



CASE STUDY: PUBLIC RELATIONS

The Policy Center for Maternal Mental Health: MMHW Campaign

CLIENT PROJECT RESULTS

The Policy Center for Maternal Mental Health (formerly 2020Mom) is committed to closing gaps in maternal mental health care. Their vision is for all pregnant and postpartum mothers to have ready access to standardized, evidence-based maternal mental health care from providers they respect and trust. We partnered to raise awareness for Maternal Mental Health Week.

After drafting an article about the five most common maternal mental health disorders specifically targeted to new moms, WHIP compiled a list of the most relevant media outlets to pitch. We decided that Parents.com was the best fit for the article, and pitched the piece to their Digital Content Director and Deputy Editor.

Within 2 days, the article was edited, reviewed, fact-checked, and published on Parents.com, which sees 11.3 million unique visitors per month. They also posted the piece to their Facebook page, which has more than 2.1M followers.

[Read the article here.](#)