



Who We Are

The Blue Shift Project is an initiative of Yuba-Sutter Counties that includes advocacy and professional organizations representing various service fields, such as policymakers, the medical community, early care providers, family-serving agencies, parents, and private and public sector representatives. Our common goal is to transform Perinatal Mood & Anxiety Disorders.

Advisory Working Group Members

Members of this workgroup represent various cross-sector agencies representing healthcare, education, behavioral health, law enforcement, non-profit, child welfare, family serving agencies and more. Our members are committed, passionate and motivated to create actionable change, to “shift” the dynamic of maternal mental wellness in the Yuba Sutter region. **List of committed members below.*

The Gaps

Action Deficit - Perinatal Mood & Anxiety Disorders impacts nearly 1 in 3 women, yet it does not receive enough local attention or resources (i.e., funding). This issue is associated with a lack of public awareness, professional education, access to timely treatment care, and stigma.

System Deficit - Access to treatment and care for Perinatal Mood & Anxiety Disorders is incomplete, as it is not universally available, fully covered, or consistently reimbursed.

Treatment Deficit - Screening is the primary means of identifying potential Perinatal Mood & Anxiety Disorders. However, screening is not universally practiced or standardized, and diagnosis and access to treatment often need to be more coordinated and adequate. While national and state organizations have issued guidelines and endorsed screening and treatment, and several practical screening tools are available, universal screening and access to treatment are not consistently provided across different healthcare sectors.

Funding Deficit - Compared to other women's health issues with a similar population prevalence, Perinatal Mood & Anxiety Disorders received limited funding locally in addition to federal and state funding. A comparison of federal research funding: The National Institute for Health (NIH) and the Centers for Disease Control and Prevention (CDC) spent \$197 million on lupus research, which affects one in 200 women, and \$1.4 billion for breast cancer research, which affects one in eight women. In contrast, Perinatal Mood & Anxiety Disorders, having a higher prevalence rate than breast cancer and lupus, received only \$54 million in federal research.



To Bridge the Gaps

The Advisory Working Group established this guiding document to anchor and direct the Yuba-Sutter Blue Shift initiative. These priorities aim to promote sustainability, inclusivity, and the development of a broad community and strong coalition to support the implementation of the Yuba-Sutter Blue Shift priorities and actions.

There are five priorities Yuba-Sutter Blue Shift has identified to help bridge these gaps.

Community Education and Awareness

This priority focuses on providing education and awareness surrounding Perinatal Mood & Anxiety Disorders to reduce stigma, normalize occurrence and acceptance, and improve early detection and treatment.

Action Steps:

- Social /Community Public Awareness Campaigns, such as a social media toolkit, specific to PMADs, with consistent information, that can be used to run social media campaigns (Blue Shift/Blue Dot Specific for May, then throughout the year)/ Blue Shift Facebook Page
- Paid Public Awareness Campaigns, including having an “elevator speech” and key data points, postings in public spaces (bus stops, billboards, lawn signs, posters, QR codes, paid media campaigns)
- Connect with parents as soon as mom receives a positive pregnancy test, an just like we provide breastfeeding and Lamaze classes, integrate PMAD discussions into those programs, to reduce stigma so asking for help is not a last resort (building a network of care between women’s health providers, clinics, hospital)→ potential collaboration with Yuba-Sutter HealthCare Council
- Community Forums/Town Halls with PMAD awareness speakers, calls to action, cultural/bilingual emphasis → potential collaboration with the Yuba-Sutter ACES Coalition
- We need to go to them! (military, veterans, faith-based, fraternal organizations, employers/businesses, care providers, cultural centers/groups Community Centers/ FRCs, Rural Communities/ Agricultural Communities)



Access to Care

This priority focuses on the need for improved access to care for those who are at risk or experiencing Perinatal Mood & Anxiety Disorders by increasing the number of trained providers, providing affordable and accessible services, and reducing access barriers.

Action Steps:

- Edinburgh Postnatal Depression Scale (EPDS) Screening Training for providers (Adult and Pediatrics, Obstetrics, Home Visitors, etc.) and education/awareness for community
- PMAD Training; Sutter-Yuba Behavioral Health, E-Center, Peach Tree Health and education/awareness for community
- Utilize and promote our existing resources: Postpartum Support International/MMH Now Training
- MMH Educational Flipcharts for providers
- Resource Specialists/PTC Case Managers

Equity, Diversity & Inclusion

This priority aims to address disparities in healthcare access and outcomes for underserved and marginalized communities. It emphasizes the need for inclusive and culturally competent care, including parent voice and equitable access to resources and support.

Action Steps

- Culturally responsive care: to the needs of diverse family systems. Consider race, ethnicity, and culture, but also reflective of diverse family structures, such as age, income, etc.). Ensuring inclusivity of what “family” is.
- Trauma informed practices in relation to PMAD; training and recognition of trauma for parents and professionals; include natural disasters as potential causes of trauma



- Engaging parents to provide lived experiences; build a storytelling “bank “to use with local advocacy
- Trainings for parent ambassadors as advocates and support policy change
- Include fathers; lived experience, support, education, and awareness
- Trauma informed practices in relation to PMAD; training and recognition of trauma for parents and professionals; include natural disasters as potential causes of trauma

Support for Families

This priority focuses on the importance of providing support and resources for families affected by Perinatal Mood & Anxiety Disorders. This includes peer support/navigator programs, community-based resources, and family-focused interventions.

Action Steps

- Host local training for Therapists specific to PMADs
- List of approved medications for postpartum depression (and those safe while breastfeeding)
- Resource lists of all programs/providers to support families → begin using the Sutter FindHelp.org program to add and update programs. Possibly fridge magnets with a QR code to a resource list. Blue Shift Project Facebook or Padlet
- Group Programs and Peer Support Groups (Walking groups, playgroups, parent support groups) – consider ways families can access these and we can market
- Home Visiting Supports; training for home visitors, workflow adjustments
- Home Health Nurses for pregnant and postpartum moms, intervene at hospitals
- Building a network of care between women’s health providers, clinics, hospitals → potential collaboration with Yuba-Sutter HealthCare Council and Home Visiting programs



Advocacy and Innovation

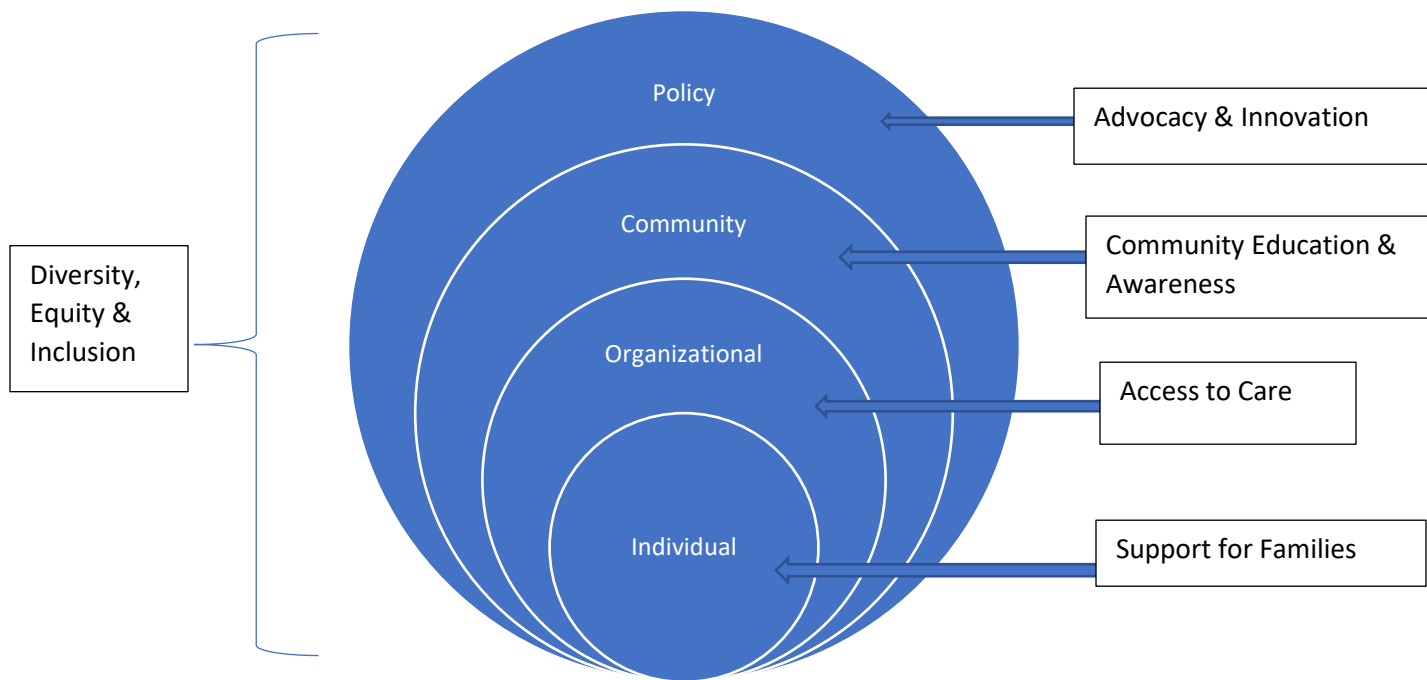
This priority involves using advocacy and innovation to advance policies, programs, and technologies to improve the prevention, diagnosis, and treatment of Perinatal Mood & Anxiety Disorders, through raising awareness and reducing stigma surrounding Perinatal Mood & Anxiety Disorders.

Action Steps:

- Policy Change: Contact our local and state representatives and share concerns about the lack of support and treatment options for perinatal mood and anxiety disorders
- Conduct research and on federal/state legislature: Develop fact sheets and infographics from data and share findings with policymakers, healthcare providers, and the public to raise awareness and advocate for policy changes. Include parent voice & lived experiences
- Write op-eds and letters to the editor: Share a story and/or statistics and provide a call for action via "old-school" and social media.
- Public Awareness Campaign on PMAD to support policy change (can be tied to Community Ed & Awareness)
- Organize a rally/town hall to draw attention to PMAD and call for policy change.
- Collaborate with professional organizations: AAP or American College of Obstetricians and Gynecologists to advocate for policy change that prioritizes effective treatment and support services for mothers and families affected by PMADs.



Social Ecological Model





Our Members

Adventist Health
Anthem Blue Cross
California Health and Wellness
Camptonville Community Partnership
Casa de Esperanza
E-Center Head Start
Family SOUP
Feather River Tribal Health
First 5 Yuba County
Harmony Health Medical Clinic
Peach Tree Health
Playzeum
Rideout Women's' Health
Sutter County Children & Families
Commission
Sutter County Children's Welfare Services
Sutter County Clinical Services
Sutter County District Attorney's Office
Sutter County First Steps
Sutter County Public Health
Sutter County Sheriff's Office
Sutter County Superintendent's Office
Sutter County Welfare
Sutter-Yuba Behavioral Health
WIC
YCOE Family Resource Center
YCOE- Prevention Services
Youth For Change
Yuba City Police Department
Yuba City Unified School District
Yuba County CalWorks
Yuba County Probation
Yuba County Child Welfare
Yuba County Health & Human Services
Yuba County MCAH
Yuba County Public Health