

GUIDELINES AND CRITERIA

Maternal Mental Health
Friendly Certification
Guidelines and Criteria
for Providers

Prepared by

The Bloom Foundation for Maternal
Wellness, 2019



BLOOM
FOUNDATION

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PREFACE TO GUIDELINES AND CRITERIA FOR MMHF™ CERTIFICATION

A growing body of research addresses the prevalence of Perinatal Mood and Anxiety Disorders (PMAD) and their effects not only on the mother, family unit and the mother/child bond, but also on the child's long term emotional health and regulation.

Most women receive some form of maternal care during pregnancy and postpartum. They are seen by various health providers (e.g., obstetricians/gynecologists, nurses, family physicians, midwives, neonatologists and pediatricians) both prenatally and postnatally. The nature and regularity of these visits provide a unique opportunity to advise and support parents, and to connect them with the services that they may need. Providers can play critical roles in improving outcomes in maternal and infant mental health. Providers regularly see parents and form meaningful relationships with them. They are well positioned to identify PMADs and to refer parents who need services.

It is with full clarity we understand the responsibility of screening a pregnant or new mother for PMADS while knowing the provider may have no qualified help to which refer. With this knowledge we have developed a new standard of care based on the best practices compiled from treating thousands of women in the perinatal population

Over 60% of women with postpartum depression also had signs of an anxiety disorder, a condition which isn't always associated with depression.



Postpartum obsessive-compulsive disorder is believed to occur in 3% to 5% of childbearing women.



It is believed that 50% of women who develop postpartum depression began experiencing symptoms during pregnancy. This proves the case for early symptom-recognition, awareness and access to treatment.

GUIDELINES AND CRITERIA: OB/GYNs and Midwives

In order to achieve MMHF™ Certification, OB/GYNs and Midwives are required to meet the following guidelines and criteria.

GUIDELINE #1: Provide educational and informational materials and resources.

Criteria

Required

1. Provide Perinatal Mood and Anxiety Disorders (PMAD) resource materials to all appropriate patients.
2. PMAD educational materials must include Infographics (Bloom supplied), that detail PMAD signs and symptoms, risk factors, and prevalence, as well as contact information to local resources and the phone number of the national suicide hotline 1-800-273-8255.
3. Educational materials will be provided patients at least once in print form as well as in links to validated online resources.
4. The doctor, midwife, or staff providing the PMAD resource materials must have completed an approved Introduction to PMAD training course.
5. Materials must not contain any promotional product advertisements or other mother or baby marketing propaganda such as breastfeeding policies, nutritional choices, environmental promotions etc.

*Bloom can provide any digital resources materials needed.

Suggested

Include PMAD information in any online promotional sites (ie websites)

GUIDELINES AND CRITERIA: OB/GYNs and Midwives

GUIDELINE #2: Patients screened for PMADs prenatal and postnatal.

Criteria

Required

1. Screen patients after their first trimester to determine risk factors of developing PMADs during pregnancy.
 - a. Refer for follow up if loaded mental health history in family or patient.
 - b. Bloom will provide risk factor sheet and Bloom Assessment for Perinatal Anxiety (BAPA).
2. Conduct EPDS screening as well as Maternal Mental Health Checklist at first postpartum visit. Assess during all consecutive postpartum follow up appointments. Know where to refer for proper treatment.
 - a. EPDS - If a patient has a score of 10 or higher, or has answered positive to question #10 (suicide question), **the provider must have an approved referral pathway for immediate patient support.**
3. Give Bloom Assessment for Perinatal Anxiety (BAPA) .

Suggested

Forward BAPA results quarterly to The Bloom Foundation. Spreadsheet will be provided

GUIDELINES AND CRITERIA: Pediatricians

GUIDELINE #1: Provide educational and informational materials and resources.

Criteria

Required

1. Provide Perinatal Mood and Anxiety Disorders resource materials to all appropriate participants.
2. PMAD educational materials must include Infographics (Bloom supplied) detailing PMAD signs and symptoms, risk factors, and prevalence, as well as contact information to local resources and the phone number of the national suicide hotline 1-800-273-8255.
3. Educational materials will be provided at least once in print form as well as in links to validated online resources.
4. The Pediatrician or staff providing the PMAD resource materials must have completed an approved Introduction to PMAD training course.
5. Materials must not contain any promotional product advertisements or other mother or baby marketing propaganda such as breastfeeding policies, nutritional choices, environmental promotions.

*Bloom can provide any digital resource materials needed.

Suggested

Include PMAD information in any online promotional sites (ie websites)

GUIDELINE #2: Patients screened for PMADs postnatal.

Criteria

Required

1. Conduct EPDS screening as well as Maternal Mental Health Checklist at first postpartum visit. Assess during consecutive postpartum follow up appointments up to 6 months postpartum. Know where to refer for proper treatment.
 - a. EPDS - If a patient has a score of 10 or higher, or has answered positive to question #10 (suicide question), **the provider must have an approved referral pathway for immediate patient support.**
3. Give Bloom Assessment for Perinatal Anxiety (BAPA) .

Suggested

Forward BAPA results quarterly to The Bloom Foundation. Spreadsheet will be provided

Additional Notes and Acknowledgements

The Bloom Foundation for Maternal Wellness is committed to increasing awareness of Perinatal Mood and Anxiety Disorders and the short and long term impact PMADs has on women and the mental health and wellness of the family and society. The MMHF™ Certification was created as a response to the limited and inadequate number of trained and educated providers and lack of facilities that are available to meet the overwhelming demand for treatment in the perinatal community.

The Bloom Foundation would like to acknowledge and thank Monmouth Medical Center in Long Branch, NJ which is the Premier Hospital MMHF™ Platinum Certificate Recipient in the United States. Monmouth Medical Center was presented the inaugural MMHF™ Certificate for their Center for Perinatal Mood and Anxiety Disorders which has treated thousands of mothers in NJ and is one of only 11 hospitals nationwide that offers a PMAD centric hospital based center.

The Bloom Foundation for Maternal Wellness collaborates and recognizes a number of organizations that work tirelessly to promote PMAD awareness, educate survivors and providers, and support sufferers, and their families:

[Postpartum Support International](#)

[2020 Moms](#)

[Momswell](#)

[Postpartum Support Virginia](#)

Grateful appreciation is extended to the following people for their contributions in creation of this document:

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