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## Introduction

Maternal Mental Health Alliance, (2023) states postnatal depression affects around one in five mothers in the UK, yet many struggle to access timely support due to stigma, limited services and social inequalities. This highlights the need for flexible, accessible and person-centred interventions.

## What is MindMama?

MindMama is a digital mental health platform designed to provide confidential, culturally sensitive and evidence-based support for mothers experiencing Post natal depression. By combining:



Professional  
Guidance



AI-assisted  
mood tracking



Peer Support  
Networks

MindMama aims to improve early identification, enhance access to care and reduce isolation. The innovation aligns with national priorities for technology-enabled, personalised perinatal mental health support.

## Identifying the Need for MindMama

### Why It's Needed?

Despite growing awareness of postnatal mental health, many mothers still struggle to access consistent and culturally sensitive support. Services often vary across regions, with long waiting times and limited options outside standard clinic hours (Smith *et al.*, 2019).

### Gaps in Current Support?

- Fragmented care pathways (Smith *et al.*, 2019).
- Limited digital or flexible support
- Barriers for rural, isolated or disadvantaged mothers (Smith *et al.*, 2019).
- Lack of early, proactive mood monitoring

### How MindMama Helps?

MindMama fills these gaps by providing a flexible digital platform that combines:

- Professional guidance
- Peer support
- Early mood tracking and monitoring

By extending help beyond traditional clinical settings, MindMama offers vital support for mothers who may otherwise go without timely care.

## Technology Integration

MindMama supports digital transformation by:

Secure,  
encrypted  
messaging



Video call  
functionality



Virtual peer-  
support  
groups



### Aligns with:

- ✓ NHS Long Term Plan (2019)
- ✓ Data Protection Act 2018
- ✓ GDPR
- ✓ NICE Guideline

## Who Is MindMama For?

MindMama is designed for new mothers within the first year after childbirth who may be experiencing low mood, anxiety or symptoms of postnatal depression. It is especially helpful for those who face barriers to traditional support, including mothers with limited childcare, those living in rural or underserved areas, and women from minority or marginalised communities.

The platform also supports the wider care network by providing an accessible tool for partners, health visitors and perinatal professionals. MindMama complements existing services and promotes early, inclusive and flexible support.

## Impact on New Mothers, Families & Carers For New Mothers

- Improves emotional well-being
- Reduces feelings of isolation
- Enables earlier access to mental health support

### For Families

- Strengthens relationships
- Lowers household stress

- Supports healthier parent–infant bonding

### For Carers & Partners

- Boosts confidence through clear guidance
- Provides accessible resources to better support mothers

### Overall Impact

MindMama helps create healthier family dynamics and enhances well-being across the entire support network.

## Public Engagement & Campaign

### Where

- Social media platforms (Instagram, TikTok, Facebook, X)
- Baby groups and playgroups
- Health visiting and midwifery appointments

### How

- Social media campaign
- Share short videos explaining features of MindMama
- Provide QR codes on posters so mothers can download the app easily.

### Who

- Mind
- Cybersecurity experts
- Perinatal Mental Health Teams
- Psychologists & Therapists
- Home-Start UK
- Health Visitors
- Midwives

## MindMama addresses urgent needs in UK health and social care by:

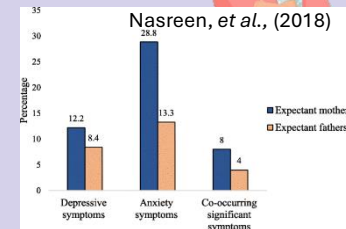
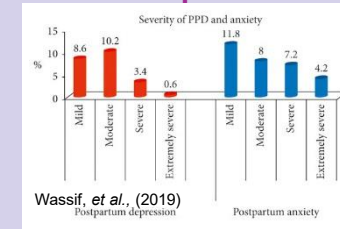
- Tackling rising rates of postnatal depression, which affects 1 in 5 mothers and often goes underdiagnosed.
- Increasing access to timely mental health support, especially for mothers unable to attend in-person appointments.

# MindMama



## Transforming support for mothers with postnatal

### depression



### Values:

- Provides accessible, 24/7 mental health support for mothers experiencing postnatal depression.
- Reduces stigma by offering a confidential and user-friendly digital platform.

### Feasibility:

- Aligns with NHS Long Term Plan (2019) priorities for digital, personalised care.
- Supported by evidence showing digital mental health tools are effective for reducing depressive symptoms.

### Recommendations:

- Partner with charities, such as Maternal Mental Health Alliance, for co-production and outreach.
- Include multilingual resources to ensure inclusivity and cultural relevance.

### Barriers:

- Digital exclusion among mothers with limited internet access or digital literacy.
- Stigma surrounding mental health may discourage app use.

### Solutions:

- Provide offline features, simple navigation, and digital-literacy workshops.
- Use positive, stigma-reducing messaging and peer-led stories to normalise support.

## Implementation Plan

### Where?

- Health Visiting Services
- Local Charities & Voluntary Sector Organisations
- Online Self-Referral Nationally



### Who's involved?

- Digital Development Team
- Licensed Therapists & Peer Supporters
- NHS Trusts
- Community Perinatal Mental Health Teams

### How will it work?

- Mothers are referred by health visitors, GPs, midwives, or self-register
- Secure login provides access to mood tracking, peer groups, and professional support
- AI mood-monitoring alerts staff if risk indicators increase

## **Pitch: MindMama – Transforming support for mothers with postnatal depression**

### **Introduction**

The COVID-19 pandemic intensified pressures within the UK's maternity and mental health services, exposing long-standing issues in access, continuity and capacity highlighted by Kasaven *et al.*, (2023). Kasaven *et al.*, (2023) also state that many mothers continue to face delays, fragmented care pathways and limited emotional support after birth, particularly during a period marked by workforce shortages and widening inequalities. As a result, mothers frequently report isolation and difficulty accessing timely psychological help, which can negatively affect maternal well-being and early child development.

MindMama is introduced as a digital innovation designed to address these gaps through accessible, culturally sensitive and preventative support. NHS England, (2024), states that around one in five women experience a maternal mental health problem during pregnancy or the first year postpartum. Yet, many receive no appropriate support due to stigma, inconsistent inquiry and limited service provision (Bauer *et al.*, 2014). Evidence shows that early identification and structured support significantly improve outcomes (NICE, 2014). MindMama aims to provide continuous wellbeing monitoring, early intervention and integrated support across maternity and community services.

### **The Issue and Gaps in Health and Social Care**

Postnatal depression is a major public health concern with far-reaching consequences for mothers, infants and families. Howard *et al.*, (2014) highlight that untreated PND can lead to attachment difficulties, poor infant development and long-term mental health challenges. Although NHS perinatal services have improved, accessibility remains uneven, particularly for women from minority, low-income or rural communities (NICE, 2014). Place *et al.*, (2024) highlight barriers such as stigma, time constraints and limited childcare options that prevent many mothers from seeking face-to-face therapy.

The COVID-19 pandemic further exacerbated maternal mental health inequalities, exposing the need for digital alternatives that offer flexibility and anonymity (Motrico *et al.*, 2021). MindMama responds directly to these systemic gaps by integrating technology with person-centred, trauma-informed care principles.

### **Innovation Overview**

MindMama is a secure mobile and web-based app offering mothers 24/7 access to self-help resources, virtual peer groups and direct connections with trained mental health professionals. The platform combines evidence-based cognitive behavioural therapy tools,

guided mood tracking and AI-assisted support to identify early signs of distress. It also provides links to local NHS and voluntary sector services, ensuring continuity of care.

This innovation differs from existing support systems by prioritising inclusivity, digital accessibility and community empowerment. By integrating professional support with peer networks, MindMama promotes both emotional well-being and social connectedness, reducing isolation and stigma surrounding maternal mental health.

### **Target Audience and Impact**

The primary target group is mothers within 12 months of childbirth who are at risk of or experiencing mild-to-moderate postnatal depression. Secondary audiences include partners, health visitors and perinatal professionals who play a role in early identification and intervention.

The app aims to improve maternal mental health outcomes by increasing access to timely, low-cost support. Studies indicate that digital mental health interventions can significantly reduce depressive symptoms when combined with professional oversight (Pettman *et al.*, 2023). Moreover, MindMama aligns with the UK's NHS Long Term Plan, as stated by the Department of Health and Social Care (2025), which emphasises personalised, accessible and technology-driven care. By empowering mothers to take an active role in their wellbeing, the platform contributes to the common good, fostering healthier families and stronger communities.

### **Implementation Plan**

The pilot phase will be rolled out in collaboration with NHS Trusts, community perinatal teams and local charities such as Mind and the Maternal Mental Health Alliance. Health visitors and GPs will introduce MindMama to first-time mothers during postnatal visits. Trained peer supporters and licensed therapists will moderate online groups and provide remote consultations.

Phase 1 (Months 1–6): Platform development, regulatory approval and staff training.

Phase 2 (Months 7–12): Pilot launch in three UK regions (urban, suburban and rural).

Phase 3 (Year 2): Evaluation, refinement and national rollout.

This phased approach ensures scalability and adaptability across different healthcare settings.

### **Development, Regulations and Ethics**

MindMama will comply with all relevant NHS Digital and General Data Protection Regulation (GOV.UK, 2018) standards to ensure data privacy and user confidentiality. The platform will also align with NICE Clinical Guidelines (CG192) on antenatal and postnatal mental health

and undergo regular clinical audits to maintain safety and efficacy. Ethical considerations will include informed consent, safeguarding procedures and equitable access for users with disabilities or limited digital literacy.

### **Technology Integration**

Technology is at the heart of MindMama's design. The app uses AI-based mood tracking to detect behavioural changes and prompt early intervention, while an encrypted chat feature allows mothers to message mental health professionals securely. The integration of telehealth consultations expands accessibility for mothers unable to attend appointments in person. Cloud-based data analytics will support continuous improvement, identifying usage patterns and mental health trends to guide service delivery (Naslund *et al.*, 2017).

By leveraging technology in this way, MindMama not only reduces the strain on healthcare providers but also empowers mothers to proactively manage their mental well-being.

### **Dissemination and Public Engagement**

The success of MindMama depends on effective broadcasting and stakeholder engagement. The campaign will use social media outreach, partnerships with NHS maternity services and collaboration with parenting influencers to raise awareness. Local community workshops and webinars will also be conducted to promote digital literacy and encourage use among vulnerable populations.

Healthcare professionals will receive training on how to refer patients to MindMama, ensuring its integration into routine postnatal care. Pinfold *et al.* (2025) state that public involvement is vital in normalising discussions about maternal mental health. MindMama will help reduce stigma and build a culture of openness and support

### **Policy Alignment and Professional Collaboration**

The initiative aligns with UK policy priorities, including the Women's Health Strategy (2022) and the Perinatal Mental Health Services Review (NHS England, 2018). Both stress early intervention, patient empowerment and digital innovation. MindMama supports these frameworks by complementing existing NHS services rather than replacing them, offering a hybrid model of digital and human care.

Interprofessional collaboration between midwives, mental health nurses, social workers and digital health specialists will ensure that the service is holistic, ethical and sustainable.

### **Conclusion**

MindMama represents a transformative step towards equitable, person-centred maternal mental healthcare in the UK. By addressing gaps in accessibility, stigma and postnatal support, this innovation offers a sustainable and evidence-based solution that promotes well-

being for mothers and their families. The integration of technology, advocacy and collaboration reflects a commitment to the future of compassionate, inclusive healthcare.

Adopting MindMama nationally would not only improve maternal mental health outcomes but also strengthen the social fabric of communities by supporting those at the heart of family life.

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