WITHOUT THE SUPPORT OF PANDA, I DON'T THINK I WOULD HAVE MADE IT!
SAMIRA EL KHAFIR – CALLING PANDA WAS A FIRST STEP TO RECOVERY

You’ll remember Samira El Khafir as the 2013 MasterChef finalist with the infectious laugh.

She’s also the proud owner of Melbourne’s Modern Middle Eastern Cafe and the mother of Nada, four, and Mariam, who Samira tells me is “three going on five”.

But Samira’s open smile belies a tumultuous struggle with postnatal depression — and she’s now harnessing that personal experience as an ambassador for us at Perinatal Anxiety and Depression Australia (PANDA).

The Lebanese-born chef and former beauty therapist says the condition hit her hard after Mariam’s birth, leaving her feeling “very lost”.

“I couldn’t understand what was happening around me. I felt people were watching me and speaking about me. At one stage I actually felt I wasn’t good enough to be a mum,” she says.

“Society does put out an image that you have to be that perfect, happy mother, and the reality is, it’s not always like that.”

Accompanying her postnatal depression was “severe anxiety”, and a tendency to “play the blaming game: ‘whatever my husband does it’s wrong’,” she tells me.

She adds: “I was afraid to say what I was thinking in case someone did decide to take my baby away.”

When the illness worsened about four months after Mariam’s birth, Samira sought help — and a PANDA pamphlet handed to her by a doctor marked the start of a journey toward recovery.

“I did contact PANDA on numerous occasions and (through that contact) they managed to help me understand (the illness),” she says. “I managed to recover, but it took a very very long time.”

That experience highlighted the need for more awareness around the common illness — and prompted her to take up the ambassadorial role to

“help other women understand that there’s nothing wrong with you, you (just) need help to get out of the situation that you’re in”.

This article originally appeared on mamamia.com.au (http://www.mamamia.com.au/social/samira-masterchef/) and was republished with full permission.
PANDA - Perinatal Anxiety & Depression

Australia took its own first steps in Victoria in 1985 when the organisation was established by a group of women who had experienced perinatal depression and anxiety and wanted to support others in the same position. Their initial discussions around a kitchen table developed in response to demand across the state. Over time PANDA gained state government funding, and added training for peer support volunteers and a small staff team to its then limited telephone support line. Central to PANDA’s ethos of valuing the extent of support shared from the lived experience remains today.

“I know how confusing this can be. Let’s help you sort out the first step.”

In 2010 PANDA took its first step to becoming a national organisation. PANDA was funded through the Maternity Peer Support Program to deliver the National Perinatal Depression Helpline. This service now provides confidential information, support and referral to families affected by depression and anxiety during pregnancy and after childbirth and to their family, friends and service providers. With around 12,000 calls per year, each day our team support women and men, mothers and fathers, across the country to take their first step toward recovery.

As well as providing this valuable confidential support PANDA has an overarching goal to spread awareness of the incidence and impact of perinatal anxiety and depression. We want to ensure that people know about this debilitating and common condition so that they can recognise it and seek help early thereby helping to minimise impact to themselves and their baby.

PEER SUPPORT/LIVED EXPERIENCE

PANDA is driven by the lived experience of people affected by perinatal anxiety and depression. There is substantial documentation of the benefits of this peer support model.

PANDA regularly recruits and trains peer support volunteers who work alongside professional counselling staff to deliver our National Helpline services. We also train Community Education Volunteers who tell their own story to raise awareness of the impact of perinatal anxiety and depression in the broader community.

COMMUNITY AWARENESS

PANDA raises community awareness of the devastating impact of perinatal depression and anxiety:

• by providing information via our website
• with a second site at howisdadgoing.org.au
• through print resources
• through traditional and social media and community education activities

Central to all of these are our community education volunteers, who share their own experiences to promote the importance of early identification and treatment.

PERINATAL MENTAL HEALTH EXPERTISE

PANDA is committed to developing and sharing our knowledge. Our work with health professionals includes:

• collaboration and secondary consultation through the Helpline
• popular professional education seminars
• tailored in-house professional development.

We have excellent relationships with key perinatal and generalist mental health services and researchers, including the Centre of Perinatal Excellence, beyondblue, Gidget Foundation, and the Parent and Infant Research Institute.
During the year PANDA unveiled a fresh new look and a name change. PANDA’s full name is now PANDA - Perinatal Anxiety & Depression Australia. The name change puts anxiety front of mind as a perinatal mental health issue and better illustrates the reach and breadth of PANDA’s work.

We know that perinatal anxiety is as common, possibly even more common, than depression. It can certainly be as debilitating. More than 50% of callers to our National Helpline describe symptoms of anxiety. Many parents also experience anxiety and depression at the same time.

Our new name retains the ‘PANDA’ that people know whilst showing the importance of recognising and supporting parents’ mental health right through the perinatal period (during pregnancy and after birth).

As perinatal anxiety and depression affects both men and women, we were looking for a modern, gender-neutral look and logo that reflects PANDA’s expertise and the services we provide. The new colours are uplifting and warm to inspire hope. And the logo incorporates three elements that are central to the journey to recovery:

A SPEECH BUBBLE – SIGNIFYING COMMUNICATION AND PANDA’S NATIONAL HELPLINE SUPPORT

AN IMPERFECT HEART – AS PARENTING ISN’T PERFECT; LOVE, THE HEARTBREAK OF PERINATAL ANXIETY AND DEPRESSION, AND THE EMPATHY PANDA PROVIDES THROUGH OUR LIVED EXPERIENCE EXPERTISE

THE UNION A COMBINING OF PARENT AND CHILD

STAYING SAFE

With the counsellor’s support I was able to take the right steps to ensure that I got the help I needed instead of spiralling further and being a harm to myself and my beautiful daughter.
Both women and men can experience perinatal (during pregnancy and the year after birth) mental health issues and these can vary in intensity and symptoms. In all cases the best outcome is to identify the illness early and seek treatment. Having a baby is both an exciting and challenging time. Adding anxiety or depression can make it difficult to function and feel like you are a good enough parent.

**ANTENATAL ANXIETY & DEPRESSION**

**ONE IN TEN WOMEN**

When anxiety or depression occurs during pregnancy it is referred to as antenatal anxiety or antenatal depression. Up to 1 in 10 women and 1 in 20 men experience antenatal depression. Anxiety is thought to be as common, and many parents experience anxiety and depression at the same time. It is normal to experience a degree of anxiety and 'ups and downs' when expecting a baby. However, some people develop a more pronounced anxiety or lower mood (depression) which affects their daily life and functioning.

“I couldn’t do anything. I found it hard even to leave the house, I felt so down”

**POSTNATAL ANXIETY & DEPRESSION**

**ONE IN SEVEN NEW MUMS**

When anxiety or depression begins in the year after birth, it is referred to as postnatal anxiety or postnatal depression. More than 1 in 7 new mums and up to 1 in 10 new dads experience postnatal depression each year in Australia. Postnatal anxiety is thought to be as common, and many parents experience anxiety and depression at the same time. Postnatal anxiety and depression can be a frightening and isolating experience as parents try to deal with their symptoms at the same time as needing to care for a new baby.

“I’m not supposed to feel like this. Pregnancy is supposed to be a time of great happiness, so why am I so miserable?”

**POSTPARTUM PSYCHOSIS**

Postpartum (or puerperal) psychosis is a form of acute mental illness that usually occurs within the first four weeks after giving birth but may occur up to 12 weeks post birth. Although relatively rare (1 or 2 in every 1,000 women), it is a serious and potentially life-threatening condition that puts both mother and baby at risk.

**WHAT CAUSES PERINATAL ANXIETY & DEPRESSION?**

There is no simple answer to this question. While many people think it is purely a hormonal response this is not the case. There are a wide range of factors that can contribute to developing perinatal anxiety and depression. Perinatal anxiety & depression occur right across the community. No-one is immune.

**FIRST STEPS TOWARD RECOVERY**

If you are concerned about yourself or someone you know you can find more information at: www.panda.org.au or www.howisdadgoing.org.au or all Panda’s helpline on 1300 726 306.
PANDA’s National Perinatal Anxiety and Depression Helpline provides vital support, information, referral and counselling to thousands of Australian parents and their families. The Helpline is readily accessible as a freecall number providing a life line - a first step to recovery. Callers do not need to have a diagnosis of antenatal or postnatal anxiety or depression to make contact with the Helpline. PANDA is available to support any new parent struggling during pregnancy or after the birth of their baby. We also regularly speak with partners, family and friends. Unlike many Helpline’s PANDA provides a follow up call program to ensure callers are supported for as long as they need.

HIGHLIGHTS OF PANDA’S HELPLINE ACTIVITY DURING THE FINANCIAL YEAR 2014-2015 (COMPARED TO 2013-2014)

- 13% increase in calls to and from the National Perinatal Anxiety and Depression Helpline
- 21% increase in initial calls (or new callers) to the National Perinatal Anxiety and Depression Helpline
- 11% increase in follow up calls
- 37% of calls to the National Perinatal Anxiety and Depression Helpline toll free number came from non-capital cities across all states, demonstrating the service is reaching regional families

Callers to PANDA’s Helpline are supported by someone who really understands how they are feeling and knows how to help them take the first step to recovery. PANDA’s Helpline is run by an integrated workforce of professional staff and peer support volunteers. This ensures the service is effectively informed by people who have personal experience of postnatal anxiety and depression and has the additional benefit of providing a volunteer work force to compliment the paid telephone counsellors.

PANDA’s National Helpline has provided that crucial first step to recovery for thousands of families across the country.

DIVERSE COMMUNITIES

The National Perinatal Anxiety and Depression Helpline has continued to support families from a vast range of countries of origin and cultural backgrounds. Routine use of Telephone Interpreters ensures all callers can engage with the National Perinatal Anxiety and Depression Helpline. The following cultural backgrounds were reported as the most common among the National Perinatal Anxiety and Depression Helpline callers over the past year; Australian, South African, New Zealander, Italian, Indian, Chinese, Columbian, English, Greek and Vietnamese. The PANDA website includes Fact Sheets in a range of community languages.

CITY AND COUNTRY

PANDA’s Perinatal Anxiety & Depression Helpline supports families across the country. Call numbers to PANDA from non capital cities continue to increase. It is important for us to know our services are reaching families in need regardless of where they live.

“A calm non-judgmental ear and often a strong voice of reason when I found it so difficult to find that in myself was exactly what I needed to help me through some very dark days.”

91% FEMALE
9% MALE

THE GREAT MAJORITY OF CALLERS TO THE HELPLINE ARE WOMEN
“My name is Rebecca and in 2011 I gave birth to my gorgeous son, Cooper. From day one, he wasn’t an easy baby. I didn’t sleep well and everyday was a struggle. I didn’t socialise very much because my day revolved around making sure that my son was well looked after. I was a robot. Every so often I would breakdown. I would cry and the anxiety that I felt was horrible. At the time, I thought it was normal and it would eventually get better. But it didn’t. Those panic attacks and times where I would just uncontrollably cry kept coming more often. I knew very little about perinatal anxiety & depression and what I had heard about it from friends and the media at the time was the really stigmatising view that women have the tendency to harm their kids. I didn’t want to harm my son but I knew that what I was feeling was not normal. I decided to make an appointment with my GP and seek help. I was assigned to a caseworker and psychiatrist whom I met with regularly for 6 months. Having that regular support and being put on medication really helped me get myself back.”

“When you are experiencing depression and/or anxiety, it seems so far-fetched that you can ever get out of the horrible depressive, dark, consuming state of mind, but I am living proof that it is possible. But that first step to recovery begins within you. Nothing will improve until you put your hand up and ask for help. I am now pregnant with my second child and am confident that this time round will be a better experience.”
Early intervention is the key to early recovery yet still many families don’t recognise the symptoms of anxiety and depression in the perinatal period. We want expecting and new parents to know that perinatal anxiety and depression is common so that if it affects them they can recognise it and seek help early. A key part of our work throughout the year is raising awareness of this important issue.

We are always looking for an opportunity to get our message across!

Over the last year PANDA has had the opportunity to spread our important message through National television, local and State radio, National and State press and community newspapers. From the Sydney Morning Herald, Adelaide Advertiser and the Melbourne Age to the Beaudesert Times, Manningham Leader and Cooroy Rag PANDA’s message was reported in print media.

Our facebook and twitter engagement have also provided rich opportunities to share messages. We love the immediacy of these platforms where people can contribute their comments and sometimes their experiences to the discussion. Increasingly we are gaining support from online publications – an important information point for new mums. Essential Baby, mamamia and kidspace have regularly reported important messages about perinatal mental health.

WE’VE ALSO HEARD PANDA’S VOICE ACROSS LOCAL, NATIONAL AND RURAL RADIO AND HIT THE JACKPOT WITH A FEW PRIMETIME TV STORIES.

PERINATAL DEPRESSION AWARENESS WEEK
Our annual awareness campaign around Perinatal Depression Awareness Week again saw national coverage. The awareness week falls in November and we always enjoy an increase in attention at this time.

Coverage was achieved in every state and territory, with strong print coverage in Tasmania and South Australia. Radio, print and digital coverage was also significant.

Coverage was secured in major daily news and national lifestyle outlets including: Herald Sun, Adelaide Advertiser, Daily Telegraph, Mother & Baby Magazine, Women’s Weekly, Child Magazine nationally; ABC Radio, commercial metro radio (MMM, Gold FM), Mamamia and Essential Baby.
COMMUNITY & PROFESSIONAL EDUCATION

COMMUNITY EDUCATION
Our Community Education Program currently runs only in Victoria. Through this program PANDA Community Education Volunteers use their own personal experiences to raise awareness of perinatal anxiety and depression and to encourage people to seek help early for mental health issues. This peer support model is central to PANDA’s education and Helpline programs and ensures that the real life experience of those who have been affected by perinatal anxiety and depression is shared to provide connection and hope. It is also an important step in breaking down the stigma which is too often associated with mental health including perinatal anxiety and depression and encourages people to seek help.

Our volunteers have the opportunity to speak in a range of forums including local ‘new mums’ groups, playgroups and multicultural groups. They also assist PANDA in raising awareness in large public forums such as the Pregnancy, Babies & Children Expo where thousands of parents pass through the doors over three days. Earlier this year Community Education Volunteer Genevieve Heraghty silenced a room of 250 people when she shared her personal story of postnatal depression at PANDA’s Annual Lunch.

Our volunteers have also shared their stories with local and national media. It takes great courage to share these personal stories.

We really appreciate the support and commitment of our all our volunteers.

EDUCATING HEALTH PROFESSIONALS
Our Community Education Volunteers also play an important role in the education and capacity building of health professionals to more effectively identify and respond to families at risk of perinatal anxiety and depression. Their stories are always moving and serve as a powerful reminder of the impact of perinatal health issues.

PANDA’s workshop program this year reached more than 200 professionals including Maternal and Child Health Nurses, Midwives, Psychologists and Social Workers. This program is an important opportunity to share PANDA’s expertise drawn from our intensive daily contact with families across Australia. Our Community Education Volunteers are always a highlight of this program as their stories bring a personal face to the issue of perinatal anxiety and depression.

This year we have been able to extend our work with Maternal and Child Health nurses across the state through increased consultation and training. We also support nurses through secondary consultation if they have concerns about how to best support a family experiencing postnatal anxiety or depression.

Working together we can often achieve a better outcome for a family in high need.

SUPPORTING PLAYGROUPS
PANDA’s Supported Playgroups and Training Coordinator delivers training in perinatal mental health to playgroup and support group facilitators across Victoria. This role provides support and encourages networking opportunities for group facilitators with a focus on parental and child wellbeing. The Coordinator also supports Maternal and Child Health staff in establishing and maintaining supported playgroups and support groups. These groups play an important role in the community and PANDA’s role helps ensure the facilitators are well placed to identify and assist parents who might be affected by perinatal anxiety or depression.
“My name is Israel and my depression journey began back in late 2009 when, after two miscarriages trying to have our second child, in late January 2010 we got the exciting news that we were pregnant again!

“My son was born in October 2010, so along with running our photography business, training for a marathon and minimal down-time, I was now a new parent again, getting disrupted sleep, and dealing with a new addition to the household. I started sleeping less and less, and drinking more and more coffee. I was getting gradually more angry and irritable, and more overwhelmed and further behind in my work. I didn’t know what to do, and I hated that feeling, because I’d always known what to do. I was unhappy with myself, because I’d always wanted to be a great husband and a great father, and I felt like I was failing terribly at both of those goals. I felt completely miserable.”

“Finally after insistence from my wife, I opened up to my stepfather who encouraged me to get help. A trip to the doctor and referral to a psychologist confirmed the diagnosis of depression. With the help of a psychologist and lifestyle changes to improve sleep and reduce stress, I began the road to recovery.”

“My journey with depression has a happy ending. Once my wife and I started working together again, we made rapid progress to getting me back on track. Our business is now a fraction of its former size, but still pays our wages and with a fraction of the stress of before. I see plenty of my wife and kids each week, and we have a fantastic lifestyle filled with personal and family rituals, to keep us all healthy and well-balanced.”
TERRI SMITH – CEO
Terri Smith was appointed CEO of PANDA in December 2014 bringing a commitment to developing PANDA’s role as a voice for families affected by perinatal anxiety and depression. Terri brings a wealth of experience to PANDA as an experienced not-for-profit executive. She has previously served as CEO of a professional health association, Deputy CEO/National Program and Policy Manager for Breast Cancer Network Australia and Director of Client Services for Moreland Community Health Services.

NICKI BATAGOL – SECRETARY
Nicki has been a PANDA Board member since 2011 and Secretary since 2013. Nicki is a Management Consultant specialising in change management and transformation programs. Over the past 16 years she has worked in Australia and London across a range of industries from corporate to the public sector. Having been through her own personal experience of postnatal depression, Nicki is committed to raising awareness of the impact of perinatal anxiety and depression on families.

SUSIE WHITE > OUTGOING CHAIRPERSON
Susie White is retiring from her role as PANDA’s Chairperson which she has held for five years. She joined the PANDA Board in 2006 bringing with her a wealth of NFP and corporate experience developed through her work as a consultant specialising in organisational development, community consultation and professional education. As a mother and grandmother, she is acutely aware of the joys and challenges of preparation for a new baby as well as those of early parenting.

DOROTHY BELPERIO
Dorothy is an experienced Health Executive, who has established a range of mental health and community services over her 20 years in the industry. In 2013 she founded Health Connexion, a business development and management consultancy, supporting service and system improvement. Dorothy is a member of the Australian Psychological Society, Australian Institute of Company Directors (GAICD) and Australian Institute of Management (FAIM). She was a 2010 Telstra Business Women’s Award Finalist, for leadership in developing mental health services in South Australia.

WILMA GALLET < INCOMING CHAIRPERSON
Wilma was founding CEO of The Salvation Army Employment Plus service and has a breadth of experience in senior management positions within the public and community services sectors. She has been a key policy influencer in social reform and employment services and has participated in numerous senior government committees and forums. Wilma brings extensive experience working in suicide prevention and family services. And, in 2012 she was appointed by the Prime Minister to the Australian National Council on Drugs for its 2012–2014 term.

KELLIE JOHNSTON
Kellie has significant senior marketing, communication and fundraising experience and expertise, gained through a 20-year career to date working with iconic brands including ANZ Banking Group, Make-A-Wish Australia, Red Cross, Seven Network, Melbourne & Olympic Parks and Pacific Magazines. Kellie brings a significant record of success delivering diversified and sustainable fundraising strategies and integrated marketing and brand campaigns. She is a member of the Australian Institute of Company Directors.
PANDA IS GOVERNED BY A SKILLED BOARD WITH REPRESENTATION FROM FOUR AUSTRALIAN STATES. MANY OF PANDA’S BOARD MEMBERS HAVE BEEN PERSONALLY AFFECTED BY PERINATAL ANXIETY OR DEPRESSION.

**REBECCA KHAIR**
Rebecca joined the PANDA board in January 2015. Currently Senior Manager, Corporate Real Estate Strategy with AGL in Sydney, Rebecca has extensive experience in commercial property, in both legal and commercial roles, as well as in operational leadership. Since becoming a mother in 2012, Rebecca has developed a passion for promoting the care and wellbeing of parents during the perinatal period.

**GWEN SCHWARZ > OUTGOING VICE CHAIRPERSON**
Gwen joined the PANDA Board in 2009 and is a member of the PANDA’s Finance, Audit and Risk Committee as well as Deputy Chairperson. She has a strong commitment to corporate governance gained through some thirty years of providing strategic advice and leadership within the Victorian Government. She is heartened by the PANDA mantra to ‘talk about it’, a far cry from the approach during her personal journey.

**BEN LANNAN < INCOMING VICE CHAIRPERSON**
Ben joined the PANDA board in January 2015. A Partner at Pricewaterhouse Coopers, Ben brings over 17 years’ experience consulting in taxation matters to a range of corporations across industries. He is currently responsible for People at PwC Brisbane, including performance and culture change programs, staff communication and engagement. Ben is a Member of the Institute of Chartered Accountants Australia and the Tax Institute of Australia. He is deeply committed to helping families experiencing perinatal depression after supporting his partner through postnatal depression.

**MATTHEW STEWART – TREASURER**
Matthew joined the PANDA board as Treasurer in January 2015. He brings over 40 years’ experience in financial and management accounting across Not for Profit, university administration, manufacturing and the security industry to PANDA. His experience also includes project management, internal auditing, insolvency and mentoring SME Directors. Matthew was a Board member of Kangan Institute (Ministerial appointee) for 6 years and chaired the Audit and Risk Committee. FCPA AFAIM

**SOPHIE O’SHAUGHNESSY**
Sophie O’Shaughnessy joined the PANDA board in 2013. She has over 20 years’ experience in advertising and marketing services, managing complex client relationships, creative and media teams. Following her personal experience of postnatal depression, Sophie’s focus shifted to the not-for-profit sector. She joined PANDA as a volunteer Telephone Support Worker and Community Education Volunteer ahead of completing the Australian Institute of Company Directors course.

**FIONA WOODARD**
Fiona Woodard has been a member of the PANDA Board since December 2012 and a member of the Finance, Audit and Risk Committee. Fiona has a long working history in the pharmaceutical and health industries across a range of roles, including finance, administration and operational strategies. She also brings extensive experience coordinating and supporting a range of Boards and committees; and volunteering with organisations including the Royal Flying Doctors Service, Meals on Wheels and the AIDS Council.
The PANDA Board has finalised a new strategic plan to direct the activities of the organisation through to 2018.

The plan takes a bold look at developing PANDA’s national impact. Since our move to a national organisation with the funding of the National Perinatal Depression Helpline in 2010 we have managed in excess of 45,000 calls supporting families across the country. This has been a huge first step into the national arena but there is much more to do.

The new strategic plan highlights our commitment to raising PANDA’s voice as an expert in the lived experience of people affected by perinatal anxiety and depression.

We want to make sure we use the stories we hear each day to raise awareness and to improve access to services across the country.

We still have a huge task to raise awareness of the impact and incidence of perinatal anxiety and depression so that people can quickly identify what is happening to them and seek help. An important component of this work is continuing to break down the stigma our community still attaches to mental illness.

We need to focus on technology and how it can help us achieve our mission. We will expand the crucial online information provided through PANDA’s two websites. We will explore opportunities for online discussion and communities so that people across the country can better share their stories and support each other. This is core to our peer support model. We will help people share their stories of their first steps to recovery so that they can encourage others to take their own first step.

We will also talk more about the impact of perinatal anxiety and depression on dads because it is important that they are supported to play their important role in raising children.

**VISION**
Emotional wellbeing throughout pregnancy and early parenthood

**MISSION**
As experts in perinatal anxiety and depression, PANDA supports a positive transition into parenthood

**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

**FOLLOW UP**
Very helpful to talk to: understanding & compassionate.
The information that was emailed to me after my first phone call was wonderful & I received several follow up phone calls to check on my progress.
I felt respected and they understood my fears, staying with me through my journey until I was ready to move on.
YOUR FIRST STEP  
TO SUPPORT PANDA’S IMPORTANT WORK

PARTNERS AND SPONSORS  
The support of partners and sponsors is critical to our work in the community, and we’re eager to develop successful long term relationships with like-minded partners, both large and small.

Partners can assist us through financial, in-kind and pro-bono support.

By joining with PANDA you are directly contributing to the wellbeing of families around Australia.

PANDA’s national profile, education and marketing programs provide our partners with numerous opportunities for brand promotion, unique ways to connect with parents, business and health professionals; and access to rich knowledge about perinatal anxiety and depression and and the wellbeing of families.

As with the families we help, no two partners are the same. We can work with you to develop a true partnership.

Partnering with PANDA brings lasting benefits to your organisation and to families struggling with perinatal anxiety and depression.

COMMUNITY FUNDRAISING  
You can hold your own event or join in one of PANDA’s. Hosting your own fundraiser is easy. It can be as big or small as you want, from a fun-run, to a BBQ or even a grand ball! Check out our Fundraising Ideas for inspiration.

Download our Fundraising Kit from our website for everything you need to know to hold your own fundraiser for PANDA.

You can also set-up your own online fundraising page through our Everyday Hero page or our My Cause page, where people can follow you and sponsor or donate online.

Community fundraising supports PANDA by raising funds but is also a great opportunity to help us raise awareness of perinatal anxiety and depression.

Email us at info@panda.org.au or phone us on 03 9481 3377 if you would like to talk to someone about fundraising for PANDA.

INDIVIDUAL SUPPORT  
You can support PANDA by making a tax deductible donation either through our website or by phoning our office. Some people make a one off donation while others give through regular donations or through a workplace giving arrangement.

Your support will help us continue to raise awareness of the impact and incidence of perinatal anxiety & depression.

THANK YOU!
OUR SUPPORTERS

THANK YOU
PANDA is supported by a number of government agencies and corporations. We could not continue providing expertise and support at such an important and challenging time for Australian families.

CONTACT
National Perinatal Anxiety & Depression Helpline:
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Monday - Friday 9:00am - 5:00pm AEST

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