

**National
Maternal
Mental Health
Hotline**



National Maternal Mental Health Hotline

INFORMATIONAL WEBINAR

May 28, 2024

National Maternal Mental Health Hotline (NMMHH)

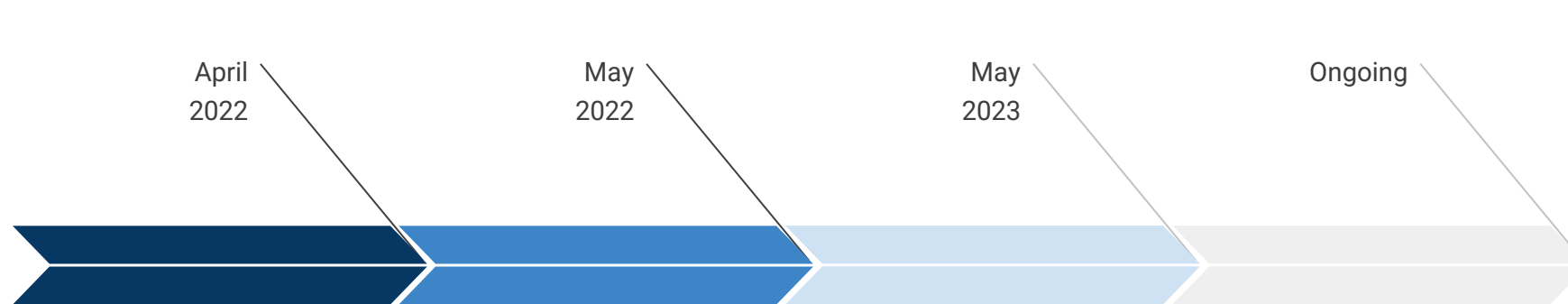
U.S. Department of Health and Human Services (HHS) Health Resources and Services Administration (HRSA)

AGENDA

- 01 INTRODUCTIONS & WELCOME
- 02 OVERVIEW OF THE NMMHH
- 03 NMMHH SERVICES & RESOURCES
- 04 THE CALL TO ACTION: HOW CAN YOU GET INVOLVED?
- 05 WRAP-UP

OVERVIEW

The purpose of the National Maternal Mental Health Hotline (NMMHH) is to provide a national, confidential, toll-free, 24/7 hotline service to support pregnant and postpartum individuals facing mental health challenges and their loved ones. Qualified counselors provide 24/7 emotional support, resources and referrals in English, Spanish, and 60 on-demand additional languages via voice and text. TTY users can use a preferred relay service.



Pilot

Specific focus and interest on testing the system. Conducted with HRSA grantees and programs.

Launch

The official launch and universal go-live was on Mother's Day (May 2022).

1 Year Anniversary

Insights and learning from data and interactions to further strengthen ongoing Hotline services.

Ongoing Operations

Continual Hotline operations available and accessible 24 hours a day, 7 days a week (24/7).

About 35,000
total conversations in the
first 24 months of operation
(May 8, 2022 – April 30, 2024)



Hotline Metrics

24
months
of service



Responded to over **35,000** calls and texts from pregnant and postpartum people and their loved ones.



About **70%** of contacts were by phone and **30%** were by text.



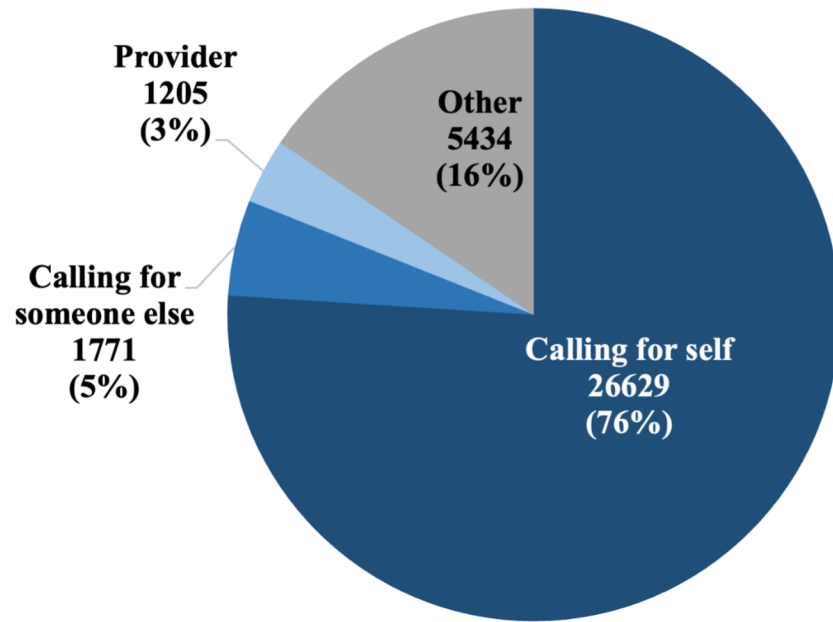
The average speed to answer for telephone calls was **22 seconds**, and **14 seconds** for texts.

Learn more at <https://mchb.hrsa.gov>

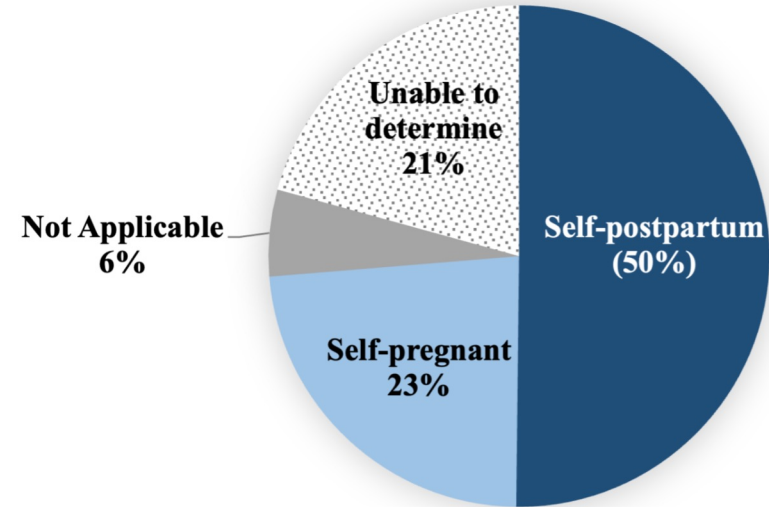


Hotline User Types

**Hotline Help-seeker Type
(Self vs. Non-self)
05/08/2022 - 04/30/2024**

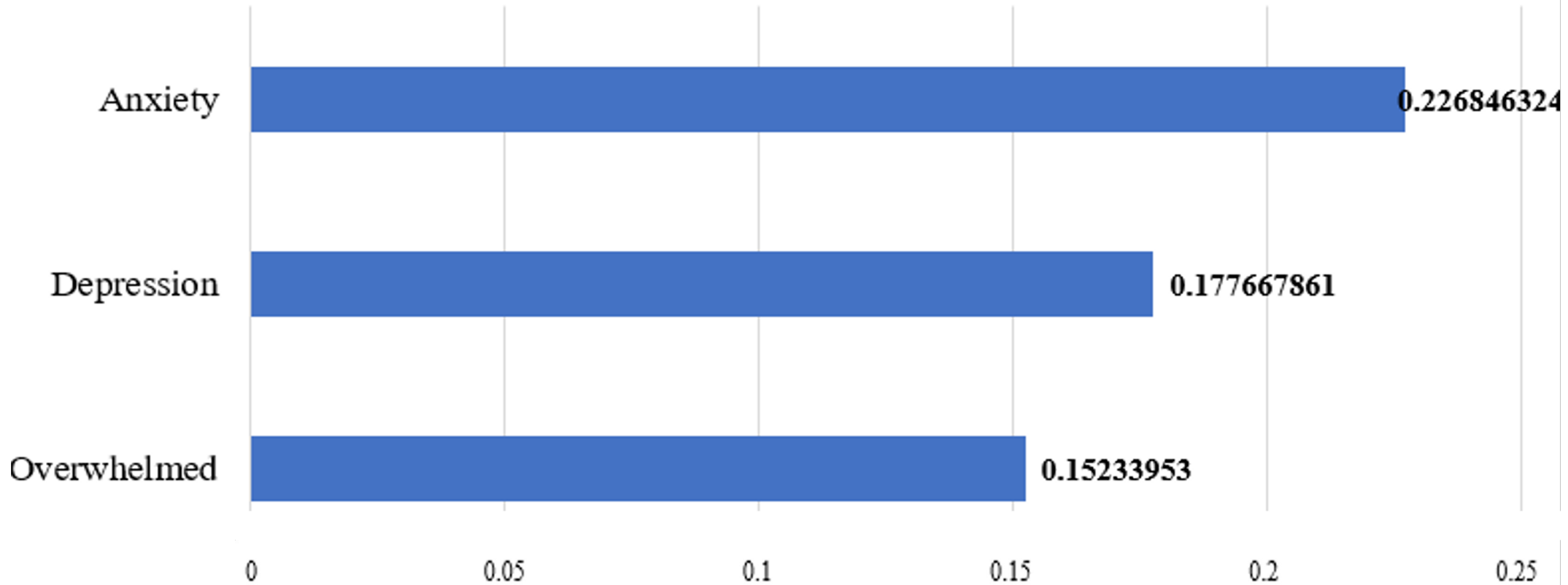


**Hotline Help-seeker Type
(Pregnant vs. Postpartum)
05/08/2022 - 04/30/2024**



Top Reasons for Contacting the Hotline

Hotline Top Case Reasons
05/08/2022 - 04/30/2024



Learn more at <https://mchb.hrsa.gov>



**THE HOTLINE OFFERS COUNSELORS WHO PROVIDE
REAL-TIME EMOTIONAL SUPPORT,
ENCOURAGEMENT, INFORMATION, AND
REFERRALS, SO INDIVIDUALS CAN GET THE HELP
AND RESOURCES THEY NEED, WHEN THEY NEED IT.**

WHAT CAN I EXPECT WHEN I CONTACT THE HOTLINE?

- Parents and families will speak to professional counselors who provide real-time emotional support, resources and referrals for longer-term care and support.
- When providing referrals, counselors take into account the caller's preferences for age, gender, and/or ethnicity and language-specific resources, whenever possible.
- The Hotline's licensed or certified counselors are also trained in best practices for providing culturally and linguistically appropriate and trauma-informed support.





60+

LANGUAGES

Services are provided in English or Spanish, and interpreter services are also available in 60 additional languages, including: Mandarin, French, German, Italian, Polish, Portuguese, Tagalog, Vietnamese, Hmong, Hebrew, Creole, and Arabic.

TTY users can use a preferred relay service.



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HRSA
Health Resources & Services Administration

3 THINGS

YOU CAN DO TO HELP!

01

Connect Your Patients/Clients!

- Share the number, 1-833-TLC-MAMA!
- Educate and inform clients and community members of hotline services

02

Visit our Website!

- Check out the NMMHH Partner Toolkit
- Download the NMMHH Promotional Materials

03

Social Media Amplification!

- Follow @HRSAGov (Facebook, IG, Twitter, LinkedIn)
- Like, comment, share, and retweet!
- Create your own social media posts about NMMHH in English and Spanish.

Learn More About the Hotline

Promotional Materials Available



Contact Information

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Web: <https://mchb.hrsa.gov/national-maternal-mental-health-hotline>

CONNECT WITH NMMHH

Learn more about our project at:

[National Maternal Mental Health Hotline](#)

#MaternalMentalHealth #TLCMAMA #PostpartumSupport

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