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Abstract Submitted by the Health Promotion Affiliate, Canadian Health Network

TITLE: The Development of a Pre/Postnatal Teaching Video to Address the Prevention of Postpartum Mood Disorders (PPMD)

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ABSTRACT BODY:

Purpose PPMD is an inclusive term for mental health issues arising in the postpartum period. The rate of postpartum depression, the most researched of these disorders, in the general population is 13%. PPMD presents a high risk to the development of the infant and is the main cause of maternal mortality and morbidity. Efforts of disease reduction have met with limited success; an asset-based approach is required that focuses on mother's strengths and capacities. The purpose of this presentation is to demonstrate how the development of an evidence-based teaching video can be used as an innovative way to address a major public health concern. Methodology Best Start Resource Centre conducted a general population survey to assess current knowledge and understanding of PPMD. Using these results paired with evidence from the literature and the assistance of an advisory committee of experts from academia and practice, a teaching video with facilitator's guide was developed using the principles of adult education during pregnancy, as well as the principles of self-care and social support. Results Evaluations from end-users show increased awareness of PPMD and demonstrate increasing asset-based behaviour in pregnant women by utilizing strategies to facilitate primary and secondary prevention. Conclusions The adoption of this video into better prenatal practices and PPMD education and support into the public health mandatory health programs and services guidelines is recommended.