

# TheBlueDot

p · r · o · j · e · c · t

together we can lift stigma & shame



Perinatal Mental Health Disorders like postpartum depression are the #1 Complication During the Perinatal Period, which impacts up to 1 in 5 mothers in the U.S.

## Vision

Every family in the perinatal period has an awareness of the prevalence of perinatal mental health disorders and knowledge to support healing.

## Mission

Our mission is to use the blue dot symbol to raise awareness, provide support, and nurture solidarity with the aim to end the stigma and shame surrounding perinatal mental health disorders.

## The Purpose of the TheBlueDotProject is to:

- Raise awareness of perinatal mental health disorders
- Proliferate the BlueDot as the symbol of solidarity and support
- Combat stigma and shame

## Social Media Handles



[@thebluedotprj](https://www.instagram.com/thebluedotprj)



[The Blue Dot Project](https://www.facebook.com/TheBlueDotProject)



[@thebluedotprj](https://twitter.com/thebluedotprj)



[The Blue Dot Project](https://www.linkedin.com/company/thebluedotproject)

We aim to make the blue dot as recognizable as the Pink Ribbon is for Breast Cancer.



## What is the Maternal Mental Health Social Media Awareness Week Campaign?

Launched in 2014, during the first week of May, TheBlueDotProject hosts a social media awareness campaign, Maternal Mental Health Awareness Week.

Parents, organizations, and brands are invited to share daily posts from TheBlueDotProject's social media toolkit\* or share their content, including their own stories. We ask participants to share/post at least two weekly messages.

**In previous years, we have had 60+ million impressions on social media.**

\*A social media toolkit will be available before May.



**Subscribe** to our monthly BlueDot Bulletin and follow us on social media to stay current.

# Media Toolkit

Content to use on social media or any other digital media.



[Download images](#)

The blue dot is the universal symbol for Perinatal Mental Health. This symbol is owned by the community (that means YOU) and for anyone to use. Learn more [TheBlueDotProject.org](http://TheBlueDotProject.org)

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- Combat stigma and shame.

Learn more [TheBlueDotProject.org](http://TheBlueDotProject.org)

## Contact Information

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