



PANDA

Perinatal Anxiety &
Depression Australia

Strategic Plan

PANDA - Perinatal
Anxiety & Depression
Australia

2015 - 2018

VISION

A community where perinatal anxiety and depression are recognised and the impact on women, men and their families is minimised

ASPIRATIONS

Healthy and strong parent, child and community relationships

- People recognise the symptoms of perinatal anxiety and depression and seek help early
- Perinatal anxiety and depression is openly discussed, understood, and accepted
- There is reduced prevalence of untreated perinatal anxiety and depression and associated complex trauma

Universal, affordable access to perinatal services

- All parents are screened for perinatal anxiety and depression
- Quality perinatal support and advice is available when needed and in the preferred form
- Professionals working in health and maternity services recognise perinatal anxiety and depression, and refer early
- Emotional wellbeing is incorporated into all aspects of reproductive services, antenatal services and postnatal care

Government and workplace action on perinatal mental healthcare

- State and Federal perinatal mental health policy is influenced by PANDA's understanding of the lived experience of perinatal mental illness
- State and Federal governments support effective health promotion and services to maximise perinatal mental health
- Workplaces implement effective perinatal mental health support and awareness programs

MISSION

To reduce the impact of perinatal anxiety and depression – through information, awareness raising and services

STRATEGIC GOALS

PANDA will focus on the following strategic goals.

1. Extend and strengthen PANDA's support and information services nationally
2. Use a multichannel approach to raise awareness of perinatal anxiety and depression and promote early intervention
3. Use evidence-based data to advocate for effective national service delivery
4. Influence the service system to be inclusive and responsive to the needs of fathers
5. Increase awareness of the impact of untreated perinatal mental health and risk factors (including family violence) during the perinatal period
6. Strengthen and diversify PANDA's funding base

STRATEGIES

To implement each strategic goal, the following key strategies have been identified.

1. Extend and strengthen PANDA's support and information services nationally

- 1.1. Extend PANDA services to meet the needs of consumers across Australia
- 1.2. Create national referral pathways and partnerships
- 1.3. Nationalise the PANDA model for service coordination and intervention

2. Use a multichannel approach to raise awareness of perinatal anxiety and depression and promote early intervention

- 2.1. Implement a national program to raise awareness of perinatal anxiety and depression and PANDA's expertise with support from high profile ambassadors
- 2.2. Deliver online support services to respond to identified needs and to complement existing services
- 2.3. Develop workplace programs that normalise perinatal anxiety and depression

3. Use evidence to advocate for effective national service delivery

- 3.1. Establish and define outcome measures that describe the social and economic benefits of PANDA's services
- 3.2. Initiate national research partnerships to develop the knowledge base around the perinatal anxiety and depression experience and effective interventions
- 3.3. Based on the research, advocate with State and Federal governments to influence effective perinatal service model changes

4. Influence the service system to be inclusive and responsive to the needs of fathers

- 4.1. Create a narrative that recognises a male perspective, and engages men
- 4.2. Engage high profile male ambassadors in each state
- 4.3. Partner with a high profile male organisation

5. Increase awareness of the impact of untreated perinatal mental health and risk factors, including family violence, during the perinatal period

- 5.1. Develop partnerships with relevant organisations to promote the importance of treating perinatal mental health
- 5.2. Expand PANDA's capacity to increase awareness of the impact of perinatal mental illness in culturally and linguistically diverse (CALD) communities
- 5.3. Develop resources and programs which specifically promote risk factors in the perinatal period

6. Strengthen and diversify PANDA's funding base

- 6.1. Attain additional, and maintain ongoing, Federal and State government funding
- 6.2. Develop new fundraising streams and propositions that engage individual and community donors
- 6.3. Build a portfolio of strategic corporate partnerships that provide PANDA with financial support and profile-raising opportunities
- 6.4. Establish a stewardship and retention program to increase donor loyalty and lifetime value



PANDA

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