

Hello,

My name is Kristy Karan. I am a student from the University of the Pacific studying Graphic Design. I am working on a project called, "Do Good Design for Good." I have chosen to address the topic of Postpartum Depression (also called PPD). I would like to understand how I can create a positive impact for mothers who are suffering with Postpartum depression.

My understanding of PPD is that it is a medical condition that many women get after having a baby. It's strong feelings of sadness, anxiety (worry) and tiredness that last for a long time after giving birth. These feelings can make it hard for a new mother to take care of themselves and their baby. PPD can happen any time after childbirth. It often starts within 1 to 3 weeks of having a baby and can last up to 12 months.

I would like to ask you, as an expert in this particular area, a few questions to help me understand the best design approach to take and try to make a difference; with your help I can discover the best direction to follow. Some possible ideas to address this issue are social media campaigns or infographics.

Thank you for your time. Please help answer the following questions.

*Interview Questions:*

- 1) *Would you feel it is important to educate not just the mother who is experiencing PPD or the entire family? If so, what information would be the main point to help get across to the family to understand what the mother is experiencing.*
- 2) *Do you feel the message of understanding PPD comes through better with visuals or something that has a more emotional connection? For example receiving a beanie from the hospital verses receiving a pamphlet with information*
- 3) *What are some things you offer your clients to help avoid PPD from occurring?*

