



# 2024 ANNUAL IMPACT REPORT

**PREPARED BY**

The Postpartum Support International  
Arizona Chapter Board

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Postpartum Support International  
**Arizona Chapter**



## Postpartum Support International Arizona Chapter



### Message from the Chair

As we reflect on 2024, I'm proud to share our major accomplishments towards transforming Arizona's Perinatal Mental Health desert into a thriving oasis of equitable, accessible, and informed care:

- We nearly doubled our Perinatal Mental Health Certified (PMH-C) workforce by adding more than 90 new providers.
- We awarded over 250 scholarships for perinatal mental health training and exams across 14 of our 15 Arizona counties.
- We co-hosted the second-ever BIPOC only Perinatal Mental Health certification training co-hosted with Arizona Birthworkers of Color.
- We attended over 30 in-person Outreach Events across six Arizona counties (Maricopa, Pima, Coconino, Gila, Mohave, Yuma) raising awareness with over 10,500 people.
- We provided over 35 free staff training sessions with over 1,000 total attendees.

We are thrilled to partner with organizations throughout AZ who are equally passionate about improving Perinatal Mental Healthcare for AZ families. It is through community-based solutions that PSI-AZ is making a real difference in the lives of countless families.

**Elizabeth Wood**

Arizona Chapter Chair

Postpartum Support International

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## PSI-AZ's Mission

To promote awareness, prevention and treatment of mental health issues related to childbearing in every county and tribal community statewide.

## PSI-AZ's Vision

Every birthing person and family statewide has access to culturally appropriate information, social support, and informed professional care to address mental health issues related to childbearing.



# Who We Are

## PSI-AZ Board Officers



### **Chair**

Elizabeth Wood,  
MEM, R-PLC



### **Vice-Chair**

Kelly Cooper  
Donahue, PsyD



### **Treasurer**

Tiffany Herbine,  
CPA



### **Chapter Liaison**

Diane Palacios,  
LPC, LISAC, PMH-C

## Our Magic Making Coordinators



Megan Hoover, RDN  
Scholarship  
Program  
Coordinator



AJ Briggs, LICSW, LCSW,  
PMH-C  
Volunteer & Outreach  
Coordinator



Lexi Cianfarano  
Digital Engagement  
Coordinator



# Please Welcome....

## *Our Newest Board Members*



Viergela N. Calixte,  
MSN, CRNP, FNP-C



Melissa Gummo,  
PMHNP-BC, PMH-C



Bri Giles, MS  
Psychology, CD



Mallory Phelps,  
MS, LAC



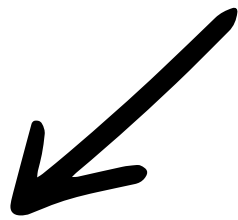
Kimberly Snyder,  
Psy.D, PMH-C



Megan  
Zimmerman, PT,  
DPT, PCES



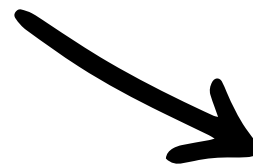
# Who We Support



## **Professionals**

Doctors,  
Nurses,  
Therapists,  
Prescribers,  
Psychologists,  
Doulas

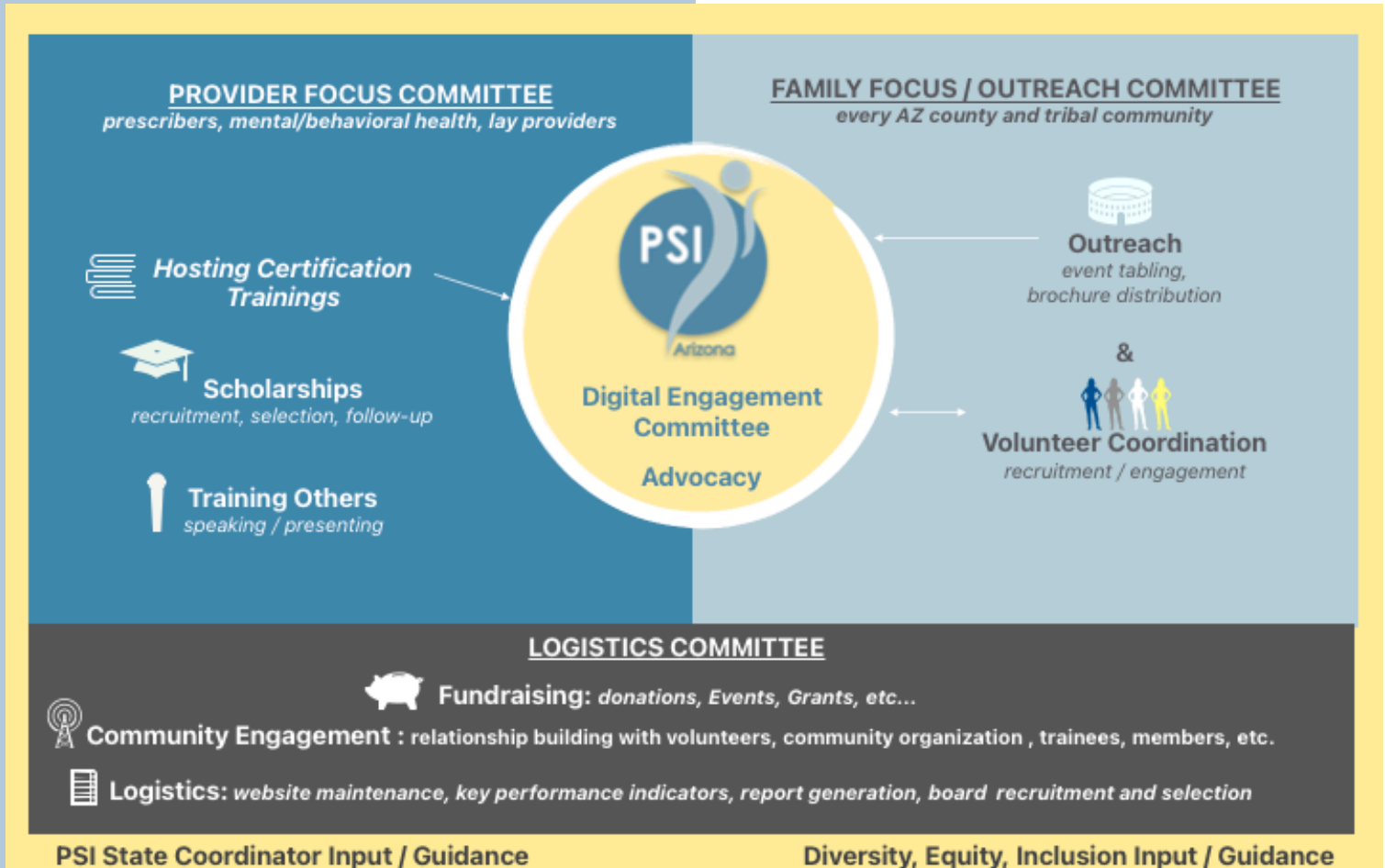
Midwives,  
Community Health  
Workers,  
Lactation  
Consultants, etc.



## **Families**

Birthing People,  
Partners,  
Caregivers,  
Relatives, Loved  
Ones, etc.

# PSI-AZ Structure



## PROFESSIONAL FOCUS COMMITTEE



We're on a mission to transform AZ's Perinatal Mental Healthcare (PMH) desert into an adequate, equitable statewide network that promotes awareness, reduces stigma and provides informed PMH care.

## FAMILY FOCUS (Outreach) COMMITTEE



We're on a mission to never hear again, "Wow, PSI has so many amazing resources, I wish I knew about that when I was going through my PMH challenge."

## DIGITAL ENGAGEMENT COMMITTEE







PSI-AZ won the  
**“Courage in Action”**  
award for advancing  
mental health in Arizona.



# Our 2024 Impact

## GROUNDBREAKING COMMUNITY COLLABORATIONS

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**PROFESSIONAL  
FOCUS COMMITTEE**  
*Equitable, Informed  
and Accessible  
Workforce*

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**FAMILY FOCUS  
COMMITTEE**  
*Outreach & Awareness*

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## ADVOCACY

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## FUNDRAISING AND DEVELOPMENT

- AHCCCS
  - Arizona's UHCCP
  - WIC Arizona
- 

- PMH-C Workforce Growth
  - Scholarships
  - Education
- 

- Outreach Events
  - Awareness Materials
- 

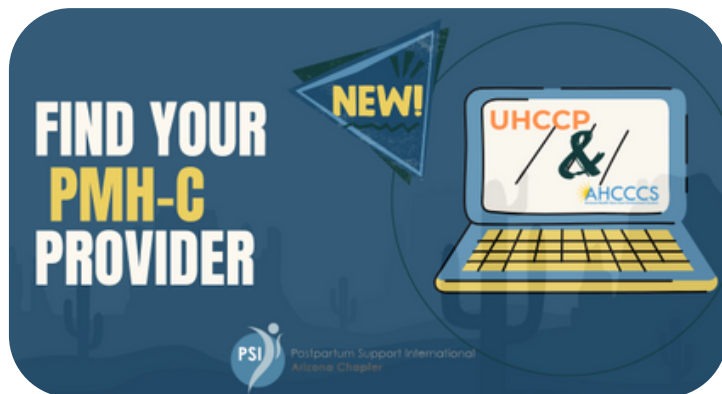
- Mental Health Day at the Capitol
  - March for Change Advocacy Day
-

# Groundbreaking COMMUNITY COLLABORATIONS



**AZ became the 1st state where AHCCCS (State Medicaid) can identify the number of PMH-Cs who are in-network providers!**

**AZ more than DOUBLED the number of PMH-Cs in network with AHCCCS from June to December 2024.**



**Arizona's United Healthcare Community Plan (UHCCP) is the first health plan in the nation to add the PMH-C certification an "Area of Expertise" in their provider directory.**

**WIC & PSI-AZ Trauma-Informed Exit Handouts Redesign** | To highlight relevant resources based on each parenting pathway, **three** versions are now offered:

- Coping and Grief Support
- Landmark Action and
- Postpartum Wellness.



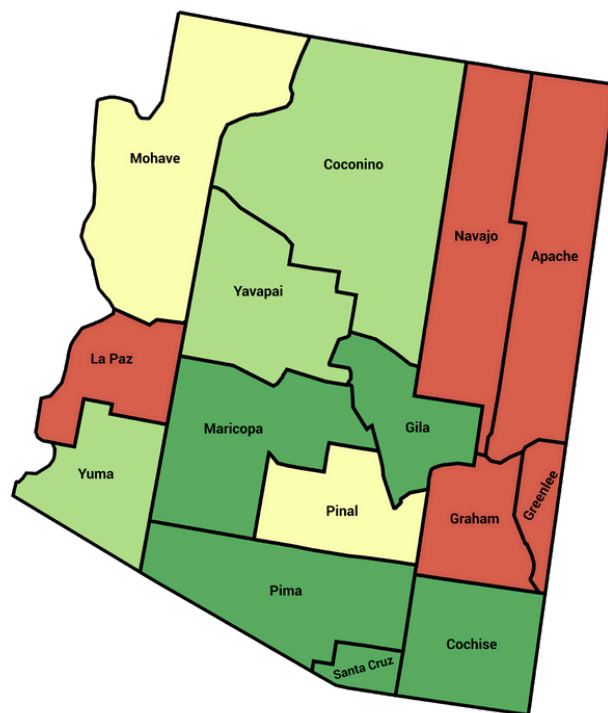
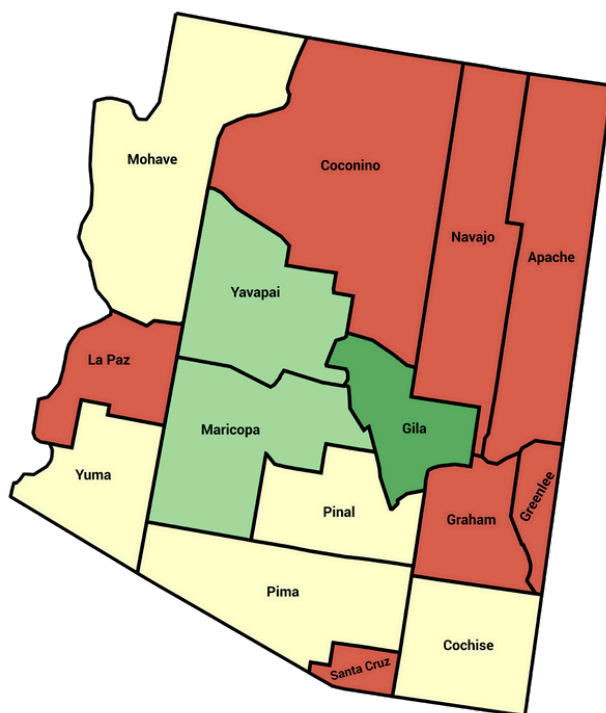
# Perinatal Mental Health Certified (PMH-C) Workforce Growth



We added

*99* AZ PMH-Cs = *22%* PMH-C Growth

*23%* EOY 2024 Workforce Capacity → *45%* EOY 2025 Workforce Capacity



*Historic, second-ever*

**BIPOC ONLY**

**PSI Perinatal Mental  
Health Training**



**Attendees**

**100, Initial 2-day Training**

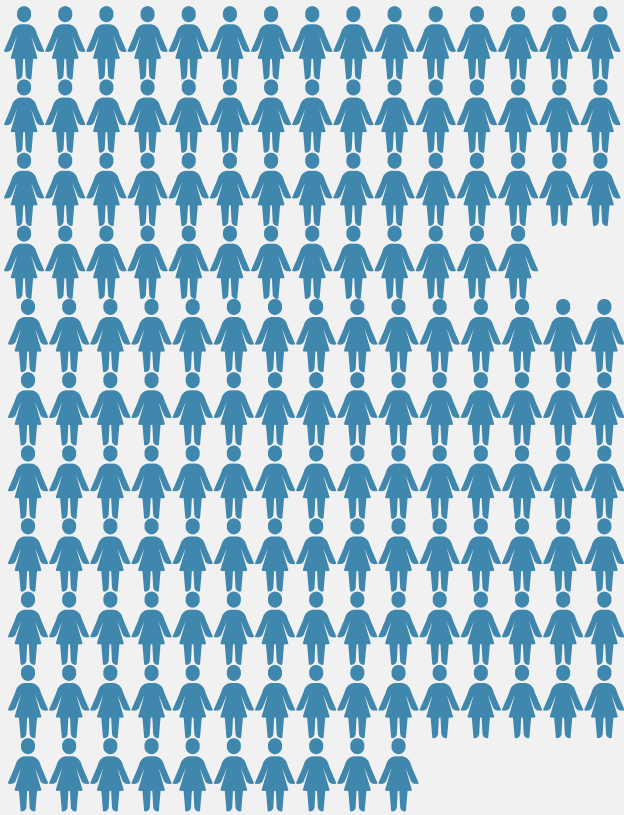
**40, Advanced Psychotherapy Training**



*Cohosted with*  
**Arizona Birthworkers of Color**



# 291 Scholarships



**158**

**Initial Training  
Scholarships**



**88**

**Advanced  
Training  
Scholarships**



**45**

**Exam  
Scholarships**

**With Generous Support From:**



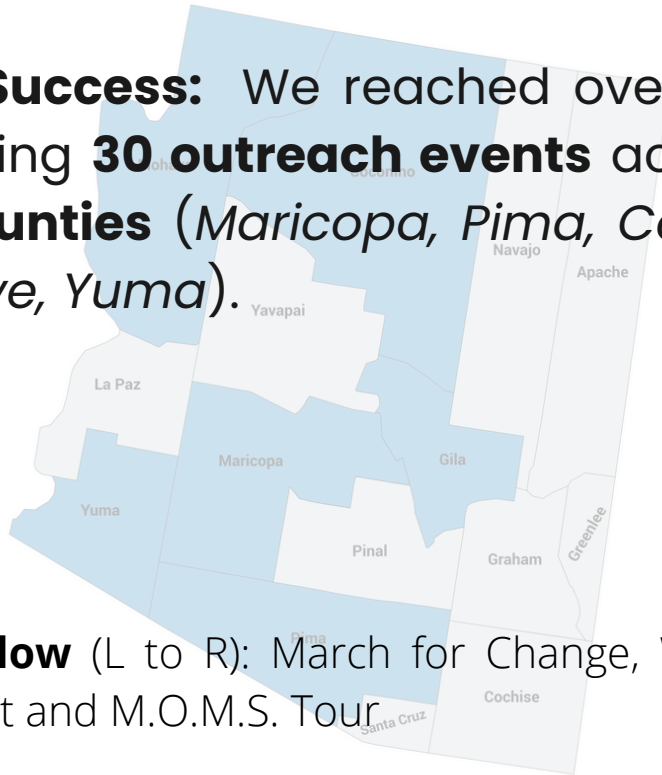
An Independent Licensee of the Blue Cross Blue Shield Association

**FOUNDATION FOR  
COMMUNITY & HEALTH  
ADVANCEMENT**

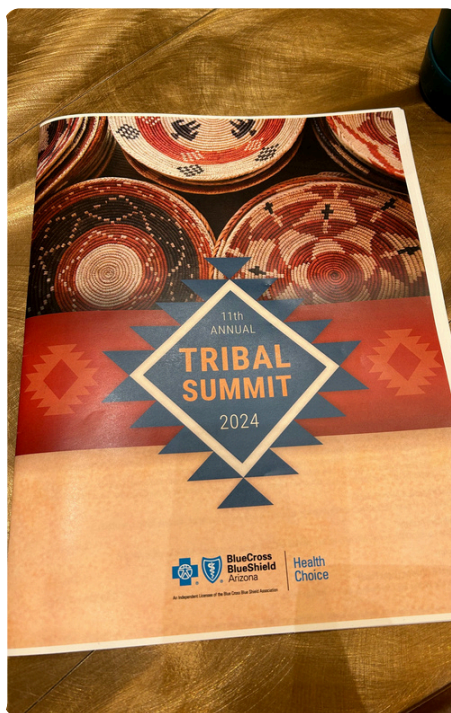
# Family Focused Committee



**Outreach Success:** We reached over **10,500 people** during **30 outreach events** across **six Arizona counties** (*Maricopa, Pima, Coconino, Gila, Mohave, Yuma*).



**Photos Shown Below** (L to R): March for Change, West Valley Birth Expo, Tribal Health Summit and M.O.M.S. Tour



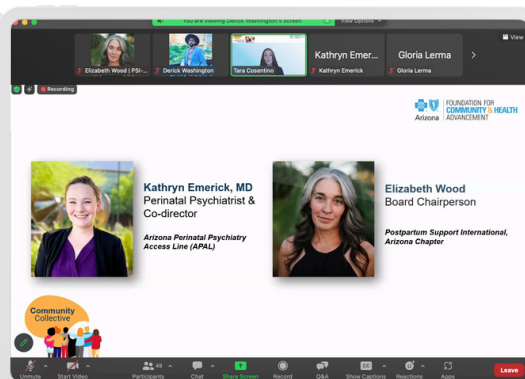


# Professional Focus Committee



**Staff Training:** PSI-AZ provided over **35 training sessions** with over **1,000 attendees**. Additionally we distributed over **2,000 informational brochures** to **11 facilities** in **six counties**.

**Featured Training Events** (*L to R, top row*): Blue Cross Blue Shield “State of Mind” Conference, Association of Hispanic Nurses Conference, BCBS Grand Rounds, (*L to R, bottom row*) M.O.M.S. Tour, Alliance for Innovative Maternal (AIM) Health Conference and AZ Women’s Health Rural Health Symposium.



# Digital Outreach



**+288**

Newsletter  
Subscribers



**45%**

Newsletter  
Email  
Open Rate



**19,551**

Total  
Newsletter  
Views

# Advocacy



**March for Change  
Advocacy Day**

**Mental Health Day  
@the Capitol**





# Financial Report

01

Funding Sources

02

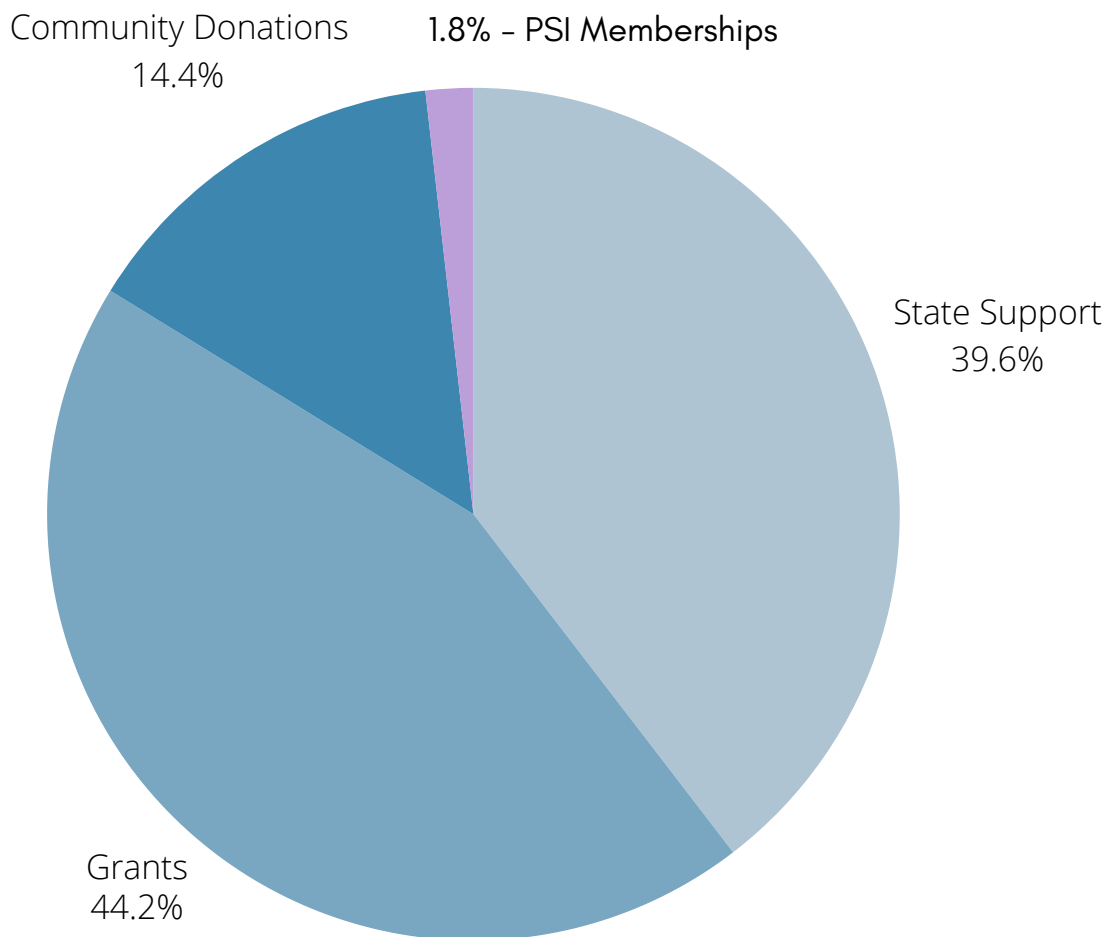
Where Funding  
Goes

03

Next Steps for PSI-AZ



# Funding Sources



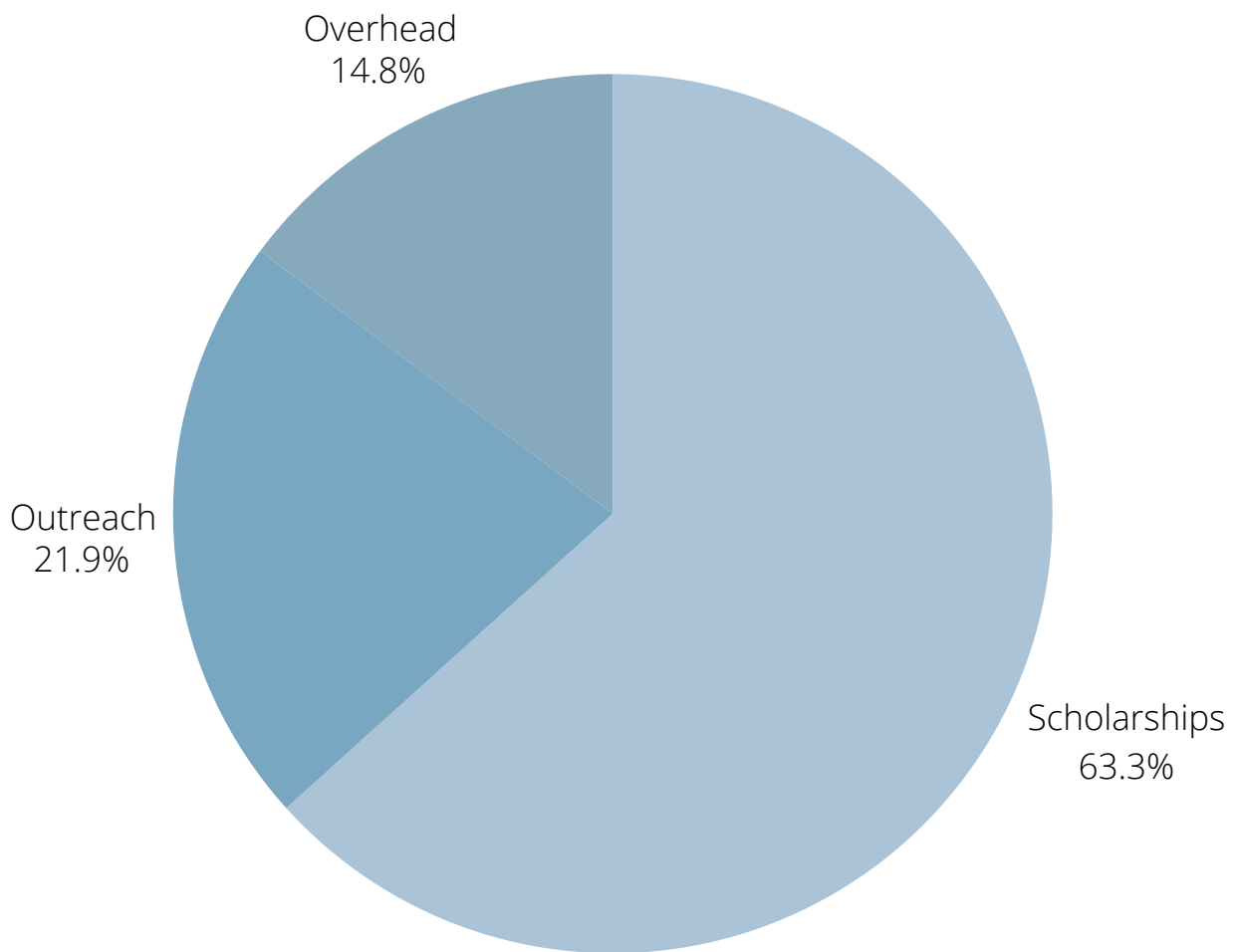
## PLATNIUM SPONSORS:



## With support from:



# Where Funding Goes



**GIVING TO OUR CAUSE - ~85%**

**OVERHEAD - ~15%**



# Next Steps for PSI-AZ

01

## **EXPAND SCHOLARSHIP ASSISTANCE**

Fund 150 scholarships annually, supported by five-year and UHCCCP, ensuring training access statewide.

## **TRANSFORM THE PERINATAL MENTAL HEALTH LANDSCAPE**

Expand equitable and accessible care by hosting BIPOC-focused trainings, Northern Arizona sessions, and the first-ever American Indian/Alaskan Native-only training by 2026.

02

## **STRENGTHEN INSURANCE PARTNERSHIPS**

We're building on AHCCCS and UHCCCP successes to make PMH-C providers filterable for referrals and will pursue similar efforts with BCBS of AZ and other insurers.

03

## **DEEPEN COMMUNITY PARTNERSHIPS**

We're collaborating with the Arizona Hospital and Healthcare Association's rollouts and growing alongside APAL to amplify PSI's services and workforce impact statewide.

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