

“Being able to share my experiences has really helped me. I felt so lost, isolated, desperate & frightened but I don’t feel like that anymore. Thank goodness for APP, I can’t imagine what it must have been like for others who suffered before it. Now with APP’s help & support & this fabulous forum, I’m already turning a corner.”



Every day, lives are devastated by Postpartum Psychosis. We need your support to continue helping women and their families. If you can help, please get in touch!

Action on Postpartum Psychosis (APP) is a national charity supporting women and families affected by Postpartum Psychosis (PP). APP has been a research network since 1996 and a charity since 2011. We are hosted by the University of Birmingham Medical School and run by women with experience of PP, world-leading PP academic researchers & specialist health professionals.

- PP is a severe and frightening postnatal mental illness
- Each year 1400 women in the UK will be diagnosed with PP
- Women develop hallucinations, delusions, mania, depression, odd and erratic behaviour within days of childbirth
- PP affects women from all backgrounds. Half of cases are ‘out of the blue’ – to women with no history of mental illness
- With the right treatment women can recover fully
- Suicide is a leading causes of maternal death: the greatest number occur to women with PP
- There are only half as many UK Mother & Baby Unit beds as needed. Half of women are separated from their baby for treatment with devastating impact



Inform

We develop information for women, families and health professionals, with the help of leading academic and those with personal experience.



Peer Support

We train recovered women & partners to offer peer support to others affected by PP, via an online community, email support service and workshops.



Research

We facilitate research to improve understanding of: the causes of PP; the experience and impact; best care and what helps families to recover.










Communicate

We promote greater public awareness of PP in the media, at conferences and events. Volunteers give talks and training to health professionals.

Our Achievements, 2015

APP's success, in numbers:

-  **Millions** of viewers are watching as Stacey suffers from PP on EastEnders
-  Over **500,000** unique visitors to the APP website
-  Over **32,000** views of APP short films made by women with experience of PP
-  Over **10,000** visits to the Personal Stories webpage
-  Over **5,000** downloads of patient information guides
-  **1,000** Peer Support Online Community users
-  **800** members in the UK with personal experience of PP



National Lottery Awards, 2015: Health Category Finalist

Our Big Lottery Reaching Communities project (funded June 2012 – June 2016) was shortlisted from 600 projects

for Health Project of the Year in the National Lottery Awards. We placed 2nd in UK in the public vote.

The Maternal Mental Health Alliance – Everyone's Business Campaign

We are founding members of, and Campaign host for, the Maternal Mental Health Alliance (MMHA), a network of 76 organisations campaigning to improve the lives of women who experience maternal mental health problems in the UK. The Everyone's Business Campaign is funded by Comic Relief.

EastEnders PP Christmas Storyline



8.26 million viewers watched EastEnders' Postpartum Psychosis storyline, 10th Jan 2016

APP, along with two leading mental health charities, helped EastEnders to dramatise PP in a high profile storyline. The character Stacey, who has bipolar disorder, develops PP after childbirth. Follow APP's #RealStaceys Campaign for updates.

Mental Health Hero



Deputy Prime Minister Mental Health Awards

Mental Health Heroes finalist

Andrea Lambert, APP's Peer Support Co-ordinator was recognised in the Deputy Prime Minister's Mental Health Hero Awards 2015.

Regional talks and training

We continue to support our 10 regional reps to give talks, training, attend events and network in their local areas.

Information resources

Our web and leaflet information is developed collaboratively by experts and those personally affected. Our resources are used by Mother and Baby Units, Perinatal teams and health professionals across the UK. In 2015 we produced and widely distributed new Insider Guides: a guide for partners and a guide for families planning further pregnancy, with excellent feedback.

Media coverage



We have set up a media panel of trained volunteers who are supported in telling their story. APP has featured in many National newspapers, TV programmes, Radio and Regional press. National and regional coverage including: The Mirror, The Telegraph, The Guardian, BBC News, Radio 4 and many more.



APP art workshop



We held a 3 day art workshop in a residential studio in rural Devon for 13 women with experience of PP. Women found it cathartic and healing, whether they were newly recovered, or had experienced PP many years ago. Producing art and talking to others – often for the first time – was a bonding and stigma-beating experience. Artwork has been used for a book with survivor poetry, cards to sell, and on our website/social media to help others understand the experience of PP.

Online peer support

We trained 6 new peer support volunteers, and now have a peer support team of 26 recovered women. Our forum continues to be a vital source of support for women and families. We now have over 1,000 forum users. We continue to support women requiring intensive one-to-one contact via our email service. Our research into the users and providers of this service shows how vital this service is to affected families.

Research

APP works with the University of Birmingham, Cardiff University and University of Worcester to conduct research into the causes, management and experience of PP. We advertise other studies into PP from research groups around the world. We encourage communication between academic researchers and those with lived experience of PP. Current studies include: a molecular genetic study of PP; risk factors for relapse in second pregnancy; a study of sleep in women at high risk of PP; a study of partner's experience; a study of the benefits of peer support; and a study of the reactions of women with lived experience to the EastEnders storyline.

Website and social media

Our website continues to be successful, with huge national and international reach. We have written information on PP for: NHS Choices, the Maternal Mental Health Alliance, The Royal College of Psychiatrists, NCT, Netmums, Postpartum Support International and more. We have thousands of followers and an active presence on: Facebook; Twitter (#PPtalk); You Tube; Vimeo; & LinkedIn, which enables us to reach a wide audience.

Conferences & events



We have attended many events, conferences and workshops to raise awareness of PP amongst health professionals, scientists and policy makers. In 2015, these included: The Marcé Society Conference; Royal College of Psychiatrists Conference; Health Education England workshop to develop compulsory UK health professional training regarding PP; and a Parliamentary round table on maternal mental health services.

“There is so much hope now – all these years on APP has made such a difference I’m no longer ashamed; I had no choice. I missed the very early days of my newborn sons, but have been privileged to hold my treasured grandchildren in my arms. I’m so thankful to the APP team for lifting me from the shadows.”



The Future

Funded by Big Lottery over the past four years, APP has changed the landscape of PP by increasing public awareness, improving patient information, and increasing the availability of support. Our research clearly demonstrates the positive difference our work has made to the lives of women and families affected by PP across the UK. It is vital that we build on the success of this project – there is so much more to be done.

With the help of our supporters, we will continue to improve public understanding of PP, its symptoms, and that recovery is possible; we will continue to improve access to information and peer support; we will continue to build our PP community to reduce isolation, alienation, guilt, and promote good recovery, in all women and families affected by PP; we will campaign and educate to ensure that all women, their babies and families are adequately cared for; and we will facilitate more research to understand the causes, impact, and treatment of this traumatic and family-shattering illness.



“Mothers are still dying from this treatable illness, this has to stop”



www.app-network.org

Please support us:

Trusts, foundations and corporate giving

As APP grows to help more women and families, it is vital that we find new sources of funding. Grants from charitable trusts and foundations, and philanthropic giving by individuals and businesses, make a huge difference. Please get in touch if you, or someone you know, may be able to support our efforts to secure funding from these sources.

Donate today:

Visit www.justgiving.com/actiononpp/

Text APPY10 followed by the amount to 70070 e.g. 'APPY10 £20'

Cheques payable to: 'Action on Postpartum Psychosis', The Barberry, 25 Vincent Drive, Birmingham B15 2SF

Organise a fundraising event

From sponsored walks to bake sales, every £ you raise makes a difference. For ideas and information app-network.org/news-events/fundraising/

Get involved

- Join the APP network and keep up to date with the latest information and events at app-network.org
- Like us at [Facebook.com/ActionOnPP](https://www.facebook.com/ActionOnPP) and follow us on Twitter @ActionOnPP #PPtalk

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