**PERINATAL TOOLKIT: GENERIC LANDING PAGE**

**[H1] It Takes Courage To Admit That You’re Struggling, But We’re Here To Help**

Pregnancy and the first year of parenthood (known as the perinatal period) can be a wonderful experience, but it can also be a challenging time. You’ll be experiencing many changes in your life and may feel anxious, worried or overwhelmed.

Did you know that perinatal mental illness affects up to 27% of new and expectant mums and up to 15% of expectant dads? It’s normal to feel a range of emotions as a new parent or carer, but if you’re regularly finding it difficult to sleep, carry out daily tasks or even feel good about being a parent then it might be time to ask for help.

Left untreated, mental health issues can have a long-lasting effect on the entire family. That’s why we’ve invested in the *Perinatal Wellbeing* programme from SilverCloud® by Amwell®.

**[H2] Online mental health support that’s proven to work**

*Perinatal Wellbeing* is an online programme that uses Cognitive Behaviour Therapy (CBT), the same thing a therapist might use in a face-to-face appointment. CBT can help you to understand, manage and recover from a mental health condition you might be experiencing.

It’s a free programme, available at any time of day and from any device, including a tablet or your mobile phone. And because every person’s situation is unique, the programme can be personalised to your individual needs. It’s also completely confidential.

*[Optional copy where relevant / Remove if not: You can work through the content on your own, or in some cases, we can assign a supporter.* *That’s a real person, experienced in mental health support, to provide help and answer your questions.]* Ask *[insert relevant person here]* for more information.

We want you to have a healthy and positive experience during pregnancy and early parenthood, so don’t be afraid to ask for support. The sooner you talk about how you are feeling, the sooner we can help.

Talk to your healthcare professional about getting a referral to the SilverCloud *Perinatal Wellbeing* programme. *[info on how to join here].*