancy and the year after the birth of a child.

four

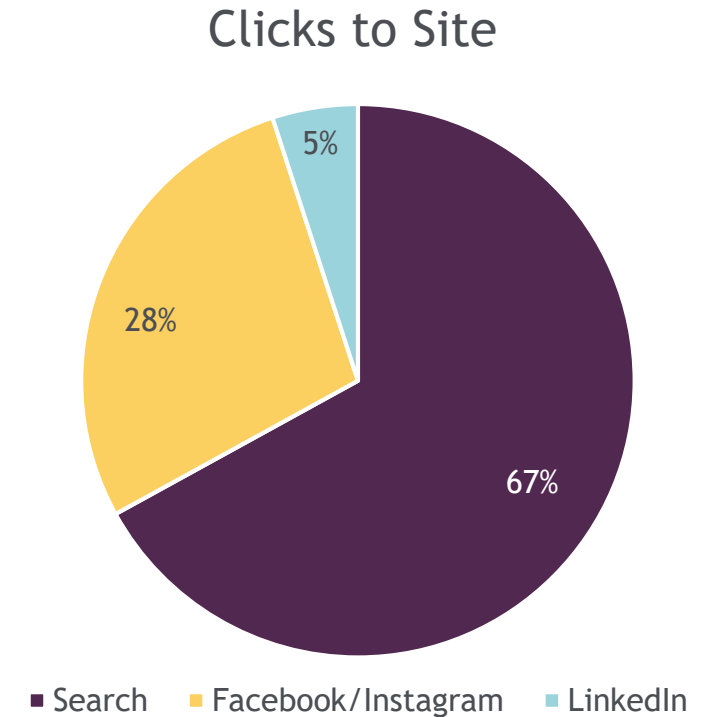
Executive Summary

Objective: Raise awareness among patients and HCPs of perinatal mental health and the resources available via PATH.

Reporting period: 11th May 2021 - 10th December 2021

Channels: Google Search, LinkedIn, Facebook & Instagram

Key takeaways: The campaigns served **3,305,707 impressions to users**, and drove **34,229 clicks to site from HCP and Patient audiences**, for a combined **CTR of 1.03%** and CPC of £0.84.



Campaign results

Reporting Period	Channel	Campaign	Clicks	Impressions	CTR	CPC	Spend	Search Impr. Share	Reactions	Engagements	Engagement Rate	Post saves	Post shares
11/05/2021 - 10/12/2021	LinkedIn	HCP	1,704	234,837	0.73%	£5.28	£8,999.91	-	609	5,818	2.47%	-	54
11/05/2021 - 10/12/2021	Facebook & Instagram	Patient	9,538	2,812,414	0.34%	£0.96	£9,185.84	-	215	9,797	0.35%	19	23
11/05/2021 - 10/12/2021	Search	Patient	22,987	258,456	8.89%	£0.47	£10,821.26	39.13%	-	-	-	-	-
Total			34,229	3,305,707	1.03%	£0.84	£17,938.94	39.13%	824	15,655	0.47%	18	77

During the course of the campaign, **Search remained our most successful, primary traffic driver**, bringing 22,900+ clicks to site from users against relevant keyword searches, **with a CTR of 8.89% and CPC of £0.47**. Facebook also proved an effective and efficient channel for reaching our Patient audience, with 9,500+ clicks to site thus far serving **over 2,800,000+ Impressions**.

Engagement analysis - Search

- Our most engaged users on Search were **female-identifying users aged 35-44**, with a CTR of **10.64%**, followed by 45-54 year old female-identifying users, with a CTR of 10.24%.
- Users from **London, Birmingham, Glasgow, Bristol and Leeds** drove the highest volume of impressions. Chesterfield and Plymouth led in CTR, with 11.50% and 11.31% CTRs respectively.
- Our top keywords have remained as **‘postnatal depression’, ‘perinatal mental health’ and ‘perinatal depression’**.
- Competitors for these keywords included **smababy.co.uk, betterhelp.com and mind-diagnostics.org**. The campaign Search Impression Share (impressions served divided by the amount of impressions we were eligible to serve ads against), remained just below 40%, **suggesting that competition remained high on our keywords**.

Ad · www.path-perinatal.eu/uk

Perinatal mental health | PATH UK - tackling stigma | Find support and advice

Approximately 1 in 5 women will suffer from perinatal mental illness (PMI). Find support and resources now for pregnancy and in the year after the birth of a child.

Top performing creative
 Impressions: 20,341
 Clicks: 2,002
 CTR: 9.84%
 CPC: £0.46

Age	Gender	Clicks	Impressions	CTR	CPC
35 - 44	Female	3,092	29,062	10.64%	£0.46
45 - 54	Female	1,050	10,257	10.24%	£0.45
35 - 44	Male	615	6,328	9.72%	£0.47
45 - 54	Male	279	2,926	9.54%	£0.46
25 - 34	Female	6,518	68,506	9.51%	£0.46
25 - 34	Male	830	8,744	9.49%	£0.47
25 - 34	Male	447	4,838	9.24%	£0.49
25 - 34	Female	3,683	43,349	8.5%	£0.48
18 - 24	Male	110	1,346	8.17%	£0.48
18 - 24	Female	942	11,613	8.11%	£0.49
45 - 54	Male	199	2,534	7.85%	£0.48
35 - 44	Female	2,249	29,183	7.71%	£0.48

Engagement analysis - Search keywords

Keyword	Clicks	Impressions	CTR	CPC	Spend
"postnatal depression"	3,531	42,015	8.4%	£0.49	£1,739.05
[postnatal depression]	3,474	48,945	7.1%	£0.48	£1,681.42
[perinatal mental health]	2,079	14,605	14.23%	£0.41	£850.55
[perinatal depression]	2,026	17,103	11.85%	£0.44	£888.67
"perinatal mental health"	1,603	22,592	7.1%	£0.47	£748.33
"perinatal health"	807	12,225	6.6%	£0.46	£373.85
"perinatal depression"	648	6,376	10.16%	£0.47	£306.40
"postnatal anxiety"	639	6,172	10.35%	£0.49	£314.40
[postnatal anxiety]	497	4,867	10.21%	£0.49	£242.03
[define perinatal depression]	458	3,870	11.83%	£0.43	£195.93
[signs of postnatal depression]	359	3,919	9.16%	£0.49	£177.15
[postnatal depression symptoms]	346	3,552	9.74%	£0.49	£169.58
[signs of perinatal depression]	297	2,281	13.02%	£0.47	£138.50
[perinatal depression definition]	290	2,364	12.27%	£0.43	£124.06
[postnatal depression support]	251	1,934	12.98%	£0.48	£119.91
[perinatal depression meaning]	241	2,123	11.35%	£0.44	£107.13
[postnatal depression duration]	225	1,520	14.8%	£0.49	£109.89
[symptoms of perinatal depression]	199	1,453	13.7%	£0.46	£91.89
"postnatal support"	192	2,028	9.47%	£0.47	£90.14
[postnatal blues]	175	3,745	4.67%	£0.49	£86.14
"postnatal blues"	171	2,164	7.9%	£0.49	£83.81
"postnatal depression support"	170	1,506	11.29%	£0.48	£80.91
"postnatal help"	164	1,657	9.9%	£0.49	£80.01
[postnatal depression help]	162	1,327	12.21%	£0.51	£82.64
[postnatal depression test]	157	1,003	15.65%	£0.50	£79.19

Engagement analysis - LinkedIn

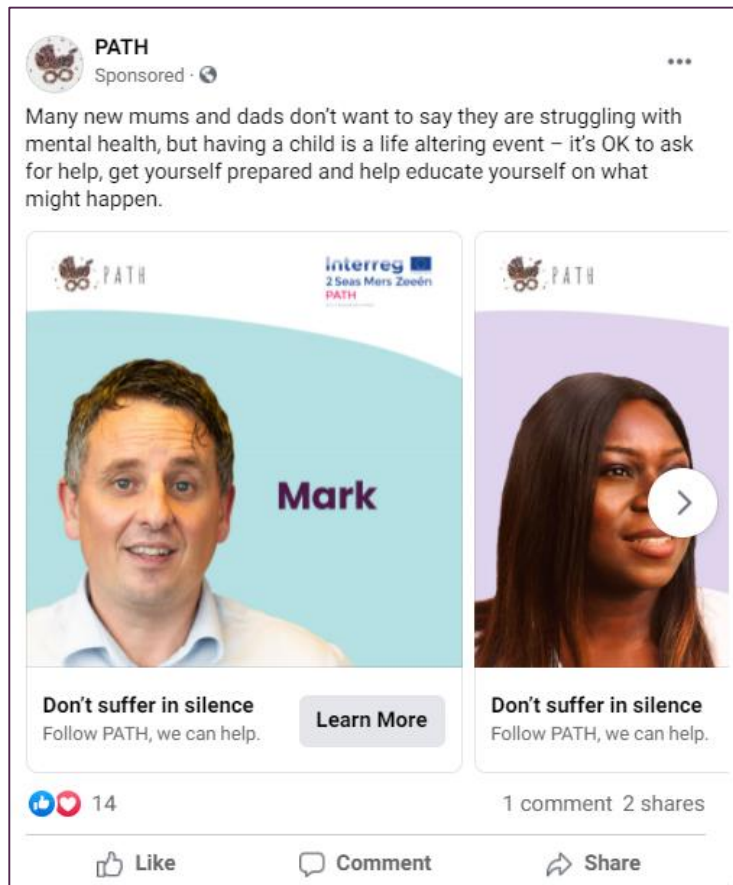


Top performing creative
 Impressions: 122,363
 Clicks: 887
 CTR: 0.73%
 CPC: £5.08

- Consultants, Mental Health Practitioners and Psychotherapists were most engaged users on LinkedIn, as well as Mental Health Specialists and Nurses. Midwives also engaged strongly, averaging a CTR of 1.21%, far above benchmark for this platform.
- Users who engaged most were primarily of **Senior, Entry or Director level roles**.
- **London, Manchester, Leeds and Glasgow** were our top performing regions, with London leading in terms of impressions served (28% of total).
- Since launch, the campaign generated an engagement rate of 2.47%, with 609 reactions and 54 shares to date.

Name ↕	Impressions ↕	Clicks ↕
Consultant	17,139 (13.26%)	92 (9.03%)
Mental Health Practitioner	12,564 (9.72%)	102 (10.01%)
Psychotherapist	12,297 (9.52%)	145 (14.23%)
Mental Health Specialist	11,785 (9.12%)	103 (10.11%)
Registered Nurse	9,339 (7.23%)	57 (5.59%)
Clinical Psychologist	7,421 (5.74%)	70 (6.87%)
General Practitioner	6,898 (5.34%)	39 (3.83%)
Nurse	6,305 (4.88%)	55 (5.4%)

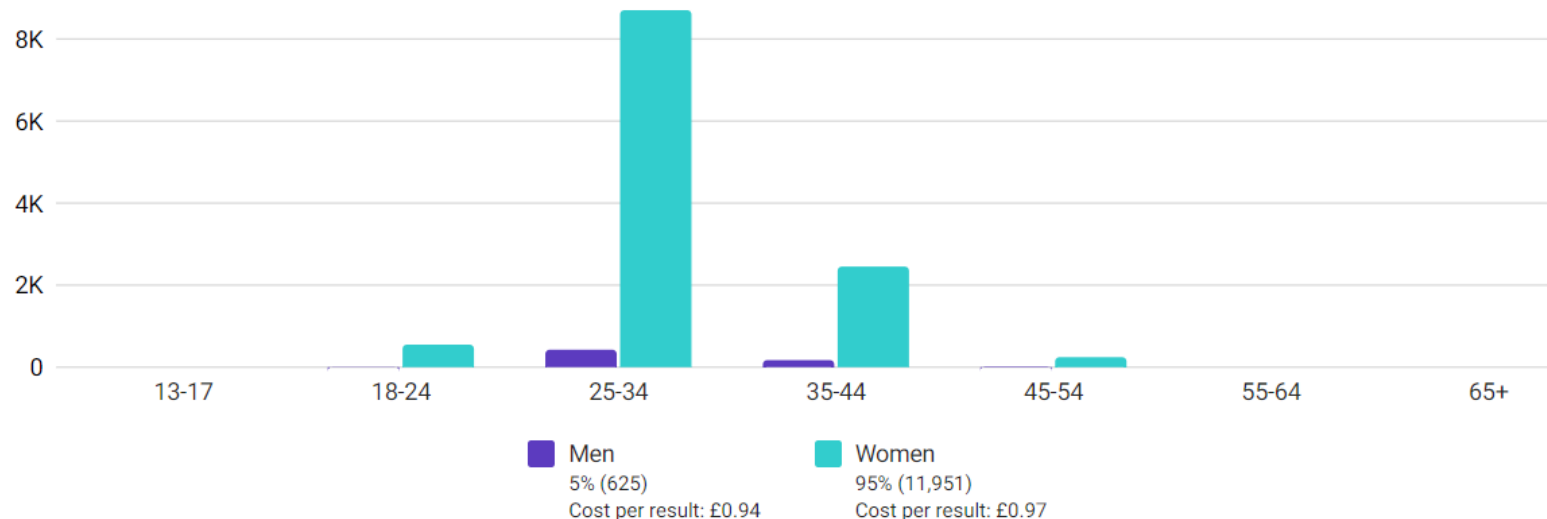
Engagement analysis - Facebook + Instagram



Top performing creative
 Impressions: 683,832
 Clicks: 3,050
 CTR: 0.45%
 CPC: £0.98

- Our most engaged users across Facebook + Instagram were **female-identifying users aged 25-34**, with **8,704 clicks to site**, followed by 35-44 year old female-identifying users, with 2,453 clicks to site.
- **The hour between 1am - 2am were the strongest performing time with our audience**, generating a CTR of 0.57%, followed by 12am - 1am at 0.52%.
- Across the UK, England has continued to drive the most clicks to site (5,643), however, Northern Ireland has generated the highest CTR at 0.41%.
- The carousel ad was the most successful and engaging creative of the campaign, with the highest CTR of 0.45%.

Age and gender distribution



Our earned media PR and Broadcast roll out

Media outreach, broadcast and survey

Using a survey 3rd party we developed new data in how people were being impacted by PMI and accessing maternal health services. This data helped build the media outreach press release and the broadcast element for outreach

- Radio and TV news placements using KOLs
- Press coverage
- Data used to build organic content

PATH Partnership : Perinatal Mental Health

Scheduled Interview Date: 10th November 2021

Time	Station	Presenter	Method	Location	Weekly Reach	Type	Live / Pre-Rec
09/10/2021	Sky News Radio	Tim Jones	Zoom	UK	26,000,000	News Network	Pre-Rec
09/10/2021	Sky News TV	Tim Jones	Zoom	UK	6,859,000	TV - National	Pre-Rec
06:40	GB News	The Great British Breakfast	Zoom	National	224,000	TV - National	Live
09:15	BBC Radio Devon	Gordon Sparks	Phone	Devon	186,000	Leading	Live
09:10	KMFM Group	Newsroom	Zoom	Kent	182,000	Leading	Pre-Rec
09:10	KMTV	Newsroom	Zoom	Kent	50,000	TV - Regional	Pre-Rec
16:20	Unity 101	Kelly	Phone	Southampton	50,000	Key	Live



PR Approach

Phase 1

- Press release shared with national print, online and broadcast media, raising awareness of PMI using the hard-hitting statistics resulting from PATH research
- Regional press release template with corresponding data shared to local news outlets

Phase 2

- To mark all sections of the PATH website going live (parent, employer, HCPs) we held a broadcast day with fantastic results
- HCP and employer media targeted sharing relevant advice from KOLs

PATH, A NEW PROJECT TO SUPPORT PARENTS EXPERIENCING PERINATAL MENTAL ILLNESSES (PMI)

- New and expectant parents with PMI expressed feelings of low mood and depression (59%), stress (55%) and loneliness (35%)
- The most common barriers to seeking help were **feeling ashamed** (45%), seeming like a **'bad parent'** (43%), pressure to be **'perfect'** (41%) and fears of being a **burden** (38%)
- Supporting new parents through pregnancy, labour and during the fourth trimester is the best way to tackle perinatal mental illness

New research by **the PATH partnership***, shows worrying levels of poor mental health experienced by parents during their pregnancy or in the first year after birth and their lack of confidence to seek support.

When it came to seeking help, barriers for new mums and dads reaching out included a feeling of shame, appearing like a 'bad parent' and increased fears of becoming a burden to family and friends. Spending increased time on social media platforms had an adverse effect with 44% reporting that social media only shows the 'perfect' picture of parenthood. 40% felt it did not



NHS Medway/PATH: COVERAGE REPORT

HEADLINE METRICS

40,436,987

13

64

10

91%

MAXIMUM REACH OF COVERAGE

PIECES OF COVERAGE SECURED (inc. pending appearances)

KEY MESSAGES DELIVERED

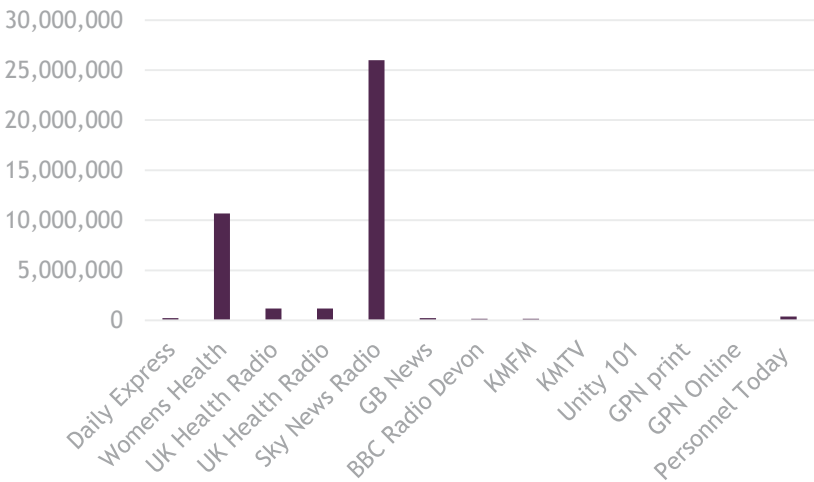
SPOKESPERSON INCLUDED IN COVERAGE

SPOKESPERSON INCLUSION RATE

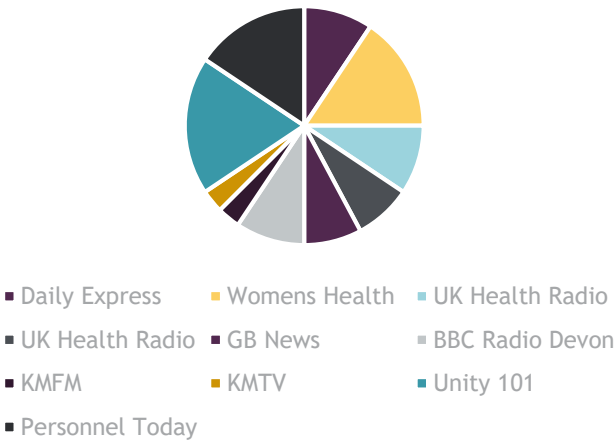
REACH (UK)

FREQUENCY OF KEY MESSAGE DELIVERY (UK)

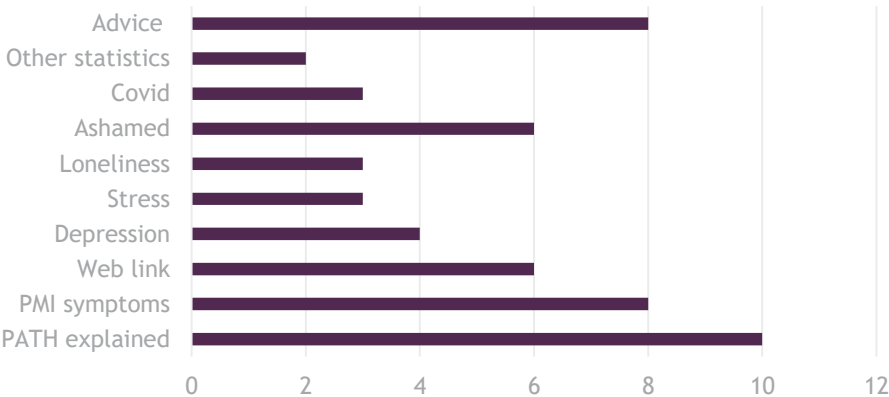
Coverage by reach



Key messages by outlet



Number of key messages





COVERAGE REPORT
COVERAGE SUMMARY

PATH Partnership : Perinatal Mental Health

Station	Date	Time On-Air	Location	Region	Station Size	Weekly Reach	Mechanic	Duration	Advertising Equivalent
Sky News Radio	10/11/2021	06:00 to 07:00	UK	Nationwide	News Network	26,000,000	Interview	00:00:30	£11,375
GB News	10/11/2021	06:00 to 07:00	National	Nationwide	TV - National	224,000	Interview	00:03:33	£994
BBC Radio Devon	10/11/2021	09:00 to 10:00	Devon	South West	Leading	186,000	Interview	00:06:04	£4,796
KMFM Group	10/11/2021	12:00 to 13:00	Kent	South East	Leading	182,000	Interview	00:01:23	£856

Station	Date	Time On-Air	Location	Region	Station Size	Weekly Reach	Mechanic	Duration	Advertising Equivelant
KMTV	10/11/2021	12:00 to 13:00	Kent	South East	TV - Regional	50,000	Interview	00:01:23	£263

Unity 101	10/11/2021	16:00 to 17:00	Southampton	South West	Key	50,000	Interview	00:14:34	£3,278
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**Total
Reach:**
26,692,000

**Total
Duration:**
0:27:27

**Rate Card
Equivalent:**
£21,561

Category	Items of Coverage	Cost
TV - National	1	£2,000
News Network	1	£1,500
TV - Regional	1	£1,200
Leading	2	£1,000
Key	1	£400
	Total: 6	£6,100
	Target:	£5,000
	Current Over-Servicing:	£1,100

Shared

Influencers and partners

We identified and contracted two micro influencers who have a large following and network. The influencers also formed the campaign creatives, animation and owned and paid content to drive engagement with personal stories

- Mark - a father who witnessed a traumatic birth
- Sandra - a single black mum who felt unable to connect with other mums
- All content was shared by the partners

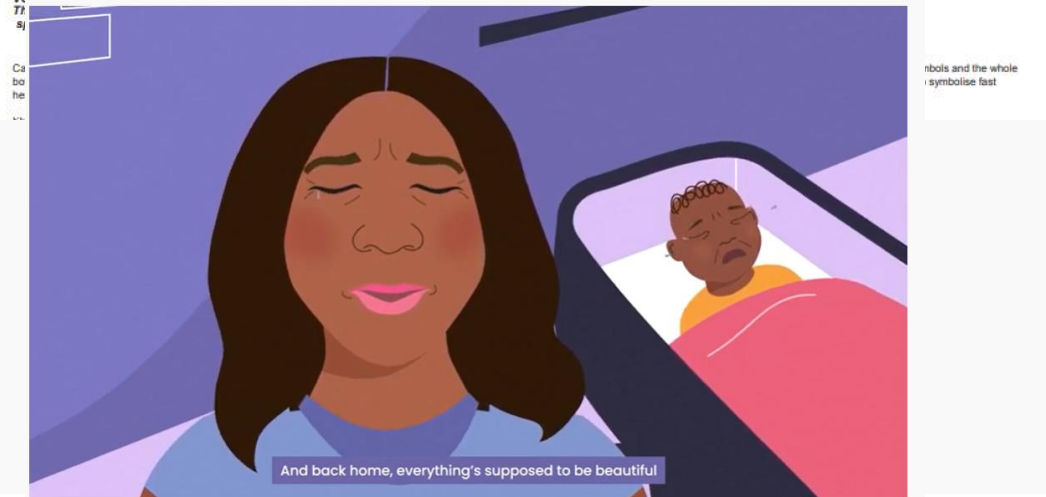
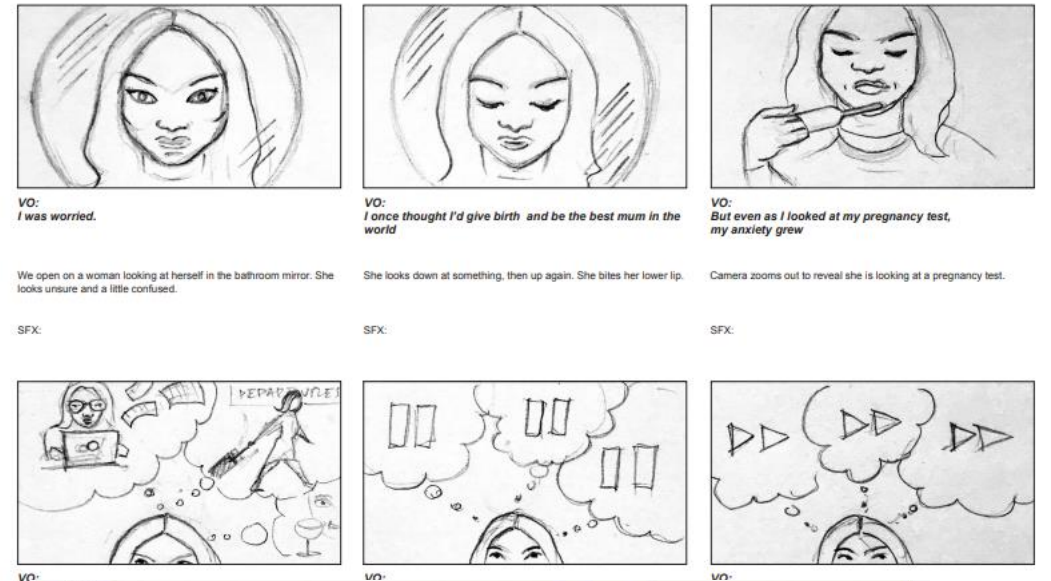


Owned animation and content

Animation and social content

Using the personal stories the creative team to build two animations that will sit on the PATH website for two years. Also used to create organic content social media for all partners

The animations were hand drawn and person based, currently live on the site



PATH Sandra

71 views • 2 Dec 2021

0 DISLIKE SHARE SAVE ...

ur

Any questions?

Appendices

Daily Express



CHANNEL

PRINT



AUDIENCE

NATIONAL



PROJECTED
REACH

225,968



KEY
MESSAGES

6



DATE

22 JUNE 2021



COMMENT

A SMALL NEWS ITEM BUT WE MANAGED TO INCLUDE SEVERAL KEY MESSAGES

34 Daily Express Tuesday, June 22, 2021

DXST

Dr Rosemary Leonard

GETTING TO
THE HEART OF
MEDICAL MATTERS



Q I've taken up running and love it but I seem to have developed a pain deep in my buttock. My doctor thinks it's something called piriformis syndrome, which I've never heard of. What is it and, more importantly, how is it treated? I was advised to do exercises, but is there anything else?

A The piriformis is a muscle located deep inside the buttock and connects the sacrum – the triangular bone at the base of the spine – to the bump of bone at the top of the thigh, near the hip. It's one of the muscles that helps to rotate the leg outwards at the hip joint. Piriformis syndrome occurs when the muscle goes into spasm, which may come from overuse. This may have occurred if you have a slightly odd gait when you are running. It can also occur if the sacroiliac joint or the hip are slightly inflamed.

Treatment is usually with exercises that gently stretch the piriformis muscle, which are best done under the guidance of a physiotherapist, along with a deep massage.

Anti-inflammatory medicines, such as ibuprofen, can be helpful too. If the problem persists then a steroid injection into the piriformis muscle may bring relief.

Q My elderly mother used to have problems with constipation, but now her bowels have gone the other way, as she often passes rather liquid stools, sometimes with very little control. Her doctor has given her stool bulking agents, which I think are a laxative. That seems wrong to me. Should I buy something to stop the diarrhoea from the chemist's? I suspect that your mother may have what is known as 'overflow diarrhoea'. It's a condition that can occur in someone who has severe constipation, especially the elderly. Hard stools accumulate in the lower bowel and eventually become impossible to pass, so they form a semi-blockage. Liquid stool from above then seeps out around the hard mass, which is then mistaken for diarrhoea. The condition can be diagnosed by doing a rectal examination.

Treatment involves clearing away the hard stools, which can usually be done with a combination of stool bulking agents such as fibre or lactulose to soften them, together with a stimulant laxative such as senna or bisacodyl and sometimes with stool softening suppositories as well. However, in some cases an enema is required. Once the blockage has been cleared, the most important thing is

to avoid constipation in order to prevent the same thing happening again. This can usually be achieved by eating a diet that is high in fibre, together with drinking plenty of liquids.

However, in older people who often have smaller appetites, it can be difficult to eat enough fibre and so

stool softening agents are often required. These need to be taken regularly, every day. The dose should be adjusted so that a motion is passed daily with no difficulty.

Q I have irregular periods and a scan has shown that I have polycystic ovaries. I'm also overweight, and I've

read that taking metformin could help manage my condition. Could my GP prescribe this for me?

A In Polycystic Ovarian Syndrome, or PCOS, more than 12 tiny cysts or follicles develop in the ovaries and the balance of hormones made by the ovaries is altered, with an increase in the male hormone

testosterone. Often there is also an excess of luteinizing hormone (LH) compared to follicle stimulating hormone (FSH). Ovulation is also usually disrupted and this in turn can lead to very erratic periods.

However, the condition cannot be diagnosed on an ultrasound scan alone, as around 20 per cent of women have ovaries that contain many follicles, but in around 50 per cent of these cases their hormone levels and ovulation are normal.

Therefore diagnosis also requires a blood test. This is best done during a period, but clearly this can be a bit tricky if you never know when your next period is going to be. If it's done midway between periods, it may need to be repeated.

The cause of testosterone can lead to many women with PCOS having greasy skin and acne, and many put on weight, which is difficult to shift.

Women with PCOS have resistance to the action of insulin, which controls blood sugar levels. More insulin has to be produced by the pancreas to keep the blood sugar level in the normal range and this can contribute to weight gain.

Unfortunately, excess fat can make insulin resistance worse, so a vicious cycle of weight gain leading to more weight gain can occur.

The need to produce large amounts of insulin to control blood sugar levels can also mean women with PCOS, especially those who are overweight, are more at risk of developing diabetes.

Metformin is a medicine that makes the body's cells more sensitive to insulin and it is often used to treat type 2 diabetes. In theory this should mean that it could help some women with PCOS, but unfortunately this has not proved to be the case in practice, though it does seem to help some women with PCOS who are trying to conceive.

It's only usually prescribed by specialists, so if you want to consider it you will need a referral to a gynaecological endocrinologist, which your GP can arrange.

As I'm sure you know, at the moment waiting times for clinic appointments are very long, so in the meantime the best way of managing your condition is to try and lose weight by eating a healthy diet and doing lots of exercise.

● If you have a health question for Dr Leonard, email her in confidence at yourhealth@express.co.uk. Dr Leonard regrettably cannot enter into personal correspondence or reply to everyone.



I love running but it's become a pain in the backside



COPING WITH PERINATAL ILLNESS

Research carried out by PATH, a project supporting parents experiencing perinatal mental illness, (during pregnancy and up to a year after birth), found 45 per cent wouldn't seek help because they felt ashamed, while 43 per cent worried they would be judged a bad parent.

Dr Sasky Nair, consultant perinatal psychiatrist and PATH's clinical lead, says perinatal mental illness is often not talked about enough. "The earlier you can

identify perinatal mental illness, the sooner you can access help and treatment," she says. "The most common conditions over the perinatal period are depression, anxiety as well as distress, feeling emotional and an inability to carry on as normal, known as 'adjustment disorder'.

"This can affect your ability to look after yourself and your children, so it's really important to spot symptoms early. These include excessive worrying, often

focused on the pregnancy or your baby's health, mood swings and irritability, difficulty sleeping, a lack of motivation, low energy levels and struggles with confidence in your ability as a parent."

If you are struggling, Dr Nair says: "Reach out and talk to someone. Don't deal with this alone."

For information and support go to path-perinatal.co.uk/backing-mental-ill-health or speak to a healthcare professional.

four



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Dr Bosky Nair, consultant perinatal psychiatrist and PATH's clinical lead, says people really mustn't hesitate to seek support. "The earlier you can

identify perinatal mental illness, the sooner you can access help and treatment," she says. "The most common conditions over the perinatal period are depression, anxiety as well as distress, feeling emotional and an inability to carry on as normal, known as 'adjustment disorders'.

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If you are struggling, Dr Nair says: "Reach out and talk to someone. Don't deal with this alone."

For information and support go to path-perinatal.eu/uk/tackling-mental-health-stigma/ or speak to a healthcare professional.



CHANNEL

ONLINE



AUDIENCE

NATIONAL



PROJECTED
REACH

10,700 000



KEY
MESSAGES

10



DATE

09 DECEMBER 2021



COMMENT

INCLUDES LINK TO THE PATH
WEBSITE/ANIMATIONS

PATH: 1 in 5 Pregnant Women and New Mums Deal with Mental Illness - This Project Aims to Tackle That

Here's what you should know about the new NHS initiative



BY [CLAUDIA CANAVAN](#) 09/12/2021

Having a baby can be a time filled with profound joy, wonder and gratitude. At the same time, the vast life change that is becoming a parent – and, if you have given birth, the ensuring cocktail of hormones that results – can make this a time of mental unsteadiness, for some.



If you are struggling with your mental health during pregnancy or after giving birth, speak to your midwife or GP, who can refer you for specialised help

Experts estimate that around one in five women deal with a mental illness during pregnancy, or up to a year after giving birth. Heartbreakingly and unacceptably, around 90% of these people do not receive the support they need.

What is PATH?

To the end of addressing this issue, a new initiative has been launched by the NHS. Titled PATH (PerinAtal menTal Health), this project aims to help women, families and healthcare pros to prevent, diagnose and, vitally, manage mild and moderate perinatal mental health issues.

It comes at an urgent time. From giving birth in isolation to raising a newborn without the support of family and friends, a study led by researchers at UCL and published in November revealed that women who gave birth during one of the UK's pandemic-era lockdowns were twice as likely to suffer from postnatal depression.

In terms of what you can access right now, a website provides resources and links which can guide you on your way to getting the support you need, during this time of transition.

✕ RELATED STORIES



The 7 Signs of Postnatal Depression to Know



Lockdown Mums Are Twice as Likely to Have PND

It includes breakdowns of your pre and post-birth healthcare team and who to reach out to for specific issues, as well as advice on linking up with support groups for new parents, as well as insight into when your GP might talk to you about medication, or what could happen if

you've experienced serious mental health problems, in the past.

How many women deal with perinatal mental illness?

When it comes to the sort of mental health issues that are commonly experienced, the NHS research found that:

- ▶ 59% of new and expectant parents experiencing perinatal mental health issues reported low mood and depression
- ▶ 55% reported stress
- ▶ 35% reported loneliness
- ▶ Barriers to seeking help were feeling ashamed (45%), seeming like a 'bad parent' (43%), pressure to be 'perfect' (41%) and fears of being a burden (38%)

The research found that supporting new parents through pregnancy, labour and the fourth trimester is the best way to stem the reality of perinatal mental illness – hence this new resource.

PATH also includes first problem stories of working through perinatal mental illness, including from founder of The Motherhood Group) [Sandra Igwe](#). Here's hoping that this initiative is the start of providing new parents with the care they need.

UK Health Radio



CHANNEL

RADIO



AUDIENCE

NATIONAL



PROJECTED REACH

1,200,000



KEY MESSAGES

6



DATE

June 2021



COMMENT

LISTEN HERE:

<https://www.ukhealthradio.com/player/?ep=24147>

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UK Health Radio, the world's no.1 'Talk Health' radio!

The Foot Health Show
Presenter: Peter Allton

The Natural Beauty Show
Presenter: Natalie Elliott

The Good Listening To Show
Presenter: Chris Grimes

The Therapy Suite

This week I talk to Sandra Igwe, who is a maternal health advocate, founder of The Motherhood Group, we talk about about perinatal mental health



Presenter
Gavin J

listen read share

Search





UK Health Radio



CHANNEL

RADIO



AUDIENCE

NATIONAL



PROJECTED
REACH

1,200,000



KEY
MESSAGES

5



DATE


June 2021




COMMENT

LISTEN HERE:


<https://www.ukhealthradio.com/player/?ep=24096>

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11:00




UK Health Radio, the world's no.1 'Talk Health' radio!

Johann Ilgenfritz, CEO




The Foot Health Show

Presenter
Peter Allton



The Natural Beauty Show

Presenter
Natalie Elliott




The Good Listening To Show




Presenter
Chris Grimes

The Therapy Suite


I speak with Mark Williams, author (Daddy Blues) and international campaigner, we'll be discussing fatherhood and men's mental health



Presenter
Gavin J

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Read the latest issue



Personnel Today



CHANNEL

ONLINE



AUDIENCE

HR PROFESSIONALS



PROJECTED REACH

403,924



KEY MESSAGES



DATE

2/02/2022



COMMENT

AN ARTICLE BY FRANCESCA PRIOR,
EMPLOYMENT OFFICER, SOUTHAMPTON
<https://www.personneltoday.com/hr/how-to-support-staff-with-perinatal-mental-illness/>



PERSONNEL TODAY

Mental health conditions | Maternity | Paternity | Return to work and rehabilitation | Occupational Health

How to support staff with perinatal mental illness

by Francesca Prior | 2 Feb 2022



Shutterstock

Perinatal mental illness can affect up to a fifth of new and expectant mothers. Francesca Prior discusses how occupational health professionals and line managers can support those with a mental health condition their partners.

Parents make up a large part of the UK labour market – 75.1% of mothers and 92.6% of fathers with dependent children are in work, according to the Office for National Statistics.

four

Many of these parents face challenges in balancing their responsibilities. The ONS figures, from 2019, showed that 34.9% of working parents whose youngest child was between 0 and 4 years faced difficulties in fulfilling their responsibilities. This can often have an effect on their mental wellbeing.

Some new mothers may also suffer from perinatal mental illness (PMI). According to the Centre for Mental Health, PMI can affect between 10 to 20% of women during pregnancy and the first year after having a baby. Yet, relatively few employers know about PMI.

By supporting employees who are experiencing PMI, or partners of those with PMI, organisations can help employees to remain in work, support wellbeing and ensure productivity and service delivery is continued.

Perinatal mental illness can affect a woman from the day of conception. This means that once an employee has announced their pregnancy, managers, colleagues and occupational health practitioners need to look out for them.

The transition into parenthood can be an anxious and stressful

time. According to research by PATH – an EU-funded project that enables women, families and healthcare professionals to prevent, recognise and manage PMI – 59% of new and expectant mothers expressed feelings of low mood and depression, 55% were stressed and 35% felt lonely.

What is more shocking is that 41% felt a pressure to be perfect, with 20% expressing that social media has increased the anxiety they experience.

Furthermore, the Institute of Health Visiting found that a quarter of mothers and 10% of fathers have experienced some form of psychological distress antenatally and postnatally.

Supporting parents

So, the question is, what can be done to support parents in the workplace?

The Institute of Health Visiting and Southampton City Council conducted research with parents and employers to identify what could be put in place to improve support at work. While there are laws and policies to guide employers and support employees, there is so much more that can be done.

Ideally, occupational health practitioners, HR professionals and managers should all be trained in spotting the symptoms of mild to moderate PMI. The PATH project offers training, which is available for free from Southampton City Council's Employment Support Team, where employers and health professionals can find out more about best practice in this area.

You should have some clear documentation in place. For instance, a maternity calendar can be used to notify managers when they need to have conversations with pregnant employees about their wellbeing and their plans for maternity leave. Having regular check-ins is essential and not only helps show the employee they are being supported, but also gives managers a clear idea of what work needs to be covered, which will reduce pressure on them and their colleagues.

Parents' mental health

Supporting employees who are exposed to traumatic birth

Fathers 'more likely to seek mental health support than mothers'

How should employers support returning mothers' mental health?

You could also consider developing a wellbeing recovery action plan. This allows the employee to discuss any their concerns and how they would like to be supported if they become unwell or anxious. This small action can make a big difference later.

Occupational health professionals can support managers and employees in having these open positive conversations, as well as providing clear information regarding PMI. For example, they could consider linking their intranet information pages to [PATH](#) where there is information for families, healthcare professionals and employers.

It is worth remembering that becoming a parent is a different experience for everyone – some will sail through pregnancy and the first year with few or no issues; some may suffer inside and not reach out for help; and others may be very vocal about how they are feeling.

Don't forget about partners

Employers should also check in with fathers and partners as well as mothers. Perhaps they are looking after someone with PMI, or experiencing their own mental health struggles.

It's important to reiterate that someone with PMI is never alone; there is always support, advice and help available. As occupational health professionals the best thing we can do is listen, validate their concerns, and signpost them to the right support. Employees should be reminded to speak to their GP if they are getting increasingly anxious or worried, but some parents may just need a listening ear.

Destigmatising PMI is key. The reality of parenting isn't always Instagram-worthy, and many parents will have their struggles.

Empowering new and expecting parents to have conversations about their mental health; offering training for managers, HR and occupational health professionals; and using resources like [PATH's toolkit](#) will help organisations support parents and develop a happier and healthier workforce.

Let's destigmatise PMI, upskill people to recognise signs and symptoms of PMI, and, more importantly, let's talk about PMI – it is nothing to be ashamed of.



FRANCESCA PRIOR

Francesca Prior is operational manager and senior development officer in the employment support team at Southampton City Council.

Broadcast Day Coverage

RADIO CAMPAIGN HIGHLIGHTS



AUDIENCE REACH

As part of the PATH Partnership 'Perinatal Mental Health' radio campaign, Radio Relations secured a weekly reach of **26.69 million with 27 minutes** of coverage.



TV COVERAGE

Securing TV coverage takes special consideration. However, Radio Relations managed to secure **1** TV- National, and **1** TV – Regional.



COVERAGE

Radio Relations secured a total of **4** items of radio coverage, including **1** News Network, **2** Leading Stations, and **1** Key Station.



OVER-SERVICING

Based on our success-related payment structure the coverage secured equates to **£6,100** of coverage. Since the budget was capped at £5,000, this means that **£1,100 worth of free coverage** or over-servicing was secured.



ADVERTISING EQUIVALENT

If the duration of this campaign was secured through airtime, then this campaign would have **an advertising equivalent of £21,561**.



PR VALUE

Based on the editorial multiplier that PR coverage is worth three-times the value of advertising, **the PATH Partnership 'Perinatal Mental Health' campaign has a PR value of £64,683**.



COVERAGE REPORT
COVERAGE SUMMARY

PATH Partnership : Perinatal Mental Health

Station	Date	Time On-Air	Location	Region	Station Size	Weekly Reach	Mechanic	Duration	Advertising Equivalent
Sky News Radio	10/11/2021	06:00 to 07:00	UK	Nationwide	News Network	26,000,000	Interview	00:00:30	£11,375
GB News	10/11/2021	06:00 to 07:00	National	Nationwide	TV - National	224,000	Interview	00:03:33	£994
BBC Radio Devon	10/11/2021	09:00 to 10:00	Devon	South West	Leading	186,000	Interview	00:06:04	£4,796
KMFM Group	10/11/2021	12:00 to 13:00	Kent	South East	Leading	182,000	Interview	00:01:23	£856







Station	Date	Time On-Air	Location	Region	Station Size	Weekly Reach	Mechanic	Duration	Advertising Equivelant
KMTV	10/11/2021	12:00 to 13:00	Kent	South East	TV - Regional	50,000	Interview	00:01:23	£263

Unity 101	10/11/2021	16:00 to 17:00	Southampton	South West	Key	50,000	Interview	00:14:34	£3,278
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Total Reach:	Total Duration:	Rate Card Equivalant:
26,692,000	0:27:27	£21,561

Category	Items of Coverage	Cost
TV - National	1	£2,000
News Network	1	£1,500
TV - Regional	1	£1,200
Leading	2	£1,000
Key	1	£400
	Total: 6	£6,100
	Target:	£5,000
	Current Over-Servicing:	£1,100

Sky News Radio

	CHANNEL	NATIONAL Radio
	AUDIENCE	NATIONAL
	PROJECT D REACH	26,000 000
	KEY MESSAGES	-
	DATE	10/11/2021
	COMMENT	



GB News



CHANNEL

NATIONAL TV



AUDIENCE

NATIONAL



PROJECTED REACH

224,0000



KEY MESSAGES

5



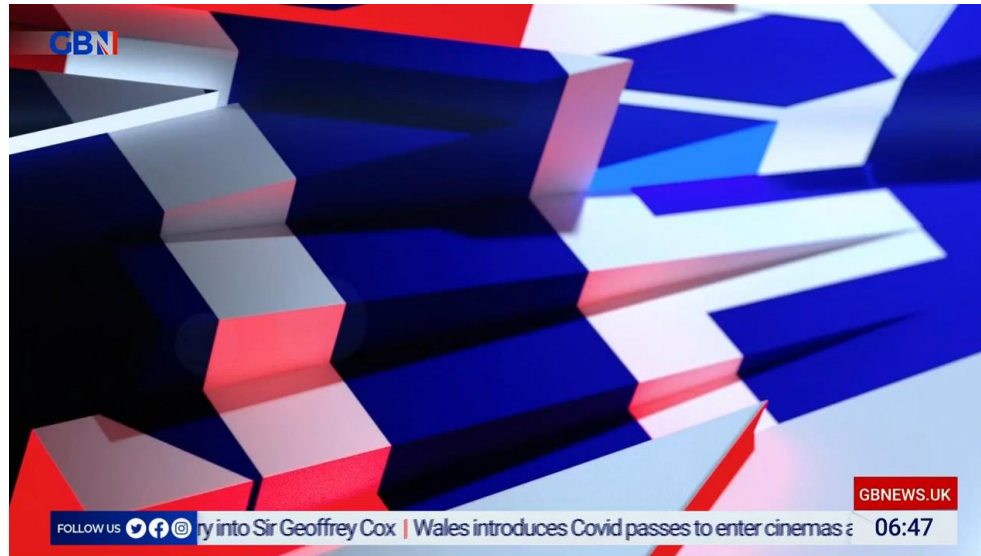
DATE

10/11/2021



COMMENT

DR BOSKY NAIR AND JO HARRISON
INTERVIEWED LIVE ON GB NEWS



four

BBC Radio Devon



CHANNEL REGIONAL RADIO



AUDIENCE DEVON



PROJECTED REACH 186,000



KEY MESSAGES 6



DATE 10/11/2021



LISTEN HERE:

COMMENT



KMFM



CHANNEL

REGIONAL RADIO



AUDIENCE

KENT



PROJECTED REACH

182,000



KEY MESSAGES

2



DATE

10/11/2021



COMMENT

FOR AUDIO SEE NEXT SLIDE



KMTV



CHANNEL

REGIONAL TV



AUDIENCE

KENT



PROJECT
D REACH

50,000



KEY
MESSAGES

2



DATE

10/11/2021

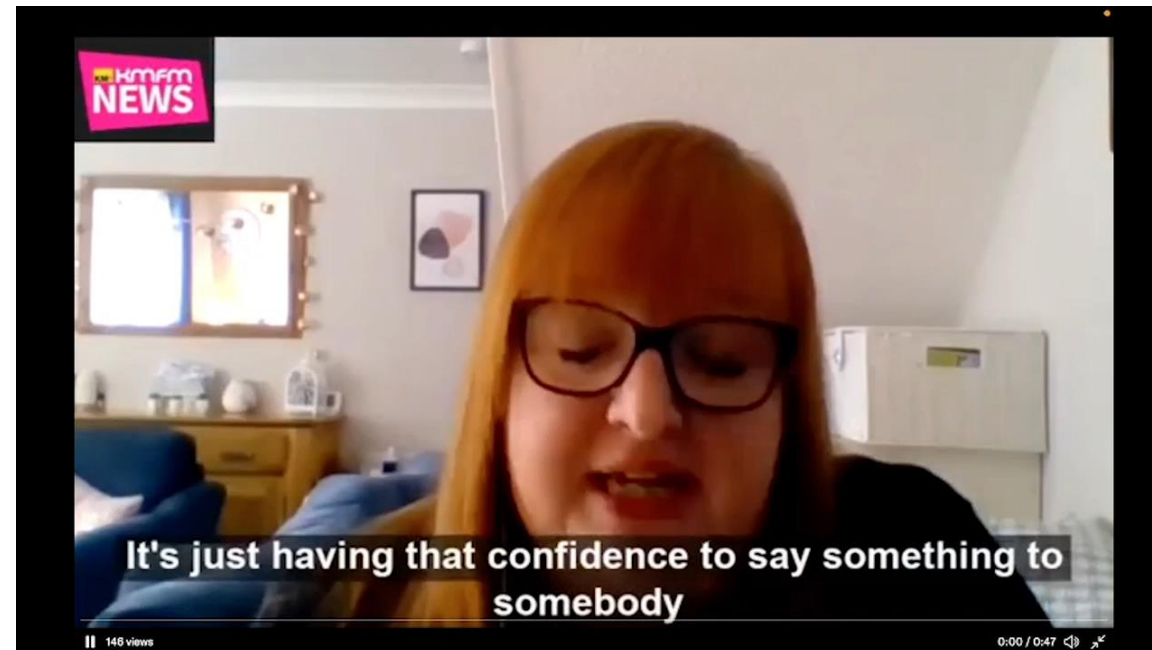


COMMENT

DR BOSKY NAIR AND JO HARRISON
INTERVIEWED



kmtv
TV MADE FOR KENT



four

Unity 101



CHANNEL

REGIONAL RADIO



AUDIENCE

Southampton



PROJECTED REACH

50,000



KEY MESSAGES

12



DATE

10/11/2021



COMMENT

LISTEN HERE:



Upcoming coverage

Journal of General Practice Nursing - Print

	CHANNEL	TRADE JOURNAL - PRINT
	AUDIENCE	NURSES AND HEALTHCARE PROFESSIONALS
	PROJECTED REACH	5,472
	KEY MESSAGES	SYMPTOMS AND ISSUES OF PMI AND HOW HCPS CAN SUPPORT PATIENTS
	DATE	TBC
	COMMENT	AN ARTICLE BY DR BOSKY NAIR, CLINICAL LEAD OF PATH



Journal of General Practice Nursing - online

	CHANNEL	TRADE JOURNAL - ONLINE
	AUDIENCE	NURSES AND HEALTHCARE PROFESSIONALS
	PROJECTED REACH	9,623
	KEY MESSAGES	SYMPTOMS AND ISSUES OF PMI AND HOW HCPS CAN SUPPORT PATIENTS
	DATE	TBC
	COMMENT	AN ARTICLE BY DR BOSKY NAIR, CLINICAL LEAD OF PATH

