

# Positive mental support for a more Positive you

## Problem

- 1 in 4 women suffer from perinatal depression
- ~16,000 men and women are affected by perinatal depression every year in NZ
- ~\$70M lost in productivity every year in NZ

## Existing Solutions

- Current mechanisms for mental support are costly, harder to scale and limited by availability
- Focus on 'after-the-fact' support
- Patients are going unnoticed, meaning sufferers are slipping through the cracks

## Value Proposition

- Counsellor on your side without the cost
- Preventative tool which provides constant support
- Reduce incidence of depression
- Better health and lower cost to families and the system



## Dr. Carrie Barber Researcher Positively Pregnant

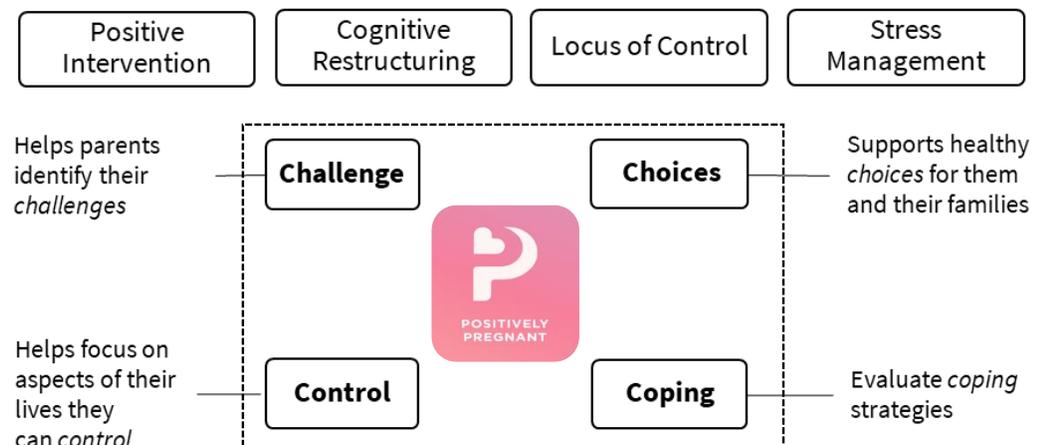
- Director, Clinical Psychology Training, School of Psychology, University of Waikato
- Board member, Perinatal Anxiety and Depression Aotearoa (PADA)
- Over fifteen years experience in supporting new families during pregnancy and the transition to parenting

Positively Pregnant: A positive psychology-based framework for guiding expectant mothers and their partners to manage their mental health.

One of the most challenging transitions in a person's life is becoming a parent. It involves physical, psychological, social, economic, and practical changes for parents - and can often amount to a pile-up of stressors.

## The Science

At UoW, we have created a well-researched and tested framework of techniques based on positive psychology, to manage pregnancy related stressors. We call this the 'CCCC' model:



## Value

Together these aspects provide everything necessary to help parents to think, plan, and find the resources and strategies that work for them and their growing family:

- Improve confidence (Parenting)
- Improved health behaviours
- Improve mood
- Knowledge
- Better social support
- Sense of control
- Decreased subjective stress

## Status

- Developed a "proof of concept" mobile app based on the 'CCCC' model
- Clinical trials with an initial user group of 88 expecting mothers helped to guide the development of the initial design and usability of the app
- Developing a release version of the app

## We are looking for

- Corporate customers
- Primary care groups
- Corporate partners and Sponsors
- Midwives associations
- Health groups
- District health boards
- Mental Health Organisations
- NGO's
- Private organisations supporting mothers
- Government organisations

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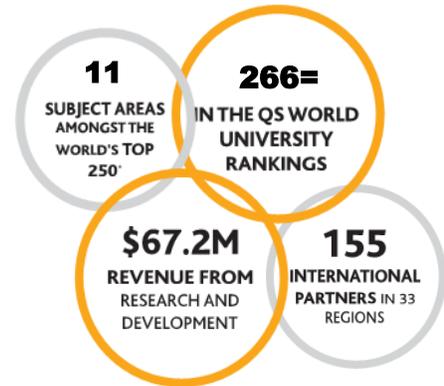


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**waikatolink**   
University of Waikato Commercialisation

## WaikatoLink: Commercialisation and Tech Transfer office for the University of Waikato

<https://www.waikatolink.co.nz/>



## Counsellor on your side... ...without the cost of a Counsellor on your side

We want to make a difference to the mental health of expectant mothers...

...and we're doing this by promoting more positive interactions during pregnancy

According to the WHO, 10% of pregnant women and 13% of all women who have given birth experience mental health issues. In developing countries these numbers are even higher – at 16% during pregnancy and almost 20% after childbirth.

We at the University of Waikato have developed a platform for helping pregnant women and their partners to manage their mental health. Expert researchers in the field of positive psychology at the University of Waikato have combined proven scientific principles, into what we call the “CCCC” model.

- **Challenges:** helping parents to identify their *challenges*
- **Choices:** make *choices* that promote healthy development for themselves and their children
- **Control:** focus on aspects of their lives they can *control*, accept and manage those aspects they cannot
- **Coping:** evaluate their *coping* strategies

### The Team

University of Waikato and WaikatoLink: Project Management, commercial & business development, inventors, IP management

**Come help us make a difference,  
Start a conversation today!**

### Contact Us

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