

# WHAT YOU MIGHT NOT KNOW ABOUT

# POSTPARTUM DEPRESSION



IN THE UNITED STATES...

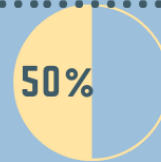


1 IN EVERY 7

WOMEN EXPERIENCE  
POSTPARTUM DEPRESSION

AND HALF OF THE INDIVIDUALS  
WITH PPD ARE NEVER DETECTED

50%



## WHAT IS PPD?



PPD is a serious mental health problem characterized by a prolonged period of emotional disturbance, occurring at a time of major life change and increased responsibilities in the care of a newborn infant.

### BABY BLUES

Begin the first few days following delivery



Should disappear two weeks after childbirth

Frequent tearfulness and feelings of dependence



VS

### PPD

Disrupts a woman's ability to function



Extends longer than two weeks

Extreme feelings of sadness, anxiety and exhaustion



## SYMPTOMS OF PPD

Sleeping too much or too little



Having no appetite or binge eating



Overwhelming anxiety about the baby's well being



Being unable to concentrate



Lacking energy to complete simple tasks



Intense feelings of guilt



Thoughts about harming yourself or the baby



Anger or rage



# TREATMENT OPTIONS



## PSYCHOTHERAPY

One-on-one/group therapy with a psychologist/psychiatrist



## MEDICATION

Doctors prescribe antidepressants to regulate brain chemicals



## HOMEOPATHIC REMEDIES

Include yoga, meditation, relaxing massages and herbal supplements

## HOW TO COPE WITH PPD



### SEEK PROFESSIONAL HELP

Find someone to talk to if you notice any signs of PPD

- OB/GYN
- Primary Care physician
- Therapist trained in postpartum mood and anxiety disorders



### ASK FOR HELP AT HOME

If you need a break for self care, ask your partner or friend to watch the baby for an hour. It is important to nap, shower, read, and enjoy yourself

### SLOW DOWN



Stop putting pressure on yourself to get all the chores done



Relax and rest when you can



Focus on getting to know your baby and getting well



Maternity leave doesn't mean you have to tackle house projects or other big items on your to-do-list.

AND ALWAYS REMEMBER....

# YOU CAN DO THIS!



FOR MORE INFORMATION ON  
POSTPARTUM DEPRESSION, GO TO

[WWW.POSTPARTUMDEPRESSION.COM](http://WWW.POSTPARTUMDEPRESSION.COM)



# REFERENCES

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## **Kyla Gaddis**

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### Audience Analysis

The infographic is targeted towards women with postpartum depression, people close to those suffering with postpartum depression, like friends, family members, or their partner, new parents curious about the risks of postpartum depression, and expecting parents that are educating themselves on potential issues that could come with giving birth. The target geographic region would be the United States, since the statistics are reflecting prevalence only in the United States, and the treatment methods are those accessible to people in America. We cannot assume the same treatment options would be available worldwide. The audience can range from teenagers to women approaching 50, and they must share the moral values that having sex is acceptable. The topic of postpartum depression is very relevant to this population because many of them would either be experiencing PPD, are close to someone who is experiencing it, or are susceptible to experiencing it after giving birth, so this infographic could help them better understand the disorder, know what treatments are available and how to cope with it, and motivate them to get help.

Although this infographic presents valuable information about PPD that should encourage women to get help, many women might still avoid asking for help. Some help-seeking barriers they experience could be their inability to disclose their feelings, the feeling that family members or health professionals might not take their symptoms seriously, and the inability to recognize the symptoms of their depression (Dennis & Chung-Lee, 2006). Some women might

not get help because they are already so depressed that they may not be able to leave the house to get help (Gjerdingen, 2007), and in this case, friends and family are most likely seeing the infographic and might have to persuade the new mother to find help. Because this infographic contains facts and statistics that normalize PPD, it should make the audience feel less alone and more likely to seek help. Using muted pastel colors still relates to the idea of having a newborn baby, but since these women are particularly uncomfortable with the idea of being a new mother, I tried to tone down the typical light pink and baby blue that is associated with infants and include a light-hearted, muted-pastel color-scheme. The language used is simple, so the general population can understand it, but not at an elementary level since a woman must be at least child bearing age for this infographic to be relevant to them. The most space was used for explaining treatments and how to cope with PPD because I think it is the most important part of the infographic. Most of the audience will already be experiencing PPD, so it is crucial for them to gain knowledge of how to treat it and cope with it so they do not lose hope.

## **References**

- Dennis, C. L., & Chung-Lee, L. (2006). Postpartum depression help-seeking barriers and maternal treatment preferences: a qualitative systematic review. *Birth, 33*(4), 323-331. doi:10.1111/j.1523-536X.2006.00130.x
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