

perinatal mental health support



Keeping Families at the heart of all we do

About Mothers for Mothers

For over four decades we have offered maternal mental health and wellbeing support, advice and information to women, birthing people and their families in Bristol, North Somerset and South Gloucestershire. As mothers who have lived experience of depression, anxiety and isolation during pregnancy or after the birth of one or more of our babies, we understand how hard early parenthood can feel and how difficult it can be to ask for help.



Bryony
Chair of Trustees



Maria Viner
Chief Executive Officer

Our Vision and Mission

Our Vision

is for all families to have access to support and resources they need to navigate the emotional and psychological challenges associated with pregnancy, early years parenting and family life; promoting emotional wellbeing for all.

Our Mission

is to provide support and to promote emotional wellbeing for families during pregnancy and early years, encouraging self-empowerment to overcome challenges, improve wellbeing and nurturing strong relationships within the family and wider community.



Our Aims

- Improve confidence, resilience and relationships with children and family, leading to faster recovery.
- Improve children's emotional development by supporting Mothers to be sensitive and responsive in their relationships with their children
- Reduced social isolation and improved social and support networks.
- Raise awareness of Perinatal Mental Illness and the support available.
- Improve care and services for maternal mental illness.

Our Values

- We are caring & compassionate
- We collaborate and work in partnerships
- We are respectful and inclusive
- We are accountable and transparent
- We strive for quality and excellence

Our Strategic Aims: Keeping Families at the heart of what we do



Strategic Aim 1: Community

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We will work in close collaboration with and recognise the value of our Community, ensuring an inclusive, responsive approach and nurturing a sense of belonging.

Our Community has always been central to Mothers for Mothers. As a lived experience, peer support, client led charity, we strive to ensure we have the capacity to respond to and meet the growing needs of our clients and our wider community by ensuring that our support and resources address their unique needs and challenges.

We place our clients at the centre of all we do. In order to achieve the best outcomes for families we work closely with our wider community which are our clients and their families, our volunteers and placement students, statutory services and healthcare professionals, those working in family services and VCSE organisations, academic and professional institutions, grant providers and donors.

Understanding our community is key to this work and we will continue to use a trauma informed approach to support. We will acknowledge the impact of experiences or events that may be stressful, frightening and distressing and we will work on understanding the correct processes to recognise all forms of trauma, including racism, during support and on the journey towards re“dis”covery.

We commit to:

- Providing flexible and personal services that support our clients during pregnancy and early years parenting, help to improve family relationships, support attachment, confidence and responsive parenting, reduce isolation and improve troubling symptoms. This leads to a faster re“dis”covery and improves health and wellbeing for the next generation.
- Working towards a healthier and better resourced community that recognises the importance of perinatal mental health and is equipped to support women and their infants during this critical period in their lives.
- Working in the ways recommended by our Equity, Diversity and Inclusion Task Force to ensure an inclusive culture where differences are welcomed, celebrated and valued; everyone feels a sense of belonging; everyone has the opportunity to contribute, add value, be themselves and reach their full potential in a way that is consistent with, and adheres to, our values. We aim to be an organisation where people feel involved, respected and connected to our success.
- Collaborating with clients and those with lived experience through our Monitoring Evaluation and Learning (MEAL) process and co-production to ensure we are fully informed of the evolving needs of our community. Collaborating with healthcare providers, other professionals, researchers, and community partners to develop knowledge and services to amplify impact. Ensuring clients feel heard and understood.
- Adjusting plans when necessary to respond to the changing needs of our community and the evolving landscape of perinatal mental health support. Taking a holistic approach to our service delivery.
- Ensuring our community feels valued, supported and has the tools to become self-empowered to drive forward positive change. We will create opportunities for their voices, experiences and ideas to be elevated and we will work towards reducing stigma and shame.



Strategic Aim 2: Excellence

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At Mothers for Mothers we offer high-quality services, shaped by lived experiences. Our Board of Trustees and Senior Leadership Team will strive to provide the requirements to embed a culture of excellence across not only our service delivery but all of the golden threads of the framework that underpins high quality and safe services.

Anti Racism
Digital Data and Records Management / GDPR
Safeguarding
Supervision
Training

We commit to:

- Being an ethical employer, providing the skills, knowledge and infrastructure to enable our workforce to perform their duties to a high standard. Attracting and retaining a skilled and passionate lived experience staff and volunteer team who are both committed to excellence, are highly skilled and caring, and feel valued in their role.
- Working to consistently deliver high quality services that meet the unique needs and challenges of our community, achieve high standards of engagement and satisfaction and provide hope for the future.
- Providing safe spaces which are non-judgmental and client centred, which enable us to build relationships of trust and allow clients to feel confident to make honest disclosures to enable us to support them in a way that meets their needs.
- Working to improve accessibility of our support services and other services in the local system by raising awareness of and working towards eliminating the barriers that families may face in accessing services.
- Providing Charters and Agreements which set out our ways of working with a clear simple process for complaints
- Building on and learning from over four decades of experience whilst embracing innovation and piloting new ways of working.
- Demonstrate measurable impact and fostering a culture of continuous innovation, learning and improvement.



Strategic Aim 3: Ambition

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We believe that Mothers and families are worth investing in by providing early support which prevents escalation to more severe and enduring illness and interrupts generational trauma.

We commit to:

- Driving meaningful change and making lasting improvements to family lives.
- Working hard to achieve funding required to expand growth in our services and extend our reach to meet the increased needs and challenges faced by our community.
- Investing in staff and volunteer capacity by providing training, development and supervision for staff and volunteers.
- Working in partnerships and collaborations with key stakeholders to improve our reach and amplify our impact.
- Strengthen the visibility of our brand and reputation.



Strategic Aim 4: Awareness

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Raising awareness about perinatal mental health issues and advocating for better support is crucial. It contributes to a more informed and compassionate community and society. This aligns with our vision of creating a community where perinatal mental health is understood and valued; and stigma and shame are reduced.

We commit to:

- Developing and implementing a comprehensive communications plan to raise awareness and build visibility.
- Engage and build stronger relationships with the media and creating opportunities for increasing public knowledge of perinatal mental health issues.
- Increasing public understanding, recognition and support for Mothers for Mothers vision, mission, aims, services and impact.
- Joining in campaigns like Maternal Mental Health Awareness Week.
- Building a stronger online presence by creating engaging content like videos and infographics for social media and our website to amplify our message.
- Communicating our progress and evaluation findings to our stakeholders, including donors, partners, beneficiaries, and the wider community. This may include annual reports, newsletters, social media updates, or presentations at conferences and events.
- Increasing support from stakeholders, partners, funders and donors.



Strategic Aim 5: Accountability and Value

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To maintain trust and credibility it is vital to ensure we are transparent, and accountable; and that we add value to our community. This will enable us to make a meaningful and lasting difference in the lives of families.

We commit to:

- Demonstrating transparent governance, and decision-making processes.
- Implementing robust policies and procedures.
- Managing resources responsibly.
- Ensuring effective and robust financial management, oversight and reporting
- Fostering a culture of transparency and continuous improvement among teams that encourages feedback and accountability.
- Demonstrating measurable impact and positive outcomes for families by regularly monitoring, evaluating, reviewing, and reporting publicly on progress.
- Deep dive into client feedback to draw out themes and recommendations for improvements to ensure services are accessible, relevant and responsive to the needs of our community.
- Ensure high levels of stewardship of placement students, volunteers and supporters to enhance value and maximise impact.





**The Queen's Award
for Voluntary Service**



**With thanks to all who support and fund our
services and invest in our community.**