



GLOBAL ALLIANCE FOR  
MATERNAL MENTAL HEALTH



Perinatal  
Mental Health  
Project

*Caring for Mothers. Caring for the future.*  
[www.pmhp.za.org](http://www.pmhp.za.org)



**AAMMH**  
African Alliance for  
Maternal Mental Health  
*Educate. Advocate. Act.*

# Starting a Maternal Mental Health Alliance A Simple Guide

2025





# Welcome

Congratulations on taking the first step towards setting up a  
Maternal Mental Health Alliance (MMHA) in your country.

This isn't just a plan—it's a movement to make sure all mothers get the mental health  
care they need.

This journey is about building something meaningful and inspiring.

And you don't have to do it alone!







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# You are Part of a Global Family

The Global Alliance for Maternal Mental Health is a network that supports new national alliances. You can also connect with:

- **African Alliance for Maternal Mental Health (AAMMH)** –  
[www.aammh.org](http://www.aammh.org)
- **Spanish-speaking Alliance (Latin America & Spain)** –  
[www.conectaperinatal.com](http://www.conectaperinatal.com)
- **Marcé Society for Perinatal Mental Health** –  
[www.marcesociety.com](http://www.marcesociety.com)



*AAMMH holds monthly online  
"CONNECT" meetings to share ideas and  
give support.*

## Overview

**Step 1: Get inspired and start connecting**

**Step 2: Gather key partners**

**Step 3: Create an informal leadership group**

**Step 4: Understand what's happening in your country**

**Step 5: Make a basic plan**

**Step 6: Find funding and resources**

**Step 7: Start taking action - even without funding**

**Step 8: Use initial funding to grow**

# Step 1: Get inspired and start connecting

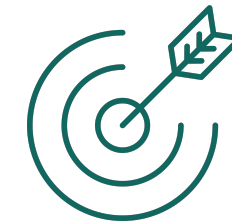
Start by thinking about your vision.

What future do you want to help create?

Find others who feel the same and start a conversation.

You don't have to do this alone—reach out to colleagues in your country and to regional and global networks.

Some things to think  
about



## Big Goal

Better mental health care for mothers, babies and families.



## How to get there

Work together to raise awareness, push for better policies and make services more accessible



## Start informally

Begin with a loose network. This makes it easier to join and avoids getting stuck in formal rules too early.



## Step 2: Gather key partners

- **Look for organisations (not just individuals) who care about maternal mental health.**
  - Organisations bring more influence and can keep things going long-term.
  - Non-profits may be seen as more neutral and trustworthy.
  - Make sure to include a mix:
    - those with lived experience, health professionals, NGOs, researchers, rights groups, etc.
- **Create a list of potential partners.**
- Think about their roles, interests, and how they can help.**
- Invite the most likely supporters to a first meeting.**



### First meeting agenda

- Share your vision.
- Suggest a temporary name.
- Discuss what the alliance will do.
- Encourage organisations to join and work together.

## Step 3: Create an informal leadership group

➤ **Keep things simple at first. Agree to meet regularly.**

- Choose a chairperson and other simple roles.
- Include experts by profession or lived experience.
- Choose a name together (Alliance or Coalition?).
- Agree on your mission and vision.



### Key principles

- Work as a team.
- Treat all members as equals.
- Always call it an “alliance” or “coalition, not a formal organisation.
- Members should be organisations.

## Step 4: Understand what's happening in your country

Learn about the current state of maternal mental health



**Review**  
health reports,  
data, and  
research



**Listen to**  
people with lived  
experience



**Map out**  
existing services and  
where the  
gaps are



**Find out**  
what barriers exist,  
e.g. stigma, lack of  
training



# Step 5: Make a basic plan

Work together to build a shared plan for change

- **Your final goal** (vision)
- **Steps to get there**
- **Activities** to target decision-makers and raise awareness
- **Support needed** (funding, training, partners)
- **How you'll measure success**

You can also use free support or get help from friendly organisations.



# Step 6: Find funding and resources

## ➤ Look for funding to support your alliance

- Philanthropies or NGOs that support health/maternal care
- International funders (WHO, UNICEF, World Bank, etc.)
- Private sector (CSR initiatives)
- Local fundraising



### When asking for support

- Show the need
- Share your plans and vision
- Use stories and data

## Step 7: Start taking action - even without funding

You don't need money to get started!



NGOs can talk about  
maternal mental health  
on their websites.



Health organisations  
can offer free webinars.



Share lived  
experience stories.



Add maternal mental  
health to conference  
agendas.



Create shared online  
resources



## Step 8: Use initial funding to grow

Once you get some funding, start delivering your plan

- Track your progress and share your successes
- Keep building strong relationships
- Work toward long-term, sustainable funding



# Example timeline





# Final words

This work matters deeply.

Every small step you take makes a difference.

Remember: you are not alone.

There is a whole community ready to support you.

Keep going, stay connected, and believe in the power of collective action!



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