

Perinatal Mental Health Week 2026

Partner Toolkit

Your guide to supporting Perinatal Mental Health Week 2026

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pmhweek.org.au

About Perinatal Mental Health Week

Perinatal Mental Health Week (PMHWeek) takes place annually in November – a national week to raise awareness, provide information, referral pathways and de-stigmatise perinatal mental health issues.

A united sector of 80 organisations supporting potential, expectant and new parents during what will be one of the most vulnerable times in their life.

This Year's Theme: *Hold The Parent*

In the perinatal period, support naturally centres on the baby. The baby is held, yet too often, the parent is not.

Between a third and almost half of mothers of young children experience loneliness, well above general population rates.[1] Loneliness in pregnancy also predicts postnatal depression and is now considered a central factor in perinatal mental ill health.[1]

Hold the Parent is for every parent, at every stage of their journey. It is for those trying to conceive, those living through miscarriage or the loss of a baby, those navigating pregnancy, and those raising children in the early years. Because the need to be held does not start at birth, and it does not end when a baby arrives. It can begin with a difficult cycle, a positive test, a scan, a diagnosis, or a loss. Wherever someone is on their journey to parenthood, they may need support too.

22–28 November 2026

Hold the Parent is a collective call to action, inviting families, communities and services to care for parents with the same attention and tenderness often given to a newborn.

This theme asks the community around parents to step in, rather than leaving parents to reach out. Many are promised a "village" that isn't there when they need it. In a recent Australian survey of more than 1,000 mothers, nearly three quarters felt lonely at least a few times a month, and fewer than four in ten felt part of a village.[2]

Family, partners, friends, community groups, midwives, GPs and other health professionals all have a role in helping parents feel seen, supported and connected during one of the most vulnerable periods of their lives.

References:

1. Naughton-Doe, R. J., & Nowland, R. (2026). Perinatal loneliness: Prevalence, impacts, drivers, interventions, solutions and future directions. Current Opinion in Behavioural Sciences, 70, Article 101661. https://doi.org/10.1016/j.cobeha.2026.101661
2. Women's Agenda, & Medibank. (2026). Beyond 'the village': Loneliness in mothers and the growing need for stronger social connection in the early years. Women's Agenda. https://womensagenda.com.au/wp-content/uploads/2026/05/2026-Report-Beyond-The-Village.pdf

Key Dates

22–28 November | PMHWeek

24 November | PMHWeek Launch Event



How To Use This Toolkit

Thank you for supporting PMHWeek 2026. This toolkit has everything your organisation needs to share the campaign with your community. Some examples of where you can share are; social media, newsletters, within your workplace, or through your service. Feel free to customise to suit your channels and service offering.

What's Included?

- Logos and Tagline
- Campaign Copy
- Hero Images
- Social Media Assets, Suggested Captions, Hashtags, @ Mentions and Your Co-Branded Assets
- Posters
- Email Signatures
- Suggested Newsletter Copy

Download the Assets

All assets referenced in this toolkit are available to download: Download here

Your co-branded assets are available: Download here

Questions?

Please contact enquiries@pmha.org.au for any assistance with assets.

Perinatal Mental Health Week 2026

Logos, Tagline and Campaign Copy

Logos

Please use the PMHWeek logo when sharing campaign content.

Download here









Tagline

Please use this tagline alongside the PMHWeek logo in your communications.

Download here







Campaign Copy

Please use the following copy as a guide when explaining the theme in your communications.

Perinatal Mental Health Week is a reminder that caring for a baby also means caring for the parent.

When a baby arrives, support naturally gathers around them. The baby is held, soothed and checked in on. But the parent behind the baby may be struggling, overwhelmed or feeling alone.

Whether someone is trying to conceive, experiencing miscarriage, expecting a baby, navigating the early years of parenthood, or grieving the loss of a baby, they may need support too. A conversation, a moment of understanding, a helping hand, or simply someone who sees them.

Each year, 1 in 5 mums and 1 in 10 dads experience perinatal depression and anxiety. That's around 100,000 Australian parents who may need care, connection and support.

This Perinatal Mental Health Week, 22–28 November, let's remember that behind every baby is a parent who deserves to be held too.

Social Media

Help us reach parents and families across Australia by sharing the PMHWeek campaign on your social channels.

Use the ready-made posts or create your own and finish them with your co-branded end tile.

Please share using the hashtags

#pmhw2026

#holdtheparent

#perinatalmentalhealthweek

and tag us at ***@pmhweek***.

We also encourage you to follow along and repost any of the pmhweek Instagram and Facebook content you think will resonate with your community.

Download social tiles here



We're Supporting

PMHWeek Social Tile

Suggested Caption:

🤍We're proud to support Perinatal Mental Health Week, 22–28 November.

This year's theme is Hold the Parent. When a baby arrives, support naturally centres on the baby. But parents need holding too, whether they're trying to conceive, expecting a baby, navigating the early years, or grieving the loss of a pregnancy or infant.

Find ways to hold the parents in your community at pmhweek.org.au

#pmhw2026 #holdtheparent #perinatalmentalhealthweek @pmhweek







Perinatal Mental Health Week 2026

PMHWeek Partners Social Tile



Suggested Caption:

🤝 80 organisations. One message: every parent deserves support.

This Perinatal Mental Health Week (22–28 November), the perinatal mental health sector is united around one idea: Hold the Parent.

In the perinatal period, support naturally centres on the baby. The baby is held. The parent may not be. Each year, 1 in 5 mums and 1 in 10 dads experience perinatal depression and anxiety. That's around 100,000 Australian parents who may need someone to hold them through it.

Discover how to hold the parents in your community at pmhweek.org.au

#pmhw2026 #holdtheparent #perinatalmentalhealthweek @pmhweek

collective unity

Referral Pathways Social Tile

Suggested Caption:

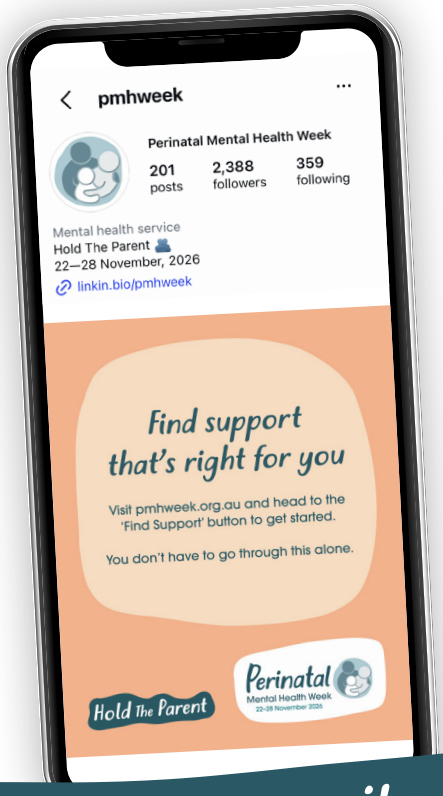
🧭 Not sure where to turn? You don't have to work it out alone.

The Perinatal Mental Health Week support tool asks a few simple questions and directs you to perinatal mental health support options that may be helpful for you or someone you care about. That includes finding professional help for your loved ones.

Whether you're trying to conceive, expecting a baby, navigating the early years, or grieving the loss of a pregnancy or infant, support is available. This week, Hold the Parent, and help them find the right support 🤍

Find support that's right for you or someone you love at pmhweek.org.au

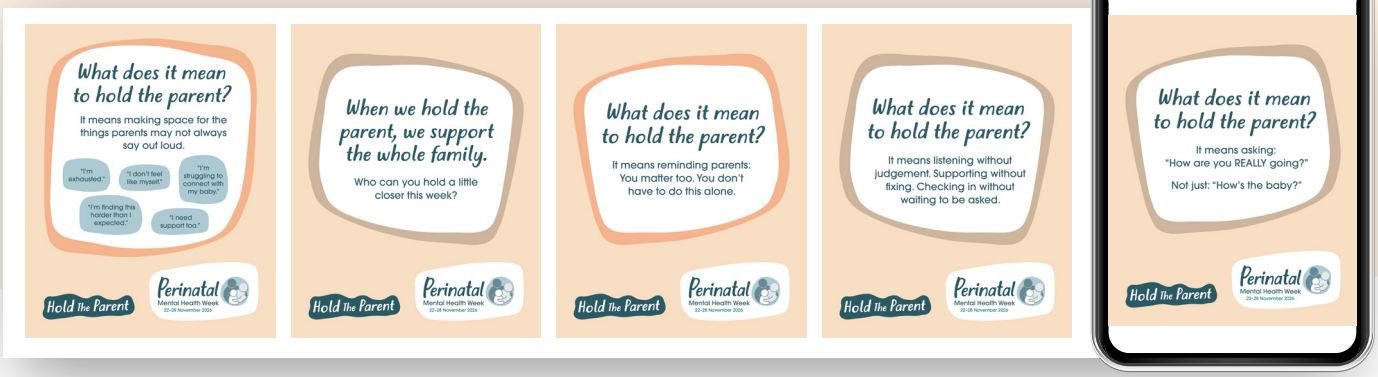
#pmhw2026 #holdtheparent #perinatalmentalhealthweek @pmhweek



direct your community

Perinatal Mental Health Week 2026

Hold the Parent Social Carousel



Suggested Caption:

🤍Who can you hold a little closer this week?

When a baby arrives, everyone knows how to hold the baby. Holding the parent can feel less obvious. It doesn't need to be.

Swipe to see what it means to Hold the Parent 👉

💬Asking "How are you REALLY going?" and not just "How's the baby?"

🛋️Making space for the things parents may not always say out loud

👂 Listening without judgement, supporting without fixing, and checking in without waiting to be asked

🌿Reminding parents that they matter too, and that they don't have to do this alone

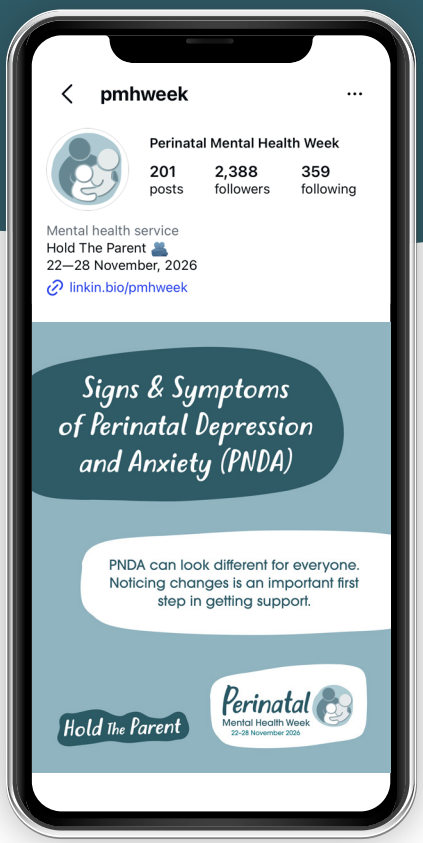
Whether someone is trying to conceive, expecting a baby, navigating the early years, or grieving the loss of a pregnancy or infant, they may need support too.

For more ways to hold the parents in your community, visit pmhweek.org.au

#pmhw2026 #holdtheparent #perinatalmentalhealthweek @pmhweek

educate your community

Signs and Symptoms Social Carousel







Suggested Caption:

💙 This Perinatal Mental Health Week, we're encouraging everyone to Hold the Parent. Sometimes, holding a parent starts with noticing a change, in yourself or in someone you love.

Perinatal depression and anxiety (PNDA) can look different from person to person, making it important to pay attention when something feels different and encourage support early.

Swipe to learn some of the signs and symptoms 👉

Depression may include ongoing sadness, tearfulness, guilt, hopelessness, or feeling disconnected from yourself or your baby. Changes in sleep or appetite and low motivation are also common.

Anxiety may include feeling constantly worried, on edge, irritable or unable to relax. You might also notice panic attacks, racing or intrusive thoughts, physical tension, or checking on the baby again and again.

Each year, 1 in 5 mums and 1 in 10 dads experience PNDA. If something doesn't feel right, you don't have to wait. Support is available, for you or for someone you love.

Find support at pmhweek.org.au

#pmhw2026 #holdtheparent #perinatalmentalhealthweek @pmhweek

raise awareness

Perinatal Mental Health Week 2026

Conversation Starters & Real Ways To Help Social Carousel







Suggested Caption:

💬"How are you REALLY going?" can be one of the most powerful ways to Hold the Parent.

It shouldn't always be the parent's job to ask for support. Sometimes we can be the ones who notice. You don't need the perfect words, just a quiet moment and a genuine question.

Swipe for conversation starters and real ways to help, from dropping off a meal to listening without rushing to fix 👉Support doesn't have to be big to make a difference.

🩹Save this post for when you need it

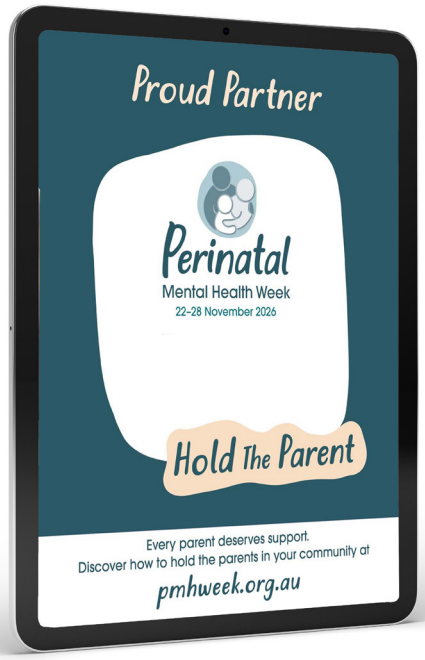
📲Share it with someone who could use it

🤍Use it this week to Hold the Parent

For more ways to hold the parents in your community, visit pmhweek.org.au

#pmhw2026 #holdtheparent #perinatalmentalhealthweek @pmhweek

conversation starters



Social Media End Tile

This co-branded social media end tile has been designed specifically for your organisation. It can be used alongside any social media post.

Use it in two ways:

- With any PMHWeek content: Add it as the final frame of the carousels and posts in this toolkit.
- With your organisations content: Add it to the end of any PMHWeek posts you create, so your audience can see you're part of the national campaign.

co-branded tile

Perinatal
Mental Health Week 2026

Canva Photo Frame

Add your own photo (individual or team) to personalise this banner and show your support on social media.



How to Use This Frame Template in Canva:

1. **Open the Canva Template Link**
   Click on this Canva template link. It will open the design in Canva. You will require a Canva log in to access.
2. **Select "Edit Template"**
   This will create your own editable copy of the template. Your changes won't affect the original template.
3. **Add Your Photo**
   Upload the photo you'd like to use by selecting Uploads → Upload Files.
4. **Drag and Drop**
   Once uploaded, simply drag your photo onto the existing frame. Canva will automatically place it inside the frame.
5. **Adjust Your Photo**
   Double-click the photo inside the frame to reposition or zoom in/out until you're happy with the crop.
6. **Download Your Finished Design**
   Select Share → Download in the top right corner of Canva, then choose the file type you need (e.g. PNG, JPG or PDF).

Suggested Caption:

🤍 We're proud to support Perinatal Mental Health Week, 22–28 November.

This year's theme is Hold the Parent. When a baby arrives, support naturally centres on the baby. But parents need holding too, whether they're trying to conceive, expecting a baby, navigating the early years, or grieving the loss of a pregnancy or infant.

Find ways to hold the parents in your community at pmhweek.org.au

#pmhw2026 #holdtheparent #perinatalmentalhealthweek @pmhweek

Posters

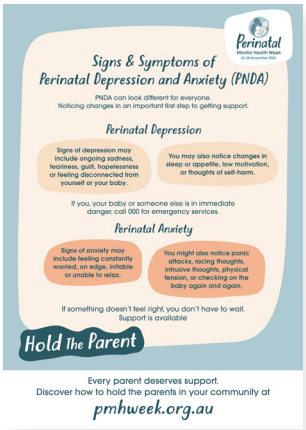
Print and display the PMHWeek posters in your service, workplace or community spaces.

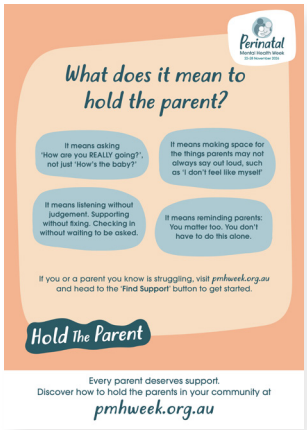
Download posters here









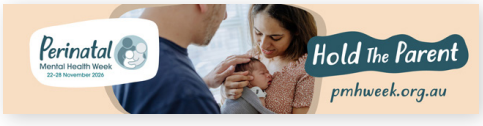




Email Signature

Add a PMHWeek banner to your email signature to help spread the word.

Download email signature here







spread the word

Perinatal
Mental Health Week 2026

Newsletters

Use the ready made copy to share PMHWeek in your newsletters, member updates or internal communications. You can opt to use the shorter or longer form copy, depending on your communication channels.

Short Version

Hold the Parent: Perinatal Mental Health Week, 22–28 November

In the perinatal period, support naturally centres on the baby. But parents need holding too. This Perinatal Mental Health Week, we're joining 80 organisations across Australia to remind our community that every parent deserves support.

Find simple ways to check in, help out and connect parents with support at pmhweek.org.au

Long Version

Hold the Parent: Perinatal Mental Health Week, 22–28 November

When a baby arrives, support naturally gathers around them. The baby is held, soothed and checked in on. But the parent behind the baby may be struggling, overwhelmed or feeling alone.

Whether someone is trying to conceive, experiencing miscarriage, expecting a baby, navigating the early years of parenthood, or grieving the loss of a baby, they may need support too. A conversation, a moment of understanding, a helping hand, or simply someone who sees them.

Each year, 1 in 5 mums and 1 in 10 dads experience perinatal depression and anxiety. That's around 100,000 Australian parents who may need someone to hold them through it.

This Perinatal Mental Health Week (22–28 November), we're proud to stand with 80 organisations united behind one message: Hold the Parent.

How you can get involved:

- Ask a parent in your life how they're REALLY going, not just how the baby is
- Offer specific help, like a meal, a grocery run or a walk with the dog
- Share the Perinatal Mental Health Week social posts to help reach parents and families across Australia
- Find support that's right for you or someone you love

Find everything you need at pmhweek.org.au

About Perinatal Mental Health Australia

Perinatal Mental Health Australia (PMHA) is Australia's national body for perinatal mental health.

Established to strengthen collaboration, alignment and advocacy across the perinatal mental health sector, PMHA works to elevate awareness, reduce stigma, influence policy, and improve outcomes for parents, babies and families throughout pregnancy and the first years of parenthood.

PMHA's vision is a future where perinatal mental health stigma is eliminated, conversations are transformed, and every Australian family and community thrives. PMHA is committed to ensuring that every parent can access timely, evidence-based and compassionate support when they need it most.

pmha.org.au



Please contact enquiries@pmha.org.au with any questions.

Thank you for Holding the Parent

Perinatal Mental Health Week 2026 is made possible through the generosity of our partners, supporters, people with lived experience and the Department of Health, Disability and Ageing, Australian Government.

Perinatal Mental Health Australia

Australian Government
Department of Health, Disability and Ageing

Perinatal Mental Health Week 2026