



I spoke up

Jessica, mother of two

# Postnatal Depression Awareness Week – 13-19 November 2011

## Just Speak Up

Up to one in 10 Australian women will experience depression during pregnancy. This increases to one in seven in the year following birth. Anxiety is thought to be even more common. We can all play a vital role in supporting women and families experiencing depression or anxiety during pregnancy or postnatally.

Postnatal Depression Awareness week is 13-19 November. Help raise awareness and reduce the stigma. It's easy –

- Visit [www.justspeakup.com.au](http://www.justspeakup.com.au)
- Order FREE *beyondblue* information materials at [www.beyondblue.org.au/resources](http://www.beyondblue.org.au/resources)
- Call the *beyondblue* info line on 1300 22 4636



JustSpeakUp.com.au



Briony,  
mother of two



Susan,  
mother of two



Imogen,  
daughter

## Antenatal and postnatal depression and anxiety: the facts

- Postnatal depression is not the same as the 'baby blues' – it does not go away on its own.
- Having depression and anxiety is not a normal part of having a baby.
- Many women feel alone when experiencing depression or anxiety during pregnancy or postnatally. It's important to speak up – the sooner a person gets help, the earlier they can recover.
- There is a range of effective treatments for depression and anxiety during pregnancy and following birth.



Jane,  
mother of two



Simon,  
partner and father  
of two



Stacey,  
mother of two

# Postnatal Depression Awareness Week – How you can become involved

- Check out *beyondblue's* Just Speak Up campaign website [www.justspeakup.com.au](http://www.justspeakup.com.au) and:
  - add your voice to help make a difference or support someone going through a difficult time
  - send an e-postcard
  - watch or screen touching television commercials from the Just Speak Up campaign
  - read, watch or listen to the personal stories of real women and their families who have experienced antenatal and postnatal depression and anxiety
  - change your Facebook profile picture to the Just Speak Up profile badge
  - display the Just Speak Up badge on your website, blog or forum.
- Hold an event for mums: brunch, high tea party, pampering day, picnic in the park, pram stroll, yoga class.
- Organise an event, such as a morning tea, for your workplace.
- Order free *beyondblue* PND Awareness week resources (including posters, postcards, fact sheets and DVDs) to hand out. Order free at [www.beyondblue.org.au](http://www.beyondblue.org.au) or 1300 22 4636.
- Display Just Speak Up campaign posters on your community or work noticeboards.
- Include information about antenatal and postnatal depression and anxiety in your workplace newsletter.
- Include a link to the *beyondblue* and Just Speak Up websites on your workplace intranet and/or website.