

# TheBlueDot

p•r•o•j•e•c•t



## TheBlueDotProject

together we can lift stigma & shame

### Creation of the Symbol

TheBlueDot was created in 2013 by Peggy O'Neil Nosti, a mom who suffered from postpartum anxiety with her third child who wanted to find a way to let other moms know they were not alone. Peggy created a subtle image of a blue dot and a silver lining to illustrate hope.



### The Purpose of the TheBlueDotProject is to:

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



@thebluedotprj



@thebluedotprj



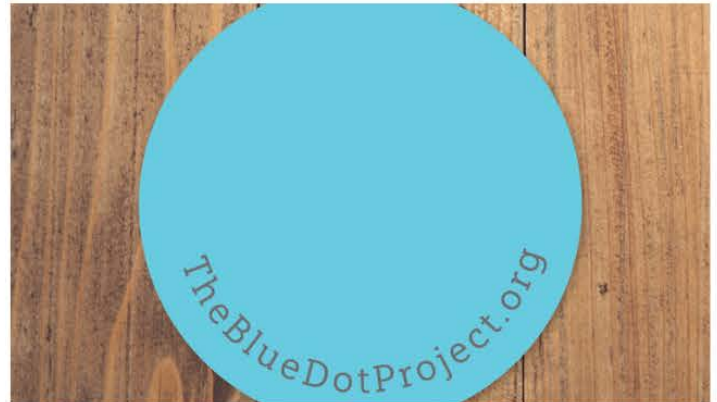
@thebluedotproject

## Symbol Adopted by the Cause

The symbol was selected by the former National Coalition for Maternal Mental Health to be used in multiple ways to promote awareness and solidarity.

## The Dot finds a New Home and Color

In 2017 the rights to TheBlueDot were signed over to 2020 Mom, the parent organization of TheBlueDotProject, to further promote the symbol through Maternal Mental Health Awareness Week and strategic partnerships.



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

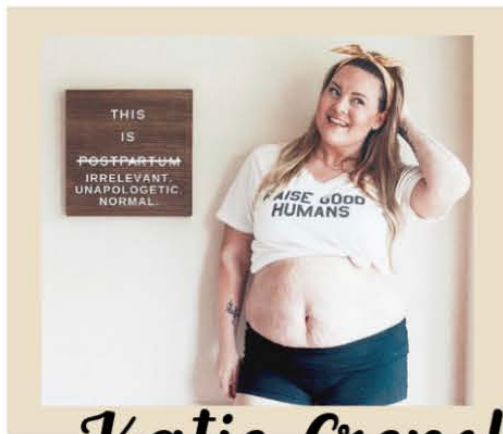
The campaign launched in 2014 to reach mothers, families, and the general public, and raise awareness about maternal mental health disorders like postpartum depression, which impacts up to one in five mothers in the U.S.

Each year the theme changes, however the BlueDot, the international symbol for MMH, is shared on memes used during the campaign to bring continuity to the images and raise awareness of the symbol. The aim is to combat stigma and shame through mass social media reach.



## Our theme this year is: Motherhood is Not Black and White

We all know there is no "right" way to be a mom. This year we will be taking a look at all the different perspectives of motherhood to show that motherhood is often a melting pot of varying experiences and emotions for all moms. Our spokesperson this year is Katie Crenshaw.



*Making Over*  
**MOTHERHOOD**  
MAY 4TH - 8TH 2020  
MATERNAL MENTAL HEALTH  
AWARENESS WEEK

TheBlueDot  
project  
TheBlueDotProject.org

*Katie Crenshaw*  
SPOKESPERSON OF THE YEAR

79k 60 15k 6k 1.6k 1k

Our campaign  
and reach from  
#MMHWeek2019



TWITTER  
Impressions:  
**6.5**  
MILLION



FACEBOOK  
Reach:  
**3.2**  
MILLION



INSTAGRAM  
Impressions:  
**8.3**  
MILLION

**100%**  
of participants said they  
WOULD PARTICIPATE AGAIN

TOTAL:  
Campaign was seen by  
**18** MILLION  
PEOPLE  
...almost doubled from 2018!



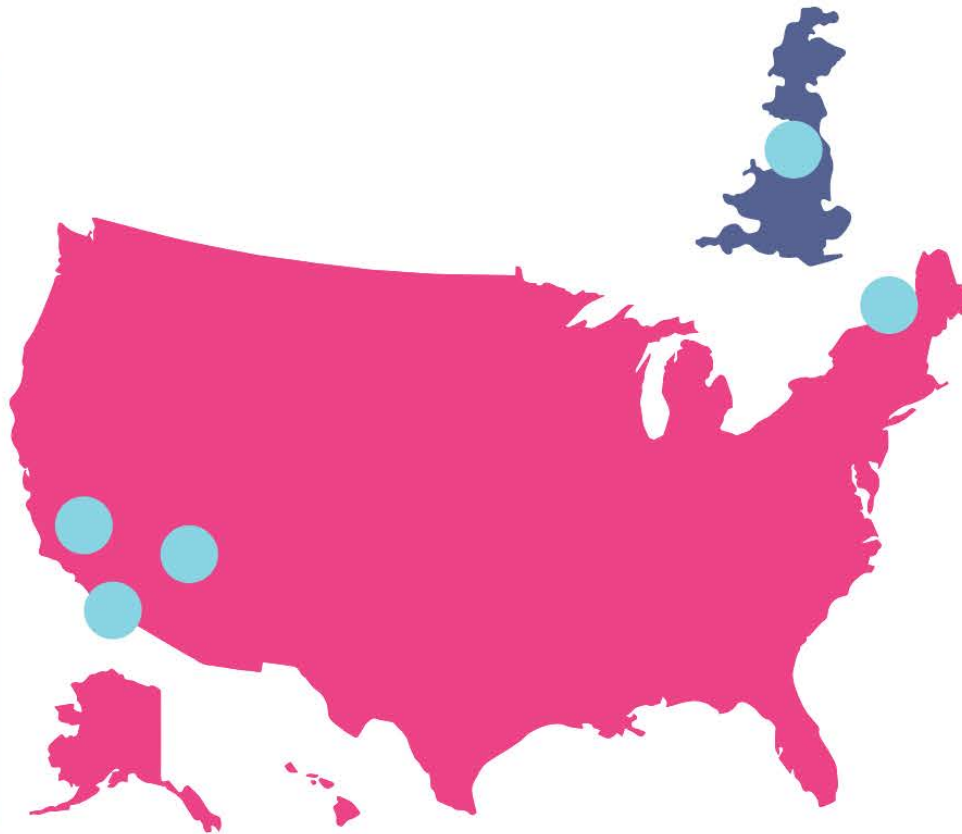
## Demographics:

### Top locations reached:

- Los Angeles
- New York
- San Diego
- London
- Phoenix

### Age range reached:

- 25-98% Women 25-44 year old women on Instagram
- 2% Men



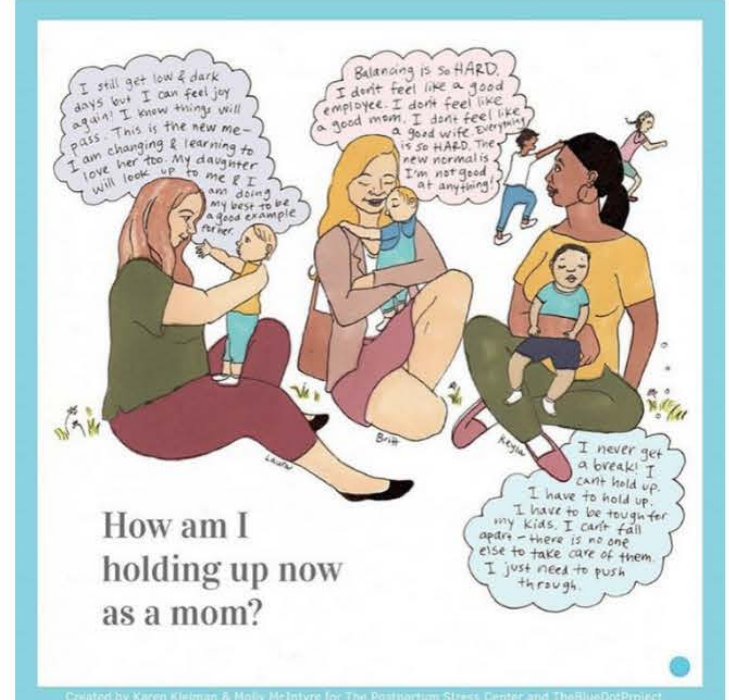
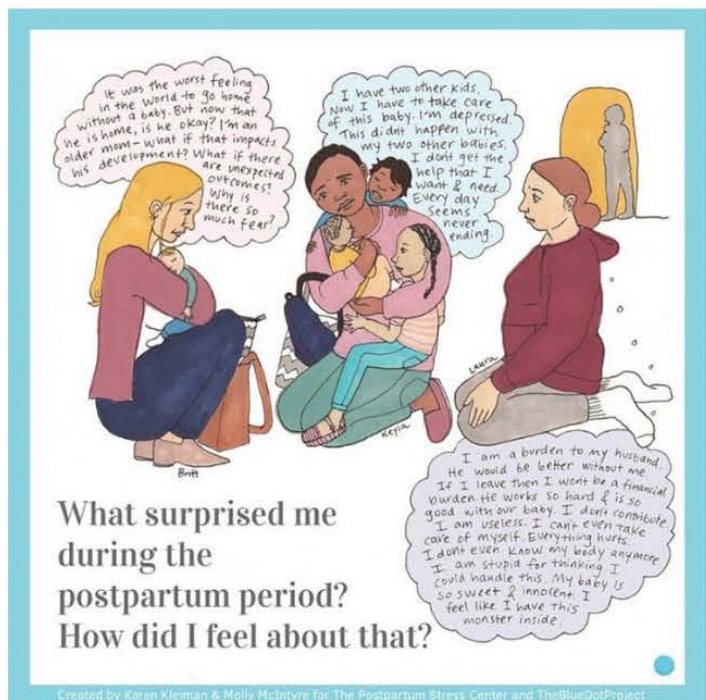
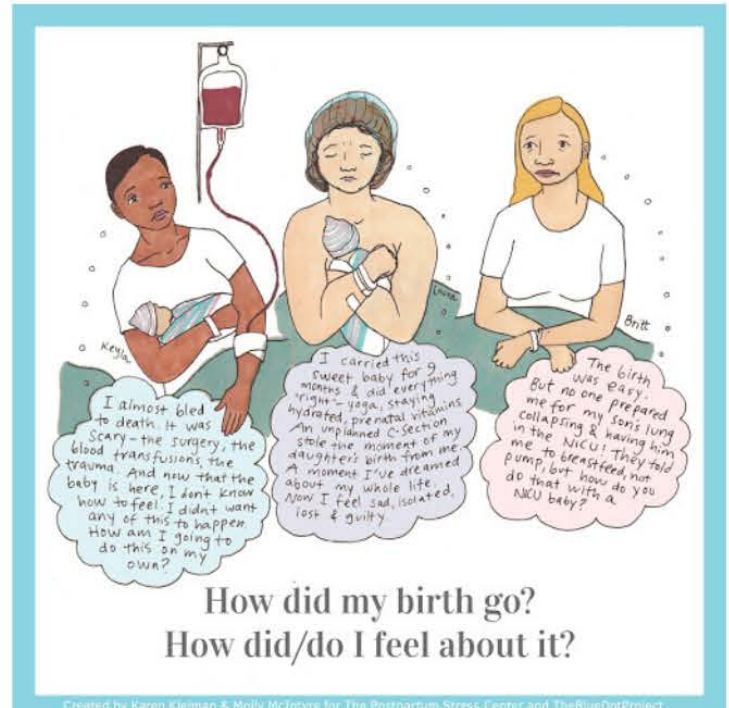
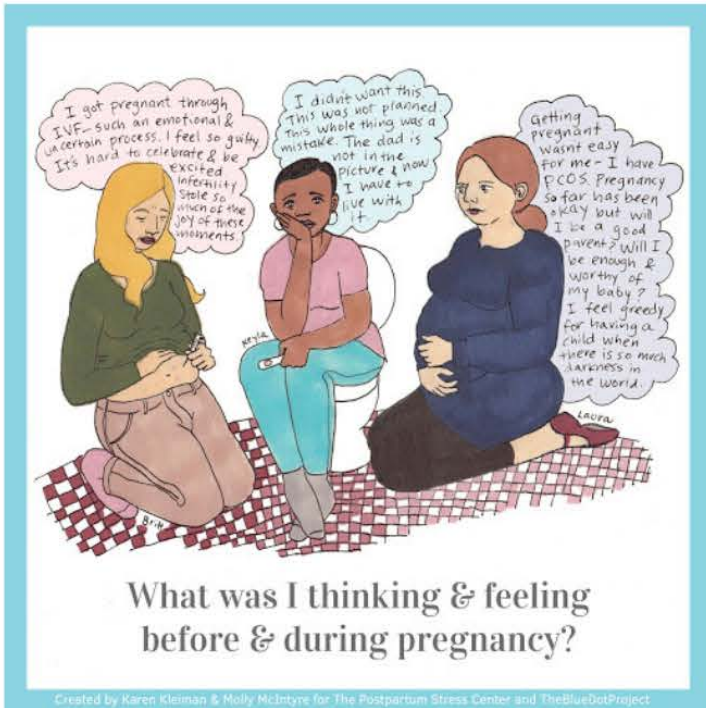
## How Maternal Mental Health Awareness Week Works:

During Maternal Mental Health Awareness Week

- Anyone can sign up to be a promotional partner to receive the campaign toolkit. Partners are encouraged to share information in the toolkit to raise awareness about maternal mental health disorders.
- TheBlueDotProject team posts daily memes and messages that followers can like, share and discuss.



## Here are the memes from 2019:



Mothers all over the world are invited to sign up and participate in the #MakingOverMotherhood Campaign during Maternal Mental Health Week.

Moms are asked to share photos of what motherhood really looks like and the parts that are normally hidden behind closed doors: the intimate moments, the struggles, the messes and the tantrums!

Here are some images shared during #MMHWeek2019:



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