



EVERY SCHOOL KID DESERVES A HAPPY HEALTHY MUM!

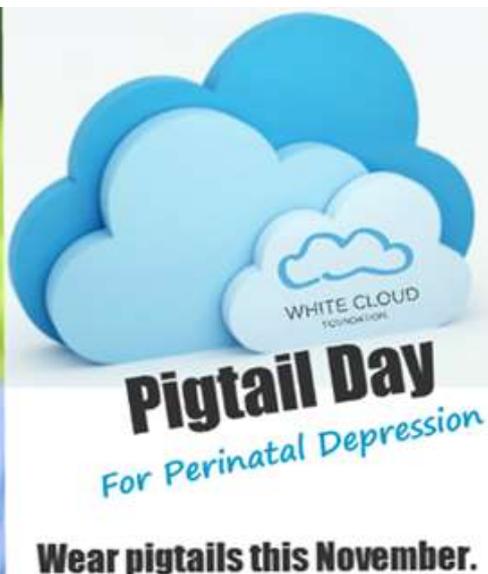
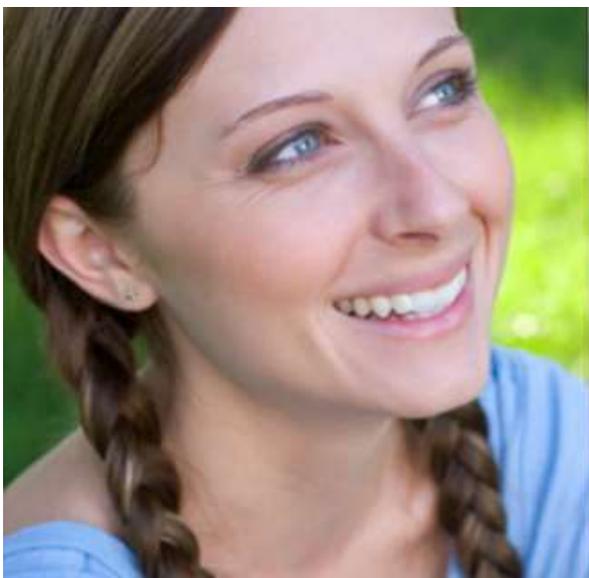
**By supporting Pigtail Day in 2016,
your school will help Aussie mums
recover from Perinatal Depression.**

WHAT IS PIGTAIL DAY?

In 2016, International Perinatal Depression Awareness Week takes place from 13 – 19 November. All around the world activities take place to raise awareness and funds for Perinatal Depression programs.

Pigtail Day is a national campaign by the White Cloud Foundation that calls on the community to “Wear Pigtails for Perinatal Depression” during the week 13 – 19 November. The campaign aims to raise \$30,000 for practical support programs for mothers recovering from Perinatal Depression, including the delivery of over 2000 meals.

With one in every seven Australian mothers experiencing perinatal depression, the White Cloud Foundation provides evidence based, clinical and practical support to women in need. Pigtail Day is an opportunity for the community to help women recover from Perinatal Depression because every family deserves a happy, healthy mum!



HOW CAN MY SCHOOL PARTICIPATE?

The sky is the limit when it comes to participating in Pigtail Day, your school can choose from the ideas below – or come up with your own.

1. Choose a day during the week of 13 -19 November, ask children to wear pigtails to school and make a gold coin donation.
2. Go all out and hold a Pigtail parade to show off the creative hairstyles. You may like to have prizes for the best pigtails.
3. With Pigtail Day falling near the end of the school year why not hold a pigtail party and have a “Pig Out.”
4. There is nothing like teacher involvement to motivate kids. Nominate teachers willing to wear pigtails for a day or the week if the kids raise a certain fundraising target. This could be done as a school or a class.
For example, if the class raises \$30 the teacher has to wear pigtails for a day but if they raise \$200 they must wear pigtails for the week.
5. Pigtail the principal, what kids does not want the chance to see the principal in on the action. Set a school fundraising target, that if met means the principal must wear pigtails for the day. Ramp up the fun factor by letting the child (or teacher) that raises the most create the hairstyle during parade.
*Don't forget the boys! Boys can participate in all the fun too! Some boys may have hair long enough to make tiny pigtails, or could wear wigs, ribbons, clips and headbands.
Everyone can indulge in a crazy hair day.

Can your school break the world record? We are searching for a school that is ready to take on the pigtail challenge and join us and our media partner channel Seven on Monday 14 November to set the world record for the most people wearing pigtails. If you think your school could rally 200- 300 people or more and are happy to be filmed for TV we would love to hear from you.

WHY SHOULD MY SCHOOL PARTICIPATE?

Because every family deserves a healthy, happy mum.

In 2014 almost 300,000 Australian babies were born, with one in every seven mothers affected by perinatal Depression more than 42,000 Aussie mums are currently at risk. It is likely that many of the mothers that are part of your school community have or will struggle with Perinatal Depression. Statistically, some of the young women at your school will be at risk on Perinatal Depression in the future.

Findings from the Mother and Child Health Research at La Trobe University, report that around 10,000 calls are made annually to the National Perinatal Depression Helpline with demand increasing by around 20% year on year.

Fifty-eight percent of Mums calling the helpline have not yet been formally diagnosed and are seeking early intervention.

Over fifty percent of Mothers who have been diagnosed with depression call the helpline because they are not satisfied with their current treatment options.

Seventy-nine percent of all women who call the helpline are seeking a referral for treatment and support.

..... and participation in community events helps to strengthen the values and sense of belonging in your school!

There are currently 8000 Australian mothers who are asking for help.



HOW CAN MY SCHOOL PROMOTE PIGTAIL DAY AND OUR INVOLVEMENT?

Seven Network is confirmed as the media partner for Pigtail Day Campaign 2016 and we are searching for a school to set the World Record for the most number of people wearing pigtails. (currently no record) Seven network will attend and film the attempt live on morning TV.

The White Cloud Foundation can provide you with press release templates for your local paper. Pigtail Day is a great photo opportunity for local paper, your school newsletter and social media platforms.

Once your school registers for pigtail day, you will receive an email with your participation kit that includes logos, pintables and key information.

WHO ARE THE WHITE CLOUD FOUNDATION?

Founded in 2011, White Cloud Foundation (WCF) are a mental health, not for profit organization that provide early intervention services for adults and their families with or at risk of developing, depression, Post-Traumatic Stress Disorder (PTSD) and perinatal depression (PND).

White Cloud Foundation acts upon evidence based research to develop, test and implement a multi-disciplinary approach in the treatment of depression, PTSD and PND. The White Cloud Foundation believes in easy, early access to professional, evidence based clinical programs and practical support.

In 2014, the White Cloud Foundation launched a clinic and research program to care for mothers at risk of perinatal depression. The study showed that by addressing the underlying triggers for Post Natal Depression, a woman had the best chance of recovery. The program uses the disciplines of psychology, psychiatry, exercise physiology, nutrition and social work. Ninety-one percent of mothers who complete the program show meaningful and clinically significant improvements in their mental health.

The White Cloud Mums program was introduced in 2016 to offer practical support to mothers undergoing clinical treatment. The program provides meals to mothers in their homes, access to free and appropriate exercise and social connectedness.

HOW CAN MY SCHOOL REGISTER?

To register or for more information please contact

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