“PANDA was a great first contact. Made me feel like it was going to be ok. Follow-up calls were a real godsend too.”

PANDA Helpline Caller
VISION
PANDA is committed to a community where perinatal depression and anxiety are recognised and the impact on women, men and their families is minimised through acknowledgement, support and education.

MISSION
PANDA’s mission is to support and inform women, men and their families who are affected by perinatal depression and anxiety; and to educate health care professionals and the wider community about perinatal depression and anxiety.

VALUE STATEMENTS

Availability
We are dedicated to being there for people, listening to their stories and providing hope.

Nurturing
As a caring organisation we seek to nurture individuals and families.

Connections
We value connections, relationships and close association with families, community and each other.

Experienced
PANDA is a progressive organisation and we value our history of providing support based on our lived experience.

Inclusivity
PANDA aims to create an inclusive community where everyone is respected and valued.

Empowerment
We are committed to fostering help seeking behaviours, building capacity and empowering individuals through raising awareness and providing information and support.

Integrity
PANDA consists of passionate, committed, professional people who live out our values.
CONTENTS

Highlights 2013—2014 4
Acknowledgements 5
Partnerships and Networks 5
Chairperson’s Report 6
Treasurer’s Report 8
PANDA Board Members 9
PANDA Life Members 11
National Perinatal Depression Helpline Report 12
National Perinatal Depression Helpline Evaluation Report 14
Victorian Counselling and Service Coordination Program Report 19
Volunteer Program Report 15
Home-Start Program Report 17
Supported Playgroups and Parent Groups Initiative (SPPI) Training Report 18
Community Education Program Report 19
Communications and Public Relations Report 20
Website and Social Media Report 21
National Perinatal Depression Services Database Report 21
Fundraising, Events, Sponsorship and Donations Report 22
Appendix 1: The History of PANDA 55
Appendix 2: Organisational Chart 2013—2014 56
ACKNOWLEDGEMENTS

PANDA acknowledges and thanks the following Government Departments, groups and organisations, for their vital financial support as well as promotion of PANDA:

- Department of Health and Ageing, Australian Government
- Department of Health, Victorian Government
- Department of Education and Early Childhood Development, Victorian Government
- Ripe Maternity Wear
- Priceline Sisterhood
- MummaBubba Jewellery
- Australian Securities Exchange
- The family and friends of Louise Litis
- Berwick Opportunity Shop
- Sponsors and donors for all PANDA events

PARTNERSHIPS AND NETWORKS

- VICSERV (Psychiatric Disability Services of Victoria)
- Mutual Support Self Help Network
- Postnatal Depression Group Facilitators’ Network
- Australasian Marce Society
- International Marce Society
- beyondblue
- Victorian Transcultural Psychiatry Unit
- Gidget Foundation, NSW
- M2K IT
- Global Talk
- My Cause
- Everyday Hero
- Our Community
- From the Heart WA
- Sunraysia Postnatal Depression Support Network (VIC)
- Peach Tree Perinatal Wellness Inc (QLD)
- PANDSI (ACT) Playgroup Victoria
- Australian Breastfeeding Association
- Perinatal and Infant Mental Health Advisory Group - Queensland
- Pregnancy Birth Baby Helpline Peer Support Reference Group - DOHA
- Perinatal Psychotropic Medicines Information Service - Victoria
- Perinatal Mental Health Experts Advisory Group – DoH Victoria
- Research projects as invited (Associate Investigator)
- Australasian Marce Society Conference Organising Committee
- RANZ College of Psychiatrists - Kinsman Scholarship Selection Committee
HIGHLIGHTS 2013—2014

National Perinatal Depression Helpline
- Signing a new funding agreement with the Federal Government.
- Helpline responsiveness to diverse communities was strengthened with routine support to partners and carers; integrated inclusive language; routine interpreter use; and issues of diversity and ethics incorporated into all debriefing and supervision.
- Completion of the La Trobe University independent evaluation of the National Perinatal Depression Helpline.
  - Over 95% were happy with the support they received from PANDA.
  - Overall, 97% of respondents felt that PANDA had helped them.

Victorian Counselling Program
- Continuation of the funding for the Victorian Counselling Program during FY 2013-2014.
- Further establishment of the Victorian Counselling and Service Coordination Program as an independent program.

Program Development
Home-Start
- Introduced ‘Sing & Grow’ music therapy program. Results showed participants felt less isolated, were able to make new connections with parents and had higher confidence in parenting, and playing with their children at completion of the program.

Supported Playgroups and Parent Groups Initiative
- Training was delivered across Victoria and extended into new areas in the state to support a range of models of service that support parents with perinatal depression and anxiety.

Community Education and Training
- We were delighted to be invited to present to more than 1300 Maternal Child Health (MCH) workers at the biannual MCH Conference.
- Continued growth in Community Education with perinatal mental health education provided to over 200 health professionals and 650 parents through community groups, particularly Maternal and Child Health First Time Parent groups.

Staff and Volunteers
- Up-skilling of Telephone Support Workers through mandatory ASIST (Applied Suicide Intervention Skills Training) training.
- Our volunteer Telephone Support Workers contributed approximately 2,000 hours of helpline service delivery.
- Volunteer professional development program streamlined to include four ‘core’ seminars, and monthly seminars introduced to better integrate our paid and volunteer Helpline workforce.

Communications, Website, Social Media
- Launch of our How Is Dad Going? Website—Australia’s only dedicated website for dads living with perinatal depression and anxiety.
- Over $1 million in media exposure nationally through our public relations activities including the How Is Dad Going? launch and Postnatal Depression Awareness Week.
- Better integration of PANDA social media activity, sponsor support and stakeholder communications.

Fundraising and Partnerships
- Funding contributions from donations, fundraising and sponsorships increased this year to $199,858. Priceline and its affiliates contributed $44,000 and over $11,000 was received through independent online fundraising.
- Our long-term partnerships with The Priceline Sisterhood, ASX and Ripe Maternity Wear have continued to strengthen.
- PANDA’s events enjoyed significant increases in attendance and fundraising. The Annual Lunch raised over $20,000, up from $14,500 in 2012 and Night Off -Night Out raised $9,000 up from $5,500.
- PANDA and Peach Tree Perinatal Wellness joined to host our first lunch event, bringing awareness to the Queensland community. Federal Health Minister, The Hon. Peter Dutton MP attended.
CHAIRPERSON REPORT (INCORPORATING CEO REPORT)

My Annual Report for 2013 – 2014 is very different from all past reports I have written, as this one incorporates the CEO report. Belinda Horton resigned from her role as CEO in late July 2014 after approximately 10 years with our organisation. She had overseen tremendous growth and development of PANDA in those years as well as an ever increasing community awareness of both perinatal depression and of the support provided by PANDA’s National Helpline and the many other services which PANDA provides in Victoria.

The PANDA Board, staff and volunteers are most appreciative of Belinda’s passion for raising awareness of post and antenatal depression and her commitment to our organisation and especially to all those affected by perinatal depression. We wish her well in all her future endeavours.

During the past year Belinda and I have made trips to Canberra to raise awareness of perinatal depression amongst politicians, their advisors and departmental staff and to ensure that they are familiar with the support that PANDA currently provides and to give them a sense of the vision we have for PANDA going forward in supporting all those families affected by post and antenatal depression throughout Australia.

PANDA has conducted a number of functions during this past year. Readers of past reports will be aware of our annual ‘Business Lunch’ in memory of Louise Litis which is supported by the ASX at Zinc in Federation Square, and our ‘Night Off- Night Out’ (NONO) celebrations at Moonee Valley Race Course, both of which were very popular, attracting many supporters and raising awareness of PND and much appreciated funds for PANDA’s work. We wish to recognise the special support which Matt Tilley has given to PANDA over numbers of years as part of our luncheons in particular. He is always a fabulous MC.

We were excited to partner with Queensland’s Peach Tree Perinatal Wellness to conduct a Luncheon in Brisbane in March this year. Senator Peter Dutton was a guest of honour, speaking about our work and supporting both organisations. Kylie Brown, our Queensland Ambassador, was interviewed along with former professional AFL footballer and coach of the Brisbane Lions Justin Leppitsch and wife Christie Leppitsch as part of the information on that fabulous occasion.

There is an old saying ‘it never rains but it pours’ and that was certainly the case on the day of the Queensland Luncheon because on the evening of that occasion, Belinda and I flew back from Queensland to attend the opening celebration of the restaurant run by our Ambassador, Samira El Khafir. A wonderful evening and we can certainly recommend Samira’s fare at the restaurant in the new Islamic Museum in Thornbury - an initiative developed by Samira’s family.

All connected with PANDA were sad to hear of the closure of From the Heart WA, a peer support group based in Perth with a similar early history to that of PANDA. Belinda and I had visited group members some months prior to their closure, discussing our national role and ways we could support their group.

We are pleased to have been asked to take the role of guardians of their materials and will take an active role in continuing our support of all their members and others in Western Australia who are affected by perinatal depression. In a similar way, we are always pleased to meet and work with our colleagues from the Gidget Foundation in New South Wales and PANDSI (Post and Ante Natal Depression Support and Information Inc.) in the Australian Capital Territory.

Since the last Annual Report, PANDA has contributed to a number of reviews which have been conducted in various parts of the mental health sector. These include the National Mental Health Review chaired by Alan Fels which is due to report to the Federal Government in November 2014, and the State government Review of its Mutual Support Self Help (MSSH) program.
CHAIRPERSON’S REPORT (INCORPORATING CEO REPORT)

PANDA is one of seven state-wide specialist organisations which have all received some State Government funding under the latter program and which have networked closely for many years. All of these organisations have the ‘lived experience’ as a critical aspect of their service provision for individuals, families and carers.

While it is vital that our various arms of government examine their directions and their funding to ensure all funds are being spent wisely and to most effect, it is always challenging for organisations to fulfil the service provision requirements while contributing adequately and effectively to the reviewing process.

In closing this report, there are many people and organisations to thank. People will all be aware that Priceline has made PANDA a member of its Priceline Sisterhood Program and has lent PANDA significant support and funding through this program and Pricelinc’s exciting new foundation. Our sincere thanks go to Stephen Roche and all at Priceline.

Similarly, Lisa Balakas and Kate Grumont from Ripe Maternity Wear have provided support to PANDA in many ways for as long as I have been involved with PANDA and possibly longer still. It is always a joy to see Lisa and Kate with friends and colleagues participating in all PANDA events and activities.

PANDA has received support from many other sources in the form of donations and special community fundraising. One group which has always lent wonderful support is the Berwick Opportunity Shop.

My thanks to all staff and volunteers who contribute to PANDA in many relevant and important ways.

To all Board members, my sincere thanks for your efforts over the past year. Kerrie Mason resigned in October 2013 after many years of service. Kerrie has made a very strong contribution to PANDA and I thank her for her commitment, realising that combining Board responsibilities with personal work, study and family commitments is a real challenge.

Nicki Batagol, Wilma Gallet, Fiona Woodard, Gwen Schwarz, Damien Arnold and Sophie O’Shaughnessy have all contributed time, expertise, energy and significant care to our organisation. My thanks on behalf of all associated with PANDA for their commitment.

Susanne White
PANDA Chairperson

“PANDA’s services give you the value of two for one – that is, every time we provide support to a parent, we are actually supporting two people as there is almost always a baby involved as well as a parent.”
As PANDA’s Acting Treasurer I am very pleased to report on the success of PANDA’s financial operations for the 2013/14 financial year.

Overview of results

The net financial result for the twelve months ending 30 June 2014 reports an operating surplus of $32,149.

Income is reported at $1,731,731 (2012/13: $2,088,903) while expenditure is reported at $1,699,582 (2012/123 $1,967,000).

The financial operations were characterised by a period of program consolidation with the significant results and outcomes identified below:

Program Development

PANDA’s ability to continue to utilise government funding and other income opportunities has allowed it to consolidate its varied programs. Income was predominantly sourced from both Federal and State Governments ($1,484,002) but an increasing contribution to funds has been made from donations, fundraising and sponsorships ($199,858). The sourcing of additional funds to continue and grow the work of PANDA is a key strategy being pursued by the Board.

Staff and Resources

PANDA’s predominant expense relates to its staffing costs, with this year’s expenses representing 66% of total expenditure. PANDA continues to be well served by its talented and devoted staff in enhancing the life of its clients. Staff numbers remained fairly constant throughout the year following a significant organisational restructuring the previous year.

Sponsors

The generous support by fundraisers is greatly appreciated by PANDA. Corporate and community support is essential to maintain not only the high level service of the PANDA activities but also to assist in the development of its community programs, advocacy and research work. It is pleasing to report that donations, fundraising and sponsorship income remained very strong with an income of $199,858 (2012/13: $148,956). The main fundraising activities throughout 2014 continued to include the PANDA Annual Lunch in Memory of Louise Litis and the Night Off-Night Out function.

While all fundraising is appreciated, the support of Priceline through the Priceline Sisterhood is of particular importance. Through their many fundraising and awareness activities in stores around Australia they were able to generate $39,500 of fundraising. This year saw our partnership with Priceline strengthened and consolidated and we look forward to the partnership growing yet again in 2014-2015.

Advertising and Marketing

This year’s expenditure on marketing and advertising was $97,575 a decrease from last year’s expenditure of $129,742. This year’s expenditure was highly targeted and aimed at increasing awareness of PANDA across Australia.

Future Viability

With the signing of a new funding agreement with the Federal Government, PANDA is striving for the best utilisation of these funds to ensure maximum awareness of its services and their delivery. Although Government funding is critical for the future viability of PANDA, the Board is active in pursuing additional income sources which will strengthen the organisation’s viability and outreach.

Concluding Comments

As Acting Treasurer and a member of the Board I continue to be impressed by the commitment of PANDA’s staff and the amazing support of its volunteers. I would like to thank the finance staff, in particular Narelle Smith, who diligently ensure the financial operations are well managed, have appropriate controls and provides the Board with timely and accurate reporting. My thanks also to my fellow members of the Financial Audit and Risk Committee for their careful review and dedication to the work of this important Committee.

I feel honoured to be part of an organisation such as PANDA and I look forward to working with it in the future.

As the Acting Treasurer of PANDA I commend the following financial statements.

Fiona Woodard
PANDA Acting Treasurer
(From September 2014)
PANDA BOARD MEMBERS

**Chairperson: Susanne White**

Susie White has been a long serving member of PANDA’s Board and was the Chairperson of the Board for the last two years. She was Secretary for five years and was Chair of the National Consumer Advisory Committee from its inception. As both a mother and grandmother Susie is acutely aware of the joys and challenges around the birth of babies and their early years, especially for those managing the challenges of distance from close family members and other supports.

Susie is a director of The Resolutions Group P/L. She provided consultancy in organisational development, community consultation and professional education for twenty years with Social Biology Resources Centre prior to The Resolutions Group. She has worked with management, staff and stakeholders of many different not-for-profit organisations on organisational change, concentrating on strategic planning, and the cultural and structural changes necessary in organisations to address the barriers preventing people with disabilities participating to their full potential in their communities.

**Deputy Chairperson: Gwen Schwarz**

Gwen joined the PANDA Board in 2009 inspired by the support now available to those experiencing postnatal depression and the opportunity to contribute her expertise. She has a particular interest and commitment to corporate governance gained through some thirty years of providing strategic advice and leadership within the Victorian Government. Gwen is proud of the recognition afforded to PANDA by governments, the national program, and the enhanced corporate governance structures that encourage PANDA in its quest to provide superior and broader services for its clients.

As a grandmother, Gwen has been reminded of the pleasures and challenges a new baby brings to the family dynamic. She is heartened by the PANDA mantra to 'talk about it', a far cry from the approach during her personal journey.

Beyond her role as Deputy Chair, Gwen is a member of PANDA’s Finance, Audit and Risk Committee. In recent years she has expanded her endeavors through graduate studies, involvement in the Australia Africa Business Council and development of the ANZAC Trail in Israel.

**Treasurer: Damien Arnold**

Damien joined the Board in 2012 and has held the position of Treasurer since this time.

Damien is a CPA and has over 15 years experience in the areas of financial and management accounting, and finance management. He has worked extensively in the not for profit sector as both a finance manager and Board member.

**Secretary: Nicki Batagol**

Nicki joined the PANDA Board in 2011 and assumed the position of Secretary in July 2013. Having been through her own personal experience of postnatal depression, Nicki is committed to raising awareness of the impact perinatal depression and anxiety has on sufferers and families as well as the services provided by PANDA.

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. Nicki also balances her work commitments with her busy role as a mother of two young children.
PANDA BOARD MEMBERS CONTD.

**Board Member: Sophie O’Shaughnessy**

Sophie O’Shaughnessy joined the PANDA board on 4 July 2013. She has over 20 year experience in advertising and marketing services where she developed high level skills in managing complex client relationships, creative and media teams. Sophie has also been responsible for business growth through the development and implementation of strategic marketing platforms and long term brand building for clients.

Following her personal experience of postnatal depression Sophie’s focus shifted to contributing to the not-for-profit sector through volunteer work and Board involvement. She joined PANDA as a volunteer Telephone Support Worker and trained as a Community Education Volunteer.

Sophie speaks about her personal story and PANDA’s key messages to a range of community groups through PANDA’s community education program. After completing the Australian Institute of Company Directors course in 2013 Sophie joined the PANDA Board and hopes to continue to contribute to the development and progress of PANDA.

**Board Member: Fiona Woodard**

Fiona Woodard has been a member of PANDA Board since December 2012. She holds a Bachelor of Business degree. Fiona has a long working history in the pharmaceutical and health industries in a range of roles, including finance, administration and operational strategies. She also has extensive experience in coordinating and supporting a range of Boards and committees as well as experience as a volunteer with a range of organisations such as meals on wheels, sporting clubs and AIDS Council.

Fiona originally joined PANDA as a member of the Finance, Audit and Risk Committee as the community member.

**Board Member: Wilma Gallet**

Wilma has a breadth of experience in senior management positions within the public and community services sectors. She established The Salvation Army Employment Plus and as the founding CEO, was responsible for creating and building this enterprise from a zero base to the largest community provider of employment services under the Government’s Job Network umbrella. She has been a key policy influencer in the area of social reform and employment services and participated on a number of senior government committees and forums, including the Welfare Reform Consultative Forum (2001-2003), established by the Minister for Employment and Workplace Relations and the Minister for Family and Community Services to provide advice to government on welfare reform initiatives. She has extensive experience in working in a range of areas including suicide prevention, homelessness, employment services and family services. In January 2012, Wilma was appointed by the Prime Minister to the Australian National Council on Drugs for its 2012–2014 term. She has a Masters in Social Science, and is currently a PhD candidate at Melbourne University, focusing on policy and practice responses to complex social problems.
**Acknowledging Anna Briggs and Kerrie Mason’s contribution to PANDA**

The PANDA Board and staff would like to thank Anna Briggs and Kerrie Mason for their great contribution to PANDA. After many years of wonderful service as Board Members, both Anna and Kerrie resigned their positions during the financial year.

Anna Briggs joined PANDA’s Board in 2009 and held the position of Secretary from late 2010 to July 2013. With a degree in Psychology, Anna’s interest in mental health issues became more personal after she suffered severe postnatal depression following the birth of her first son Sam in 2008. While fortunate enough to be diagnosed and treated early, she experienced some of the stigma and misinformation associated with mental health issues.

Following her recovery, Anna joined PANDA with the aim of offering a consumer perspective to the Board and working to ease the transition to parenthood for men and women living with perinatal depression, and their families. We wish Anna the very best for her future ventures.

As a working mother with two sons, Kerrie experienced the differing demands of motherhood. Being very aware of the increased challenges of postnatal depression for both sufferers and their families, and on becoming aware of our services and plans for the future, Kerrie joined PANDA in the hope that she could make a positive contribution to the management of our organisation and assist in raising awareness in the wider community of the issues and support available. Kerrie has worked in the community, small-medium business and corporate sectors across a variety of industries as diverse as adult education, tourism and chemical manufacturing. Following 10 years working with human resource teams in corporate and not-for-profit organisations, Kerrie is now undertaking full time Psychology studies.
It was a positive and productive year on the National Perinatal Depression Helpline (Helpline) despite commencing 2013-2014 with reduced levels of staffing (5 EFT), hours of operation and service delivery. Staff embraced the newly established structures and parameters, taking the opportunity to streamline practices and develop internal systems to maximise service delivery within available resources.

The Helpline continued to provide incoming and outgoing service delivery including information, peer support and professional counselling to all callers presenting with mild to moderate perinatal mental health and psychosocial risk factors.

Two models of service delivery were established for callers to the Helpline experiencing moderate to severe perinatal mental health and/or complex psychosocial risk factors. For vulnerable Victorian families a formal internal referral process into the Victorian Counselling and Service Coordination Program for ongoing advocacy, service coordination, risk management and counselling was made possible thanks to Victorian Government funding under the National Perinatal Depression Initiative (NPDI). However, from July 2013, callers outside Victoria presenting with moderate to severe perinatal mental health and/or complex psychosocial risk factors received crisis intervention, support and referral but did not receive follow-up. Staff addressed some of their concerns about caller and infant needs not being adequately met, and the risk of the most unwell Australians ‘slipping through the cracks’, through strengthening national referral pathway knowledge, and further development of acute mental health assessment and crisis intervention skills.

PANDA is committed to campaigning for all vulnerable Australian families to receive intensive services through State and Territory NPDI allocated funds. Experience on the Helpline informs us that regardless of the quality of universal and specialist services, the perinatal period combined with complex factors such as family violence, alcohol or drug use, history of childhood trauma, self-harm and acute mental health presents barriers to access and engagement that can be largely addressed through an assertive follow up, advocacy and service coordination model.

Helpline responsiveness to diverse communities took on a more integrated feel during the 2013-2014 year. In subtle yet powerful ways the service moved beyond discussion to practices more aligned with an inclusive service: routine support to partners and carers; integrated inclusive language; routine interpreter use; and issues of diversity and ethics incorporated into all debriefing and supervision.

PANDA is committed to the ongoing professional development of counselling and senior staff to build both evidence based practice and practice based wisdom. Staff undertook a half day CALD training in the explanatory model and a half day training with clinical psychologist Dr Renee Miller on an identified area of vulnerability: acute anxiety in the perinatal period. We explored what is and isn’t possible on the Helpline and appropriate strategies and referrals. Post training, staff reflected on their role in managing the sense of urgency presented by highly anxious callers responsible for the care of an infant.

**Professional Development events attended by Helpline staff during 2013-2014:**

- Compassion fatigue and burnout: Prevention and resiliency for the workforce
- Deactivating the buttons: Integrating a trauma lens into a counselling framework
- Vitality through the lifecycle: Care seeking and care giving
- Interpersonal Psychotherapy
- Working and supporting individuals with Borderline Personality Disorder
- The Burnout Solution
- Seasons of a Professional Life – from mastery to meaning
- Schema Therapy
- Techniques of grief therapy: Creative practices for counselling the bereaved
- Acceptance and commitment therapy 2 day intro workshop
- Men in Therapy
- No Bullshit Therapy
- Complex Grief: When there is more to a loss
- Introduction to Motivational Interviewing
- Psychosocial Development and Trauma based behaviour
Nine Helpline staff attended a variety of Keynote addresses and workshops at the Australasian Marce Society Conference in October 2013. The conference provided a forum for the dissemination and discussion of an impressive body of both local and international research on perinatal mental health screening, assessment and interventions. In the weeks following, informal lunch talks were held where counsellors could share their learnings with colleagues and debate the application of this knowledge in the PANDA Helpline context.

Monthly Helpline Meetings remained the vehicle for both development of team cohesion and skill development across the integrated volunteer and staff Helpline workforce. Sharing a sit down lunch provided the opportunity to check in with each other, share knowledge and experience and remain connected regardless of varied roles and limited overlap of working hours. Targeted areas for skill development were: Risk in the Perinatal Period; Having Difficult Conversations; Referral pathways; and Case Discussions in a Group Supervision Format.

Supervision practices moved focus to live supervision and debriefing and monthly closed supervision groups in the 2013-2014 year. The move away from individual structured monthly supervision was in response to reduced senior staff hours. While all concerned would agree that individual supervision is the gold standard, we are pleased with the way we have managed to meet our duty of care to staff and callers alike through constant in-shift availability and structured monthly groups. Counsellors have displayed great professionalism in taking responsibility for their own learning needs and wellbeing, seeking the support of colleagues or senior staff when needed.

The volunteers, counselling staff and supervisory staff are to be congratulated for their unwavering commitment to reducing the stigma of perinatal depression and anxiety, linking Australian families in with services and supports in their local community and being a safe and confidential place to explore the range of difficulties experienced in the perinatal period.

Jenni Richardson
Helpline Manager

“They met my needs at a time when I was feeling overwhelmed. Just speaking about what was going on made me feel much better.”
PANDA Helpline Caller

“I was admitted to a Mother Baby Unit when my baby was two weeks old. We stayed for almost two months. PANDA helped me to feel like I wasn’t alone and able to make sure I got the help I needed.”
PANDA Helpline Caller

“Knowing that I was not alone, and not the craziest person in the world, helped in its own right.”
PANDA Helpline Caller
NATIONAL PERINATAL DEPRESSION HELPLINE EVALUATION REPORT

January 2014 saw the release of the Mother and Child Health Research (MCHR, now the Judith Lumley Centre), La Trobe University final report from the independent evaluation of the National Perinatal Depression Helpline.

The evaluation consisted of four Components:

1. A description of the PANDA caller profile, demand and referral pathways;
2. An exploration of the views and experiences of callers to the PANDA National Helpline;
3. Telephone interviews with callers assessed to be in the ‘high needs’ category;
4. Key informant consultations with PANDA staff/volunteers and key stakeholder.

Highlights from the report include:

- Over 10,000 incoming/outgoing calls per year (2010-2013) with the vast majority of callers who contacted PANDA for support being woman with perinatal depression and anxiety.
- Demand for support increased by 17% over the data collection period, with the percentage of high needs callers doubling between 2010 (22%) and 2013 (52%).
- 29% of callers to PANDA had a pre-existing diagnosis of postnatal depression.
- Over half of the callers to PANDA (58%) had no formal medical diagnosis when first contacting the Helpline.
- For callers who already had existing supports and interventions in place (i.e. prior to their contact with PANDA), almost half considered that those interventions had not been effective.
- A key role of PANDA is to provide a coordinated referral service, and the majority of callers (79%) received at least one referral from PANDA, and 40% received three or more referrals.

Over 98% of client survey respondents agreed that PANDA staff were encouraging, reassuring, supportive, relaxed and unhurried on the phone, and that they provided non-judgmental support.

Over 95% were happy with the support they received and felt much better emotionally after their contact with PANDA. Most also responded that PANDA had helped them feel better about being a parent.

Overall, 97% of respondents felt that PANDA had helped them.

In response to an open-ended question about how PANDA differed from other services, the majority of respondents believed PANDA differed from other services in terms of the specific and expert knowledge of perinatal mental health issues and the organisation’s accessibility and availability.

An ongoing evaluation of the Helpline is underway building on components to date and looking at specific outcome measures to establish further evidence base.

Jenni Richardson
Helpline Manager
PANDA’s *Victorian Counselling and Service Coordination Program* (Victorian Counselling Program) continues to play a significant role in the Victorian perinatal mental health sector, and increasingly the early parenting sector. The program’s ongoing helpline service provision to unwell and vulnerable Victorian parents and their families, as well as its partnerships with other perinatal mental health and parenting support services, are unique nationally.

Within the broader context of the *National Perinatal Depression Initiative*, PANDA acknowledges and thanks the Victorian Government for continuation of the funding for the Victorian Counselling Program during the 2013-2014 financial year.

July 2013 saw the further establishment of the *Victorian Counselling and Service Coordination Program* as an independent program with formalised internal referral processes from the *National Perinatal Depression Helpline*, and further strengthening of referral relationships with *Perinatal Emotional Health Programs* (PEHP).

The overall objective of the Victorian Counselling Program is the establishment of pathways to diagnosis, care and treatment for Victorian callers living with moderate to severe perinatal mental health and/or complex psychosocial risk factors. The overarching aim is to support families to navigate and engage with universal and specialist services and facilitate this engagement:

- Prevent loss of life;
- Prevent child abuse;
- Minimise the consequences of family violence, alcohol or drug use and self-harm in the perinatal period;
- Minimise the risks associated with undiagnosed and untreated mental illness in the perinatal period;
- Provide an accessible, responsive point of contact for families and services.

During the 2013-2014 year the Program:

- Employed 2 EFT counsellors;
- Provided intensive and ongoing support to over 262 Victorian families;
- Undertook 2666 follow up calls to these families;
- Made 984 service coordination and advocacy calls with Health Professionals.

<table>
<thead>
<tr>
<th></th>
<th>July to December 2013</th>
<th>January to June 2014</th>
<th>2013-2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>New (initial) calls</td>
<td>101</td>
<td>161</td>
<td>262</td>
</tr>
<tr>
<td>Follow up calls</td>
<td>1290</td>
<td>1376</td>
<td>2666</td>
</tr>
<tr>
<td>Advocacy/referral calls</td>
<td>485</td>
<td>499</td>
<td>984</td>
</tr>
<tr>
<td><strong>Total Calls</strong></td>
<td><strong>1876</strong></td>
<td><strong>2036</strong></td>
<td><strong>3912</strong></td>
</tr>
</tbody>
</table>

PANDA’s Victorian Counselling Program is evidence of the important role of service coordination in achieving the best possible outcomes for vulnerable parents and children in the perinatal period.

Jenni Richardson
Helpline Manager
VOLUNTEER PROGRAM REPORT

Once again PANDA’s dedicated team of volunteer Telephone Support Workers have done an amazing job in supporting callers who ring into the National Perinatal Depression Helpline. These volunteers have an enormous capacity for empathy and provide our callers with a warm, non-judgemental and safe place in which callers can explore what are very often painful and distressing emotions.

Having a lived experience of perinatal depression and anxiety themselves, our volunteers can provide genuine peer support and hope for recovery. Many of our callers often comment how helpful it is to speak to someone who just “gets it” because they have been there too.

Between June 30, 2013 and July 1, 2014 our 30 volunteer Telephone Support Workers contributed a total of approximately 2,000 hours on the National Perinatal Depression Helpline. That is a lot of support.

Our volunteers come from a wide range of personal and professional backgrounds which provides a rich and diverse Helpline workforce. Whilst some trainees are undertaking counselling, psychology or social work degrees, others come with no prior counselling experience – just a genuine desire to help new parents and their families.

Intake for new Telephone Support Workers occurs twice a year with training offered in February and July. Stage 1 training is currently offered over 10 weeks for a total of 30 hours. This training focuses on perinatal mental health issues; PANDA’s biopsychosocial framework; family of origin, parent-infant attachment, telephone counselling skills and risk in the perinatal period. Stage 2 training involves observation and skill development in the Helpline in preparation for service delivery. A challenge for the coming year is to review training with a view to strengthening the support offered to Telephone Support Workers during this ‘theory to practice’ transition period.

In the last 12 months the Volunteer Coordinators in conjunction with the Helpline Manager have streamlined the volunteer professional development program to include four ‘core’ seminars which will be offered each year. The four core topics are: Cultural and Linguistic Diversity: Competence and Sensitivity; Medications in Pregnancy and the Perinatal Period, Perinatal Anxiety; Family Violence.

In 2014 we also introduced monthly lunchtime professional development opportunities as a way of integrating our paid and volunteer Helpline workforce. Over a shared meal our volunteers have enjoyed a number of presentations and had the opportunity for group supervision with some of PANDA’s Telephone Counsellors. Topics covered to date have been Risk in the Perinatal Period, Difficult Conversations and Self-Care and Special Child Care Benefit and In Home Care.

Our Telephone Support Workers are also required to complete ASIST (Applied Suicide Intervention Skills Training) which is a 2 day program giving participants the skills necessary to connect, understand and assist individuals who may be at risk of suicide. This is an essential skill on the Helpline to ensure the safety and wellbeing of callers and their families.

As always it has been hugely rewarding to see the ongoing personal and professional development of our volunteer workforce. Once again we thank our dedicated volunteers for taking the time in their already busy lives to provide hope and support to so many families experiencing difficulties during the perinatal period.

Heather Mason
Julie Keys
Volunteer Coordinators
In the last 12 months PANDA has run two Home-Start Training programs and trained 9 new volunteers. The volunteers reside in 8 different local government areas including: Yarra Ranges, Glen Eira, and Whittlesea. At the end of June 2014 there were 24 Home-Start volunteers.

Over the last year the volunteers have worked over 1100 hours supporting families, and attending professional development opportunities and Home-Start events.

The Home-Start National Volunteer Conference was again held in Kyneton in June. We joined volunteers from the other two Victorian Home-Start schemes to learn more about ‘trauma-informed practice’, as well as engage in team-bonding activities.

In the last year we supported over 20 families in 15 local government areas including Yarra, Moonee Valley, and Hume. We received 18 new referrals, while 16 families exited the program. The average length of a match was 14 months.

Routine reviews are conducted at four weeks, three months, six months and every three months thereafter. The goals set out by the family at the initial visit are continually reviewed to ensure the volunteer continues to meet the presenting needs of the family. The focus for the visits changes during the course of the match, as baby develops, mum’s needs change, and the relationship between mum and PANDA volunteer evolves.

One of the highlights of the Home-Start program this year was the introduction of Sing & Grow, a music therapy program aimed at strengthening family relationships, building capacity in parents to support their children’s development in the early years of life, and encouraging the use of music.

We were lucky enough to be offered a fully-funded program which ran for 9 weeks. Our objectives included promoting parents’ well-being, strengthening family relationships, promoting social inclusion, and strengthening parent confidence and knowledge.

Seven participants completed the program, five were Home-Start families while the other two were referred by their Maternal and Child Health nurse. Families were invited to complete a pre-commencement survey and an evaluation to determine the program’s impact on levels of parent/child engagement, isolation, their confidence in parenting and confidence in playing with child.

They were also asked to complete the Edinburgh Postnatal Depression Scale, and Depression, Anxiety and Stress Scale (DASS21) to determine the impact of the Sing & Grow program on their perinatal mental health.

The results clearly showed that by the end of the program, participants felt less isolated, and were able to make new connections with other parents, not only within the group, but gained confidence to engage in groups and activities in their local area. Participants rated their confidence in parenting, and playing with their children, as higher at completion of the program.

This quote from one of the participants when asked what she gained from the program, speaks volumes:

“Realising there is a beautiful network of supportive people out there; that I’m not the only one having these feelings; that music can do wonderful things”

PANDA hopes to run another Sing & Grow program or similar in the near future.

Extending the Home-Start program to include group activities such as the Home-Start morning teas and Sing & Grow is just another way the Home-Start program continues to connect isolated families within their community.

Betti Gabriel
Home-Start Program Coordinator
SUPPORTED PLAYGROUPS AND PARENT GROUPS INITIATIVE (SPPI) TRAINING REPORT

This year training was delivered across Victoria and extended into new areas in the state to support a range of models of service that support parents with perinatal depression and anxiety.

In partnership with Family Care, Shepparton, perinatal mental health training was provided to volunteers and Family Care staff. This training aimed to support the well-established volunteer program at Family Care which supports parents who are affected by perinatal depression and anxiety by providing in-home support and support in group programs.

The participants all reported that the training provided them with a better understanding of perinatal depression and anxiety and increased their ability to support parents.

Community development work has continued to be done in the Shire of Murrindindi through the Supported Playgroups and Parents Initiative (SPPI) program. PANDA has continued to provide education to support the rural communities in the Shire of Murrindindi in their ongoing rebuilding phase after the 2009 bushfires.

This year, PANDA provided Berry Street Services staff in Alexandra with perinatal mental health training. We also presented at the Murrindindi Children’s Network. In consultation with the Children’s Network, it was agreed that there is a significant gap in services in the Murrindindi Shire to address the needs of parents affected by perinatal depression and anxiety. There are now plans for a talk at the Flowerdale Playgroup and education sessions for Maternal Child Health Nurses in the Shire.

PANDA continues to provide training to facilitators of playgroups across Victoria. In Frankston, training was provided to playgroup facilitators, Maternal Child Health Nurses and other health/education workers on perinatal anxiety and father inclusive practice.

Some key learning’s from participants:

- "The importance of father friendly environments to support dads”
- "Clear understanding of what will happen when mum or dad rings the PANDA helpline"
- "What to say to mums that are suffering chronic anxiety without causing more stress. How to manage a group with a mum or dad that has anxiety”
- "Understanding about the engagement of men in our community services and identifying anxiety/depression in men”

Other highlights/initiatives for 2014:

- Developed an SPPI e-newsletter delivered bimonthly to all SPPI coordinators across Victoria;
- Presented at the Laying Down the Foundations, Playgroups Victoria Annual Conference, Preston;
- Presented at the SPPI South Western Victoria Network meeting, Sunshine;
- Attended the Koorie Playgroup Network meeting, Ballarat;
- Training provided for the PANDA PND Group Facilitator’s Network meeting at the Dax Centre, Melbourne University.

Mary Edmonds
SPPI Training Coordinator
COMMUNITY EDUCATION PROGRAM REPORT

Again PANDA continued it’s growth in Community Education by providing perinatal mental health education to a little over 200 health professionals at our annual workshop program and specialised education sessions and 650 parents through community groups, particularly Maternal and Child Health First Time Parent groups.

Many Maternal and Child Health centres have established a solid relationship with PANDA and we provide regular education for their parents. We have 6 weekly sessions for parents at the following Maternal and Health Centres: Highett, Port Melbourne, Brighton and Albert Park. We also return to West Brunswick regularly and in 2014 Derrimut MCH Centre requested we run regular sessions for their parent groups.

It is encouraging that our work is being valued by MCH nurses and they recognise that new parents can be vulnerable, fragile and struggling with a life changing experience.

Having PANDA speak with new parent groups helps to reduce the stigma of ‘not coping’ as a new parent, feeling bewildered and overwhelmed, rather than joyous and excited and it normalises and validates the stresses that can exist. We are always received well and the gift of sharing a lived experience from a volunteer can have a life changing impact on parents who hear it.

This year we were also delighted to be invited to present at the biannual Maternal Child Health (MCH) Conference in Melbourne attended by more than 1300 MCH workers. Belinda Horton joined Minister for Children and Early Childhood Development, The Hon. Wendy Lovell MLC and leading health and early childhood specialists at the event where she shared unique insights into perinatal depression and new parents in Victoria.

Pregnancy, Babies, Children’s Expo

Once again our presence at the Pregnancy, Babies and Children’s expo in Melbourne gave PANDA the opportunity to interact face-to-face with thousands of expecting and new parents. We gave out 2000 information packs to families at the expo and raised awareness of PANDA and perinatal depression and anxiety to up to 32,000 attendees through our stand at the expo.

Sonia Le Fevre
Community Education Coordinator

Pregnancy, Babies & Children’s Expo
October 2013
COMMUNICATIONS REPORT

Over the past year PANDA’s media and public relations activities, including the launch of How Is Dad Going? and Postnatal Depression Awareness Week, delivered over $1 million of media exposure nationally for PANDA and perinatal mental health issues. This was a strong achievement with a reduced marketing spend.

We are pleased that our campaigns have become increasingly sophisticated, integrating social media activity, sponsor support and stakeholder communications to maximise community awareness and help reduce the stigma associated with perinatal mental health issues.

Sharing personal stories is an essential part of our media strategy and we are very appreciative of the many volunteers who have shared their experience to bring awareness and hope to other families.

How Is Dad Going? Launch

In August 2013 we launched our How Is Dad Going? website – Australia’s only dedicated website for dads living with perinatal depression and anxiety. The launch campaign featured our ambassadors AFL footballer Darren Jolly and radio host Matt Tilley, and delivered national television, print, radio and online media exposure. The campaign also included social media promotion and development of resources including postcards, business cards and a radio community service announcement that will be used for future PANDA promotions. Howisdadgoing.org.au received high praise from the community, support services and health practitioners.

We partnered with beyondblue on a joint announcement, supported by PANDA Ambassador Kylie Brown (wife of AFL footballer Nathan Brown) and beyondblue Ambassador Em Rusciano.

Our be PND Aware message was also brought to life through social media activity, mummy-bloggers and communications with our members, health sector partners and other key stakeholders.

- Feature the depth of information available on the PANDA website;
- As a reminder of our new How is Dad Going? Website;
- For the public launch of our free Wellbeing Booklet;
- To bring attention to the need for PND to signify Perinatal Depression to include both antenatal and postnatal depression & anxiety in our conversations regarding PND.

Lisa Knott
Communications Manager

Postnatal Depression Awareness Week Campaign

PANDA’s campaign for the 2013 Postnatal Depression Awareness Week centred around the message ‘be PND aware’. Following our most successful PND Awareness Week campaign in 2012, we implemented a scaled-down campaign in 2013 as we were without a Communications Manager and PR Agency.
WEBSITE AND SOCIAL MEDIA REPORT

Once again we had 12 months of growth in consumer interaction with PANDA’s online resources. The panda.org.au website had an increase of nearly 14% in page views and over 5% increase in the total number of website visitors.

The howisdadgoing.org.au website launched in August last year has seen a steady increase of new visitors with nearly 15,000 page views and over 6,500 visitors to date.

Both websites have had a software upgrade which assists PANDA to maintain an accessible and reliable online presence in the perinatal sector. PANDA’s fact sheets and the personal stories continue to be some of the most accessed online resources.

Alongside this growth PANDA’s social media has also seen a significant increase in interaction, particularly on PANDA’s Facebook page and twitter feeds. There was an increase of over 1000 new likes in the past 12 months on our Facebook page alone. PANDA has also attracted more attention to its online resources through Instagram, Pinterest and LinkedIn.

The next 12 months will see an increase in PANDA’s social media interactions as PANDA expands its awareness and education of perinatal depression and anxiety through a strong and respected online presence.

Sam Tassie
Website Manager

If you haven’t already followed us online, we urge you to do so;

facebook.com/pandaadmin
@pandanational
instagram.com/pandanational
pinterest.com/pandanational
youtube.com/pandaorganu

NATIONAL PERINATAL DEPRESSION SERVICES DATABASE REPORT

Each year we report growth for PANDA’s service referral database and the last 12 months is no exception. PANDA now maintains 2,161 individual listings. As always there is more work to be done to grow the database and PANDA continues to map the referral pathways and works hard to ensure the database is as up to date as possible. This work also includes the continued availability of the Victorian Perinatal Depression Services Database through panda.org.au. This directory sees over 35 constant visitors using this resource each week.

Sam Tassie
Website Manager
FUNDRAISING, EVENTS, SPONSORSHIP AND DONATIONS REPORT

Sponsorship, independent fundraising and PANDA-run events play a large role in the sustainability of PANDA and we are delighted with the substantial contribution of over $199,858 delivered in the 2013-14 financial year.

Our major sponsor The Priceline Sisterhood continued their extraordinary support with donations totalling $39,500. PANDA’s events also grew in success with significant increases in attendance and fundraising. The Annual Lunch raised over $20,000, up from $14,500 in 2012 and Night Off – Night Out raised $9,000 up from $5,500 the previous year. We have also had incredible support from independent fundraisers, with $11,000 donated through our online fundraising channels alone.

These activities help bring new supporters to PANDA and help us achieve our mission to educate and support the wider community. We are extremely grateful to our key partners the Priceline Sisterhood, Ripe Maternity Wear and the ASX, as well as the many individuals and organisations that have supported PANDA this financial year. We couldn’t do it without them! Increasing fundraising and attracting new business sponsors will continue to be a focus for PANDA.

Priceline Sisterhood

Sisters look after each other and our relationship with Priceline continues to grow. This year the Priceline Sisterhood became a registered Foundation and we are incredibly grateful to be one of its 5 chosen charity partners nationally and to have received $44,000 through Priceline and its affiliates. Their financial, emotional and promotional support makes a huge difference to our organisation and the families we care for. We love being part of the family!

Ripe Maternity Wear

We are proud to have partnered with Ripe Maternity Wear for eight years now. Ripe continues to support PANDA in-store via sales of PANDA ribbons, through promotions and prize donations for PANDA events and campaigns and attendance at our events. In 2013-14 Ripe contributed over $3000 to PANDA.

ASX

The ASX has helped build awareness and understanding of perinatal depression and PANDA among a new audience, particularly men, through our Annual Lunch in Memory of Louise Litis. We are very appreciative to the ASX for its ongoing principle event sponsorship and promotion of the event to corporates, law and financial firms; and for the $20,000 the Annual Lunch delivered this year.

Growing Hope Lunch Queensland - March 2014

PANDA and Peach Tree Perinatal Wellness joined forces to host our first lunch event, bringing awareness to the Queensland community. Federal Health Minister, The Hon. Peter Dutton MP attended.

The lunch had 135 guests who listened to stories of postnatal depression and recovery from PANDA Ambassador Kylie Brown, Christie Leppitsch and Brisbane Lions coach Justin Leppitsch.

Annual Lunch in Memory of Louise Litis – May 2014

Around 300 guests attended this year’s event which raised over $20,000 thanks to the generosity of guests, key sponsor ASX and the many supporting organisations that donated items. Once again our MC, Triple M Host Matt Tilley kept guests laughing, while our guest speaker, renowned ABC journalist Virginia Trioli, captivated the crowd with her experiences of early morning television, motherhood and how to get to the truth as a journalist.

Dean Litis, the husband of Louise Litis highlighted the devastating impact of PND on families and the imperative of maintaining National Perinatal Depression Initiative funding and PANDA services to prevent another tragedy. The Annual Lunch has rapidly grown to be one of PANDA’s most eagerly awaited and significant annual fundraising events.
FUNDRAISING, EVENTS, SPONSORSHIP AND DONATIONS REPORT CONT'D.

Night Off-Night Out - August 2013

PANDA’s special 10th anniversary Night Off-Night Out (NONO) exceeded all expectations with 300 women in attendance and $9000 raised. It was a superb evening at our new Moonee Valley Racing Club venue. Comedian George McEncroe was MC and Stick Mareebo returned as DJ following his popular performance last year.

We were honoured to have PANDA board member Sophie O’Shaughnessy share her touching story of postnatal depression and recovery; and thrilled to announce our incredible new PANDA ambassador, Masterchef 2013 Finalist, Samira El Khafir. Once again Priceline was the major sponsor and provided gift bag products and the Priceline Princesses to pamper guests with mini makeovers and manicures.

Independent Fundraising

Thanks to the passionate commitment of individuals who held their own events or elected PANDA as their nominated charity, over $11,000 was raised for PANDA through independent online fundraising via Everyday Hero and My Cause. Many chose ‘fun’ runs from 10kms through to a marathon this year.

We are very grateful for the ongoing PANDA support many continue to provide, including the Berwick Opportunity Shop which has been fundraising for PANDA since 1999 and the wonderful women who ran a Winchelsea market stall for the second time, raising $1500 this year.

Lisa Knott
Communications Manager
Anna Christofidis
Office Manager
AUDITED FINANCIAL REPORT 2013—2014
APPENDIX 1: PANDA

PANDA is a national not-for-profit organisation based in Victoria. In keeping with its founders’ commitment to mutual support self help services PANDA provides information to any person who is affected by perinatal depression and anxiety including partners and extended family members, and to any person who wants more information about these conditions.

PANDA produces and distributes accurate information about perinatal depression and anxiety to health professionals and the wider community, to ensure that those affected receive appropriate help as early as possible. This includes conducting professional development and training for health care workers.

The History of PANDA

PANDA began in the early 1980’s when two women with postnatal depression were introduced to each other by their Maternal and Child Health Nurse. Collectively the women decided to establish a support group and over time the organisation of PANDA was established to cope with the demand for the need for the group.

In 1985 a Committee of Management was formed and in 1986 PANDA became an incorporated association. PANDA’s early structure was reliant upon women who had recovered from postnatal depression to train and commit to voluntary service in either facilitating support groups or providing 24 hour telephone support service from their homes.

As the need for support and awareness grew it became apparent that this type of support was invaluable to women and their families experiencing perinatal depression and anxiety.

A review of PANDA was conducted in 1999-2000 that resulted in a more sustainable model of operation with minimal recurrent funding from the Department of Human Services. This model saw the establishment of an office-based telephone support Helpline available during business hours. Answering machines provided information to support after hours callers. Facilitation of support groups by PANDA volunteers was ceased and replaced by a database of support groups run throughout Victoria by other facilitators.
PANDA has been providing counselling, referral, support and education services for Australian women, men and their families living with perinatal depression for close to 30 years. Much knowledge and wisdom has been gained about what is important for recovery from perinatal depression but also the building of strong, healthy families.