

**Postpartum Mood Disorders
Radio Public Service Announcements**

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These announcements can run from March 1st through March 31st, 2007.

15-Second PSA

One in five new moms experience postpartum mood disorders. Help is available. Visit lifewithnewbaby.ca for more information. This message is brought to you by Best Start: Ontario's Maternal, Newborn and Early Child Development Resource Centre.

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30-Second PSA

Did you know that one in five new moms experience postpartum mood disorders? These disorders can be detrimental to both mom and baby if not recognized and treated promptly. If a new mom feels sad, tearful, overwhelmed, restless, anxious or frustrated for more than two weeks she should get help. Visit lifewithnewbaby.ca for more information.

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60-Second PSA

Background: Park noises – birds chirping, kids playing...

Woman 1: I haven't been feeling much like myself since Josh was born and I'm ashamed. I thought this was supposed to be the happiest time of my life.

Woman 2: Kathy, so many new moms feel that way. You may have a postpartum mood disorder. I felt that way after Katie was born as well.

Woman 1: You did? Why didn't you ever say anything?

Woman 2: I was embarrassed. But I finally talked to my doctor about it and she got me the help I needed. Once I started talking about it I realized that it's pretty common.

Woman 1: What can I do?

Woman 2: Some women simply need to get help and much needed rest, while others need therapy, or medication. Some do a combination of things. Call your public health department and they'll be able to help you. But whatever you do, make sure you talk about it. That's the first step to feeling better.

Life with a new baby is not always what you expect. It's not your fault. There is help available.

For more information visit lifewithnewbaby.ca. This message is brought to you by Best Start:

Ontario's Maternal, Newborn and Early Child Development Resource Centre.