

Mama's VOICE: Used to Redefine Post Partum Depression for Mothers of Color

APHA Annual Meeting
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Presented by Dayna Campbell

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Introduction

- ▶ Perinatal mood disorders are clinical diagnoses
- ▶ Stress (caused by racism and discrimination) is linked to mental health issues and places physical demands on the body
- ▶ Community-based participatory and tailored programs are generally successful in addressing local issues.

The logo for MotherWoman features the words "MotherWoman" in a purple, sans-serif font, with "Mother" on the left and "Woman" on the right, both curving upwards to form an arch. Below this arch, the tagline "Empowering mothers, creating community, changing the world" is written in three lines. "Empowering" is in orange, "mothers," is in black, "creating" is in green, "community," is in black, "changing" is in blue, and "the world" is in black.

MotherWoman
Empowering
mothers,
creating
community,
changing
the world

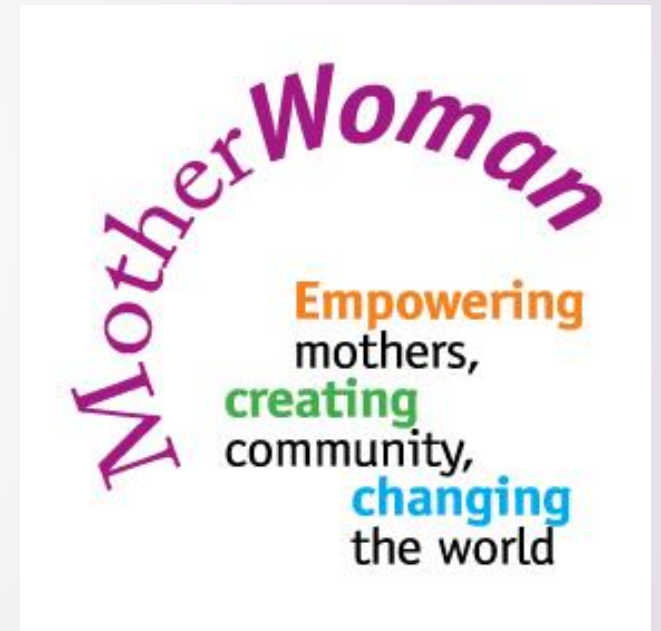
Background

- ▶ MotherWoman promotes the resilience and empowerment of mothers and their communities by building community-capacity and advocating for just policies through evidence based research and grassroots organizing.
- ▶ Basic framework – Training, community coalitions and support groups
- ▶ Not adequate to address the needs of Moms of color in the area



Background – Mama's VOICE

- ▶ Mama's VOICE – Voicing Our Individual Cultural Experiences
- ▶ Created by Dr. Vanessa Martinez and Ms. Shannon Rudder to assess and address the needs of Moms of color in western Massachusetts
- ▶ The purpose is to use Photovoice to better understand the mental health needs of mothers of color in Western Massachusetts
- ▶ And, involve mothers of color in community-engaged research in order to transform their own well-being and build capacity



Participants

- ▶ Collaborated with two local (Holyoke and Springfield) community agencies for recruitment
- ▶ Total of 22 women of color were recruited (12 final participants)
 - ▶ African-American and Latina
 - ▶ Resided in Holyoke or Springfield
 - ▶ Ages ranged from 23 – 52 years
 - ▶ Diverse in terms of educational level, SES, income, occupations and other demographic variables



Site Description- Springfield

- ▶ Population (2017): 154,758
 - ▶ Ethnic population:
 - ▶ Latinx- 43.2%
 - ▶ Caucasian- 33.2%
 - ▶ African-American- 21%
- ▶ Socioeconomic Status
 - ▶ Median household income: \$35,742
 - ▶ Unemployment (2016): 8.5%
 - ▶ Female head of households: 43.4%
 - ▶ Persons in Poverty: 29.7%

<https://www.census.gov/en.html>



Site Description- Holyoke

- ▶ Population (2014): 40,341
 - ▶ Ethnic Population:
 - ▶ Latinx: 50%
 - ▶ Caucasian: 43.2%
 - ▶ African-American: 4.4%
- ▶ Socioeconomic status
 - ▶ Median household income: \$38,829
 - ▶ Unemployment: 6.7%
 - ▶ Single parent house (2012): 39.2%
 - ▶ Persons in Poverty: 28.6%

<https://www.census.gov/en.html>

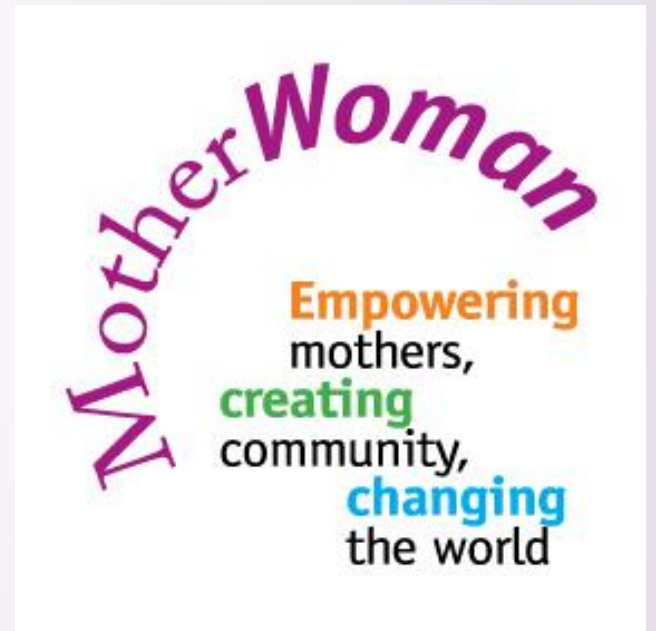


MotherWoman
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The logo for MotherWoman features the organization's name in a purple, arched font. Below the name, the tagline "Empowering mothers, creating community, changing the world" is displayed in a mix of orange, green, and blue colors.

Methodology

- ▶ Photovoice
 - ▶ 5 photos per participant
 - ▶ Addressed the question - What does it mean to be a mother of color in western Massachusetts.
 - ▶ Photos were titled, described and uploaded to Instagram
- ▶ Utilization of the social media tool Instagram to provide real-time interaction
- ▶ Instagram comments & focus group were used for discussion of photos
- ▶ Analysis included an iterative thematic process



STRESSORS

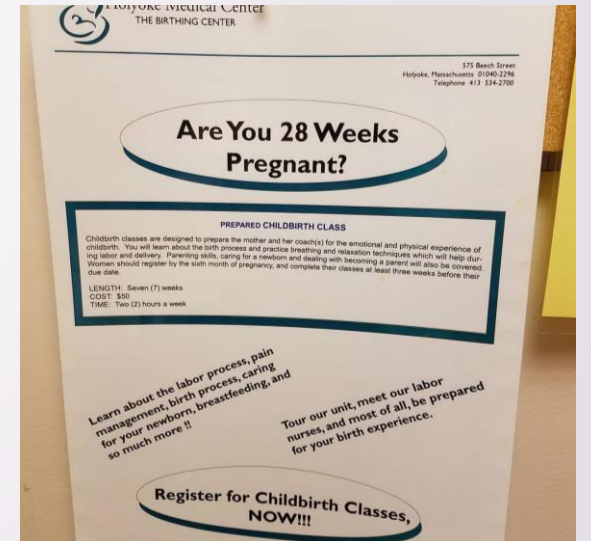
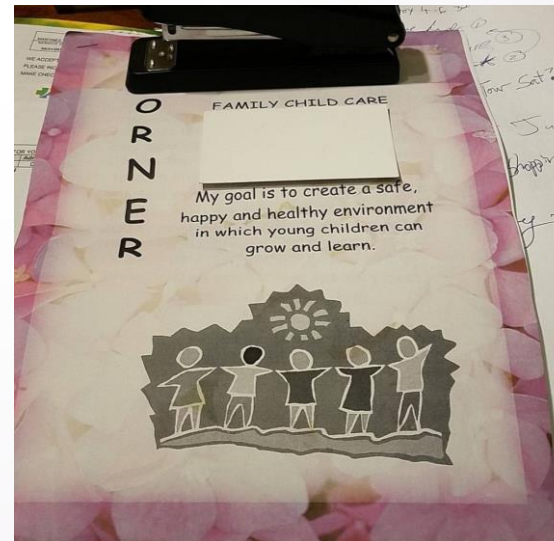
“Being a Latina mom means...happiness and uncertainty, exhaustion and pushing myself, dreaming of a healthy baby and not caring what sex they are...”

“When I had my first ultra sound, it was the moment I knew I was a single mom.”

“?#@*&%!...when does this potty thing end! I don't want to keep paying for pampers. They are so expensive.”

“Baby is not even born yet and we are drowning in all that needs to be done including finding appropriate and affordable childcare”

“Adding to my already long to-do list.”

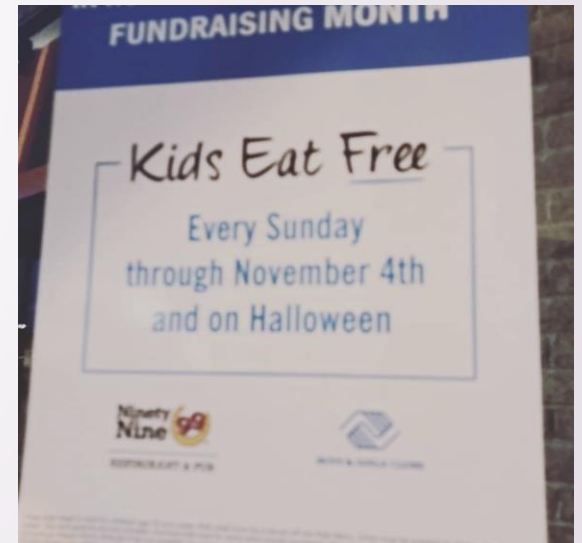


“Being a young mom of color means having too much on my plate sometimes.”

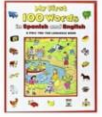



“Making sure my children grow to be big and strong.”

“When the guest room turns into a catch all room and your Mom is coming to stay for a couple of weeks.” #timetocleanup

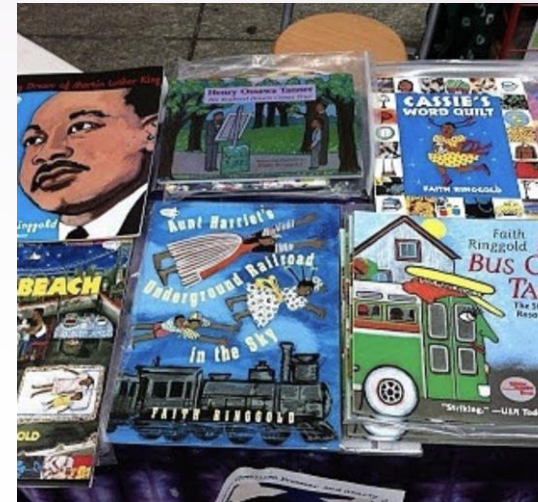
“Saving a penny to get by for the rest of the month.” #hustler



CULTURALLY RELATED STRESSORS

	My First 100 Words in Spanish/English (Spanish and English Edition) \$10.57
	Animals: Animales (Bright Baby) (English and Spanish Edition) \$3.65
	Quiero a mi Mama Porque (I Love my Mommy Because Eng/Span ed) \$6.34
	Dragons Love Tacos 2: The Sequel \$12.45

“Trying to ensure that culture, language and progressive values are passed down to the next generation requires intentionality from birth.”

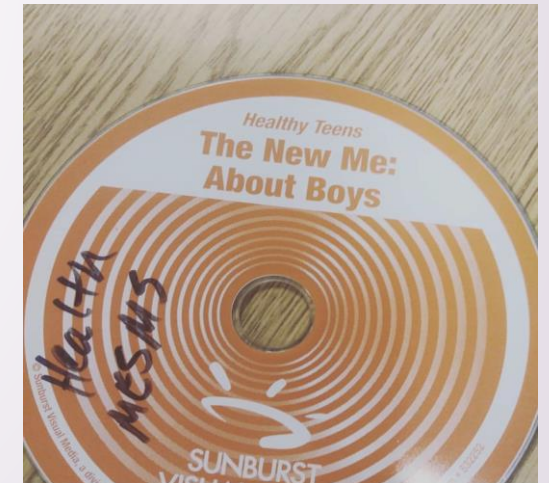


“Literacy and traditional art of storytelling while featuring our rich, vibrant culture to promote self-love and respect.”

“Hair! Hair! Hair! Women of color, especially Black women, often define themselves by their hair. It has it's own power. Have to tread lightly...don't want my baby to get caught up in that power struggle.”



“When you don't know how to have 'the talk' so you find someone else to.”





"I struggle everyday with what to tell my kids. Am I saying the right things to help them when they grow up? What do other people say to their kids?"



"My son is a teenager now and I am afraid about what might happen when he leaves the house...even when it is to school."

"Understanding...and explaining to our kids...what it means to be Black in the US"



"Keeping my daughter represented in a world where she can get lost."

"It's about damn time, Matel!"

"I remember being a little girl...about 4...and I wanted a brown doll that looked like me..."



“Proud to be who I am...Latinx”



“Making a connection with my grandbaby”



“We are supposed to go to our mom’s for answers, even when we don’t want to hear what they have to say. We can respect her struggle to raise children, but what about our struggles...in today’s world?”



“We all need to know our heritage. My family means everything...”

COPING

“Self-care is good for my sanity”

“You gotta have faith, and when people are stressed they look to a higher power to help them find strength. Prayer and family play a big role in mental health.”

“Exercise makes me feel good”

“Taking a walk in fresh clean air helps me to think...at least a little.”

“I was having a bad day and I seen this in the store it made me realize to always stay positive”



"Food is how I provide for my family. I eat when I am stressed"

"I don't drink heavily but a drink or two doesn't hurt"

"Trying to relax after a crazy day with pills, cigarettes and a few drinks."

"Sleeping allows me to forget about everything I have going on for a while."

"A good nights rest is like the refresh button on my mental health"



Discussion

- ▶ Research suggests that although not often screened and diagnosed with perinatal mood disorders, women of color experience stressful and emotionally charged lives that affect their mental health and that of their families
- ▶ Emergence of Themes in Analysis
 - ▶ Basic resources
 - ▶ Culture is a strong influence in understanding the expectations of motherhood
 - ▶ Social support/Support Systems



Lessons Learned/Next Steps

- ▶ Use of Instagram
- ▶ Not providing camera
- ▶ No Spanish translation

- ▶ Starting next round in January 2019
- ▶ Making Instagram public
- ▶ Add solutions to the discussion



References

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- Towncharts. <https://www.towncharts.com>

A decorative graphic on the left side of the slide. It features a solid purple arrow pointing to the right, positioned horizontally. Behind the arrow, several thin, curved purple lines of varying lengths and shades extend upwards and outwards, creating a sense of movement or a stylized plant-like structure.

Questions?



Thank You!

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