



# 2017 - 2018 Impact Report

## Our Vision

Supporting Mums and giving babies the best start in life.

## Our Mission

MumsAid supports mothers who are experiencing emotional or psychological difficulties. We provide high-quality counselling to pregnant women and mothers with infants. We recognise and seek to raise awareness of the fundamental impact of mothers' mental health on the wellbeing of the family, community and mental health of future generations.

## Our Values

We are dedicated to reducing the stigma around postnatal depression and making psychological services accessible and inclusive. We passionately believe that it is wrong for women and their families to be left to cope without help.

### In 2017 - 2018

148 mothers received free face-to-face counselling

238 children benefited from their mums getting the help they needed

We provided up to 30 counselling sessions per week, in eight Community/Children's Centres in the Royal Borough of Greenwich

Crèche places were available during counselling

We also provided telephone support, social media posts and signposting to other services

"The feedback from MumsAid clients has been very positive, your input and interventions has made a huge difference to their lives and also to their families."  
Local Health Visitor

## Our Solution

MumsAid was formed in 2012 to address the gap in perinatal services in Greenwich by offering an accessible and effective early intervention. We provide counselling for women who might not usually access psychological services.

We also raise awareness of perinatal issues through:

- Training and supervising frontline professionals
- Communicating with mums via social media
- Working with partners to improve perinatal services.

Mums are offered twelve free sessions (with follow-ups) and a crèche place for their baby. YoungMumsAid offers 16-18 year-old pregnant and new mums six months of free weekly psychotherapy.

By delivering an intervention proven to be effective in reducing perinatal depression and anxiety, and promoting sensitive, responsive and nurturing parenting, we are able to make significant improvements in the mental health of mums and help protect the wellbeing of babies.

## Achievements 2017 -2018

- Securing funding for a further three years for the ground-breaking **Young Mums Aid (YMA)** service for 16-19 year-olds.
- Our work is featured on the Public Health England website as an example of **Best Practice** in perinatal services.
- Runner up in two categories of the Parent-Infant UK Awards
  - **People's Choice**
  - **Exceptional infant Mental Health Service**
- Most recently we received two prestigious national awards:
  - The Maternal Mental Health Alliance Award for **Inclusivity and Diversity** (MMHA 2018)
  - The Royal Society for Public Health Award for **Mental health and Wellbeing** (RSPH 2018)

## Who We Help

Mental health difficulties can affect any woman in pregnancy, birth and early infant years. We support women from diverse backgrounds.

### Client Profile

First-time mother, age 26 with 10-month old daughter. Asian. Married. Self-referral.

### Reasons for Referral

- Exhaustion
- Feeling overwhelmed by anger and resentment
- Bonding issues
- Relationship difficulties with husband and in-laws

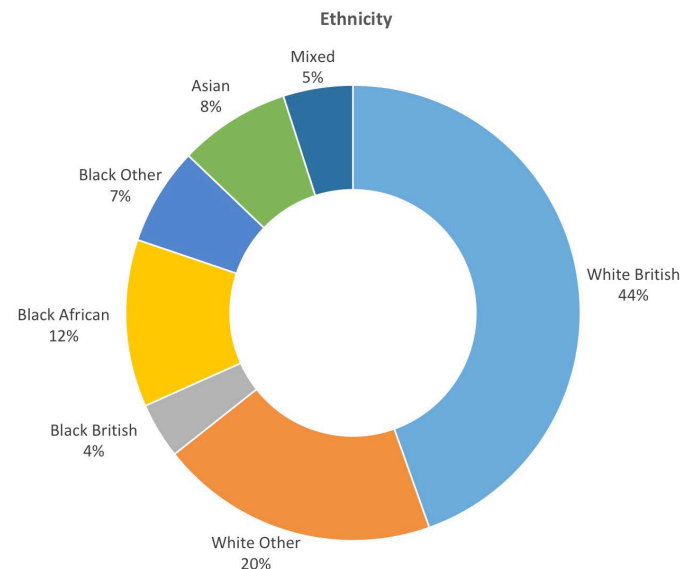
### Support Provided

- Safe space to express and explore negative feelings
- Important links made to previous losses
- Permission and encouragement to process grief

### Outcome Achieved

- Diminished feelings of anger and resentment
- Improved relationships with husband and in laws
- Bonding issues resolved with daughter
- New found pleasure in being a mother

## Ethnicity of Counselling Clients



### Feedback From a Service User

*'As someone who had always been driven, positive, and in-control the feelings that I experienced in early motherhood were entirely foreign and unbearable. I was aware that I needed help but was left hanging in the system. Fortunately, I found MumsAid in a last ditch Google search and they made asking for help easy when I needed it. They gave me the help that I needed when I needed it. ... I now absolutely love being a mother and have a wonderful bond with my little son. I strongly believe that the opportunity I had with MumsAid made all the difference in getting me to where I am now: a happy, outgoing, thriving mum. They are truly special people providing a hugely valuable service to the community'*

"The extended nature of the input YMA have with the young women has a very positive impact"

Family Nurse Partnership Worker



### Client Profile

Young woman referred at age 14 with 20 month old baby. Previously excluded from education and at high risk of further exclusion. Living conditions were very poor; rat infestation, no cooker or hot water. Maternal grandmother doing majority of care for baby. Mum said she did not feel like a mum but more like a sister.

### Reasons of Referral

- Maternal Ambivalence
- Lack of the bonding; little interest in her baby
- Difficulties with anger management

### Support Provided

- Support transition into motherhood
- Building confidence & improving baby bonding
- Emotional Regulation

### Outcomes Achieved

- Sense of self and role as mother improved
- Bond with baby Strengthened
- Improved behavior and relationships at school
- Counselling helped her "Let off steam" and think about the Future
- Improved Housing

**We are reaching some of the most disadvantaged women in London.**

**63%** of our young mums had a history of childhood abuse or neglect.

**58%** experienced domestic violence.

Babies of teenage mothers have a **56%** higher risk of infant death, according to a study by the Royal College of Midwives.

**90%** Had previous mental health issues

## Achievements

- Received continuation funding from Children in Need for a further 3 years
- 29 referrals received
- 19 home visits were conducted
- 12 attended regularly
- 19 attended at least 1 session
- Regularly contributed to child protection proceedings



### Client Profile

Young 18 year old Somali mother who had difficult birth. Moved to England age 14 having lived through war and witnessed atrocities against her family. 2-month old baby born with cleft palate and requiring ongoing surgical treatments. Socially isolated and parenting alone as baby's father waiting for UK visa.

### Reasons of Referral

- Symptoms of anxiety and depression
- Trauma history
- Social isolation

### Support Provided

- Psycho education helping to understand her anxiety & impacts of trauma
- Building confidence and improving baby bonding
- Actions to reduce social isolation

### Outcomes Achieved

- Reduction in trauma symptoms
- Improved self esteem and confidence
- Increased social integration; attending classes at Children's Centre



# Measuring our Impact

Mums receiving counselling complete pre- and post-service questionnaires, which use recognised clinical measures to evaluate mental health improvement, stress levels, and relationship quality with partners. We use self-report scales to determine confidence in parenting and the bond between mother and baby. We encourage mums to give feedback on the service they receive.

## Overcoming Depression

In an evaluation of our 12-session perinatal counselling service (2017-2018), 82% of mothers who completed counselling saw their scores on the Edinburgh Postnatal Depression Scale move to below the threshold for depression. The mean scores decreasing from 17.6 to 10.2

## Reducing Stress and Building Confidence

For mothers who identified confidence in their parenting as an issue, there was a marked improvement reported after counselling. The stress score (from a validated measure called the Perceived Stress Index) decreased from a mean score of 24.4 to 16 in the post-service questionnaires.

## Service Satisfaction

100% of service users would recommend the service. Satisfaction rates with the service were very good, the mean score rating was 4.7 out of 5.

Measures used to assess outcomes included the Edinburgh Postnatal Depression Scale (EPDS), Perceived Stress Index (PSI) and a shortened version of the Relationships Dynamics Scale (RDS).

## Case File



### Client Profile

21 year-old Black African mum with 5-months old son. Referred by Children's Centre. Traumatic birth and previous miscarriage. No family or friends in UK. Partner working long unsocial hours. Baby with some health issues.

### Reasons For Referral

- Social isolation
- Symptoms of depression
- Highly stressed and anxious about son's health
- Relationship issues with partner

### Support Provided

- Explored impact of her own childhood
- Gave permission and space to process feelings around miscarriage and other losses
- Encourage self-care to help manage stress regarding son's health
- Sign posting to groups and services to help combat isolation

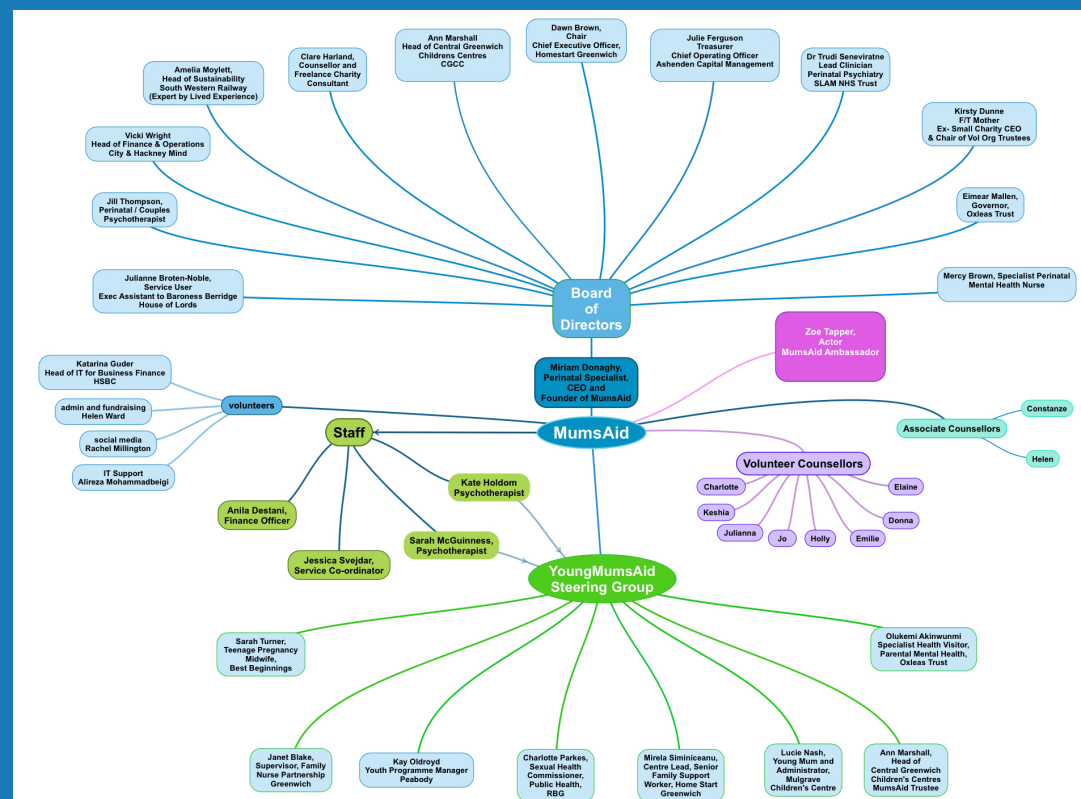
### Outcomes achieved

- Felt less depressed and anxious
- Grew in confidence as a mother
- Able to think about own needs and wellbeing
- Improved relationship with partner
- Became more integrated into local community

## Team Changes

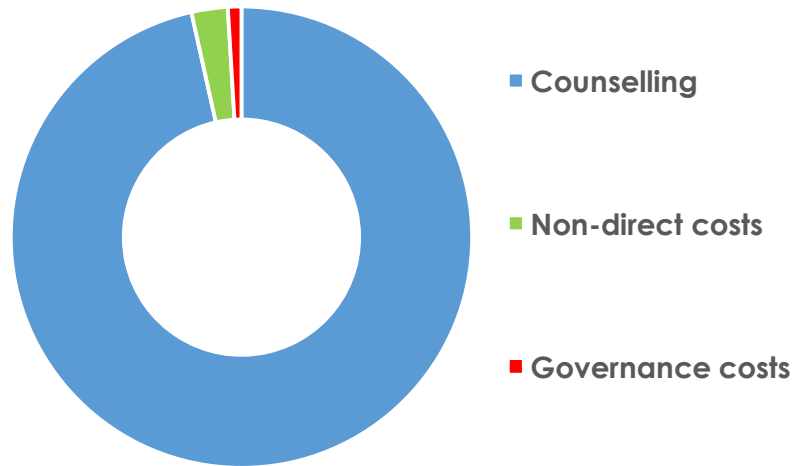
### In 2017-2018, MumsAid has benefited from:

- Establishing Private Counselling scheme and Low Cost therapy service which helped subsidise the costs of the free counselling service
- MumsAid staff received pay increases and pension schemes
- Eight specialist counsellors giving around 126 voluntary hours per month
- Eight YMA Steering Group members comprising of allied professionals and stake holders
- Twelve Directors, eight of which are volunteers giving around 130 voluntary hours per month
- The addition of four volunteers providing IT, Social Media support and local fundraising initiatives giving an estimated total of 80 hours a month



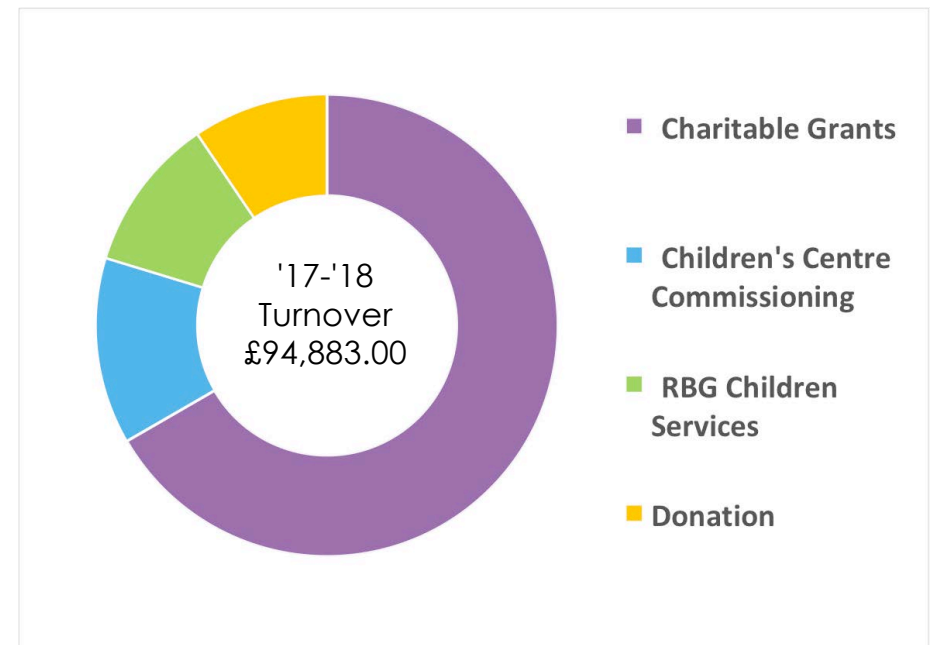
## Finances

Where we spent  
our money in 2017-18



96.8% of the money was spent  
on service delivery compared  
to other costs

Where our money comes from





## We really appreciate

### Our Staff

MumsAid has a dedicated team of 7 staff members who are regularly called upon to go 'above and beyond' for the sake of the service.

### Our Colleagues

Have consistently supported MumsAid by attending our management meetings, promoting our service and working together for the benefit of our mums and their families.

### Our Volunteers

We have an amazing team of 20 volunteers, generously giving their time and skills because of a shared passion and belief in the mission of MumsAid. These volunteers contributing an estimated total of over 500 hours per month.

### Our Community

We are also grateful to the individuals and local community organisations whose donations and activities have supported our work throughout the year.



# THANK YOU EVERYONE