



CHANGING THE WORLD.
ONE MAMA AT A TIME.

STRONG MAMAS THRIVING BABIES

 720-926-7122

 info@yanamom.com

 7173 S. Havana St Suite 600-220
Centennial, CO 80112



WHO IS YANA?

- YANAm2m (You Are Not Alone Mom to Mom) is a Colorado based 501c3 with the goal of creating support systems for all moms.
- YANAm2m was created in 2017 after two local moms took their lives and the lives of their children. We knew we needed to support moms better.
- We currently support over 1,200 moms in our local communities, and we can prove that our programs can benefit every family.

POST PARTUM FACTS

- 1 in 5 Women experience Postpartum Depression (PPD)
- Maternal suicide is the **leading** cause of death in the first year following childbirth
- Over **600,000** American women are diagnosed annually with some form of Postpartum Depression
- It is estimated that nearly **50%** of mothers with Postpartum Depression are not diagnosed by a health professional
- Over **60%** of women who took their own life during the postpartum period had not seen a mental health care provider within the month leading up to their death.
- Over the past decade, suicide attempts during and after pregnancy have nearly **tripled**.
- Half of men who have partners with Postpartum Depression will go on to develop depression themselves.
- **Peer-to-peer** support in the 4th trimester drastically reduces the occurrence of PPD among moms.



National Strategy to Improve Maternal Mental Health Care (Task Force on Maternal Mental Health, 2024)

01

Build a national infrastructure that prioritizes perinatal mental health and well-being

02

Make care and services accessible, affordable, and equitable

03

Use data and research to improve outcomes and accountability

04

Promote prevention and engage, educate, and partner with communities

05

Lift up lived experience

PROGRAM DETAILS

1

Every new mama receives a postpartum visit (while still in the hospital) and is presented the program and can be registered.

2

Every mama is invited to weekly in-person gatherings at the hospital where they gave birth to meet with other new mamas and connect with community resources for mamas and families.

3

Every new mama is given access to the StrongMamas App to connect with other new mamas online.

4

Every new mama receives peer check-in phone calls throughout the first year of mamahood.

5

Every new mama is offered another support mama.



PROGRAM MEASUREMENTS

01

PROGRAM REGISTRATION DATA

- Acceptance Rate
- NICU #
- EPDS 8+ #
- Reasons for Decline

03

IN-PERSON DATA

- Attendance
- IN-PERSON Surveys
- Barriers to attendance

02

EMAIL/SMS ENGAGEMENT DATA

- Open Rates
- Click Rates
- Unsubscribes

04

APP DATA

- Time in use
- Average # of usages
- Where users spend the most time
- What are the barriers for usage?



uhealth

IMPACT REPORT

Strong Mamas, Thriving Babies has grown to two hospitals in five months giving every mom who gives birth at one of our participating hospitals a full year of wrap-around support.

875+

Mamas registered for our program at UHealth HR

96.35%

Program Acceptance

74.58%

Program Engagement

\$60

Cost per mom per year of support (with 3 participating hospitals)



IMPACT REPORT

Strong Mamas, Thriving Babies has grown to two hospitals in five months giving every mom who gives birth at one of our participating hospitals a full year of wrap-around support.

\$60

Cost per mom per year of support (with 3 participating hospitals)

72.43%

Program Engagement

95.98%

Program Acceptance

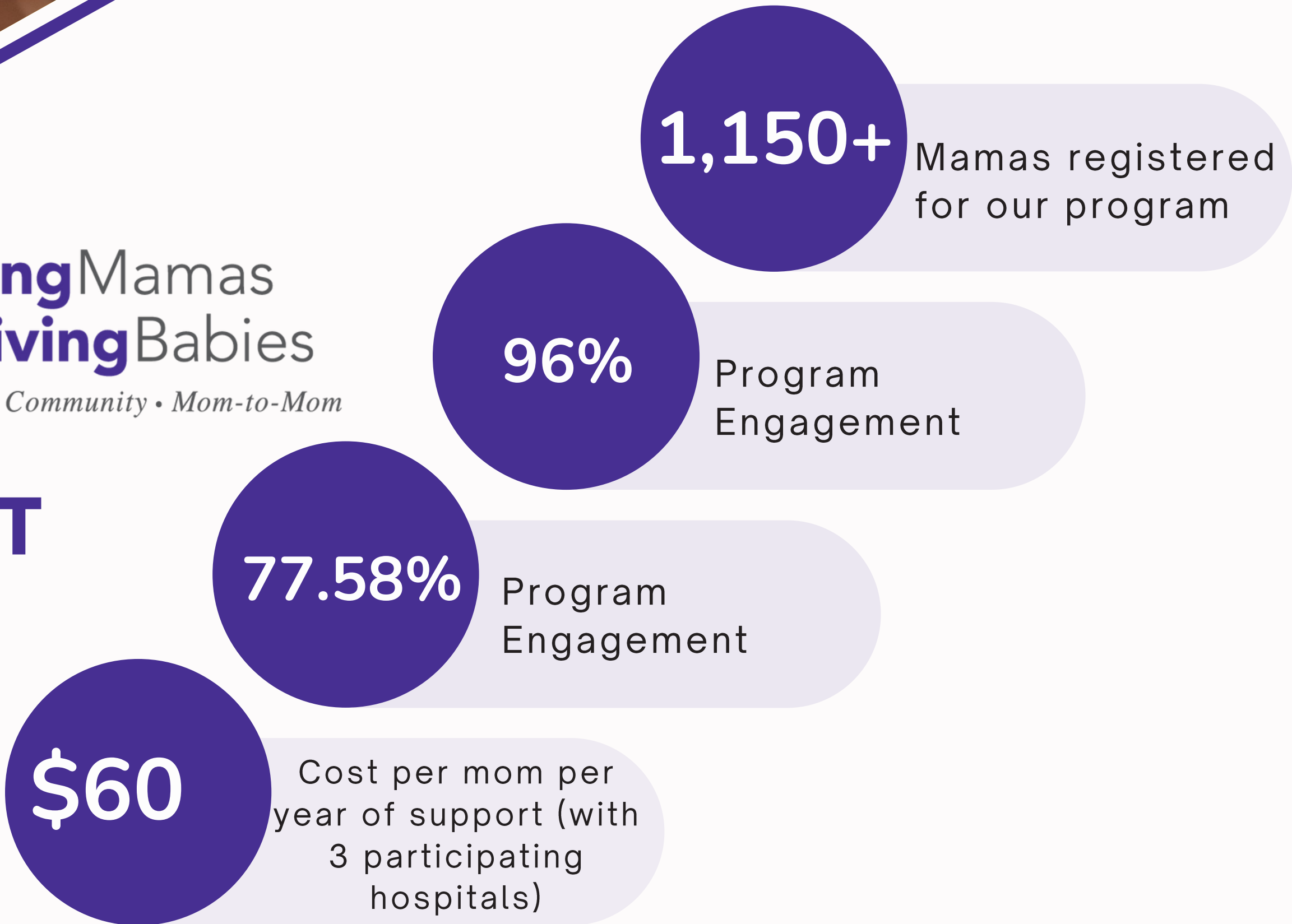
285+

Mamas registered for our program at UCHealth HR



IMPACT REPORT

Strong Mamas, Thriving Babies has grown to two hospitals in five months giving every mom who gives birth at one of our participating hospitals a full year of wrap-around support.

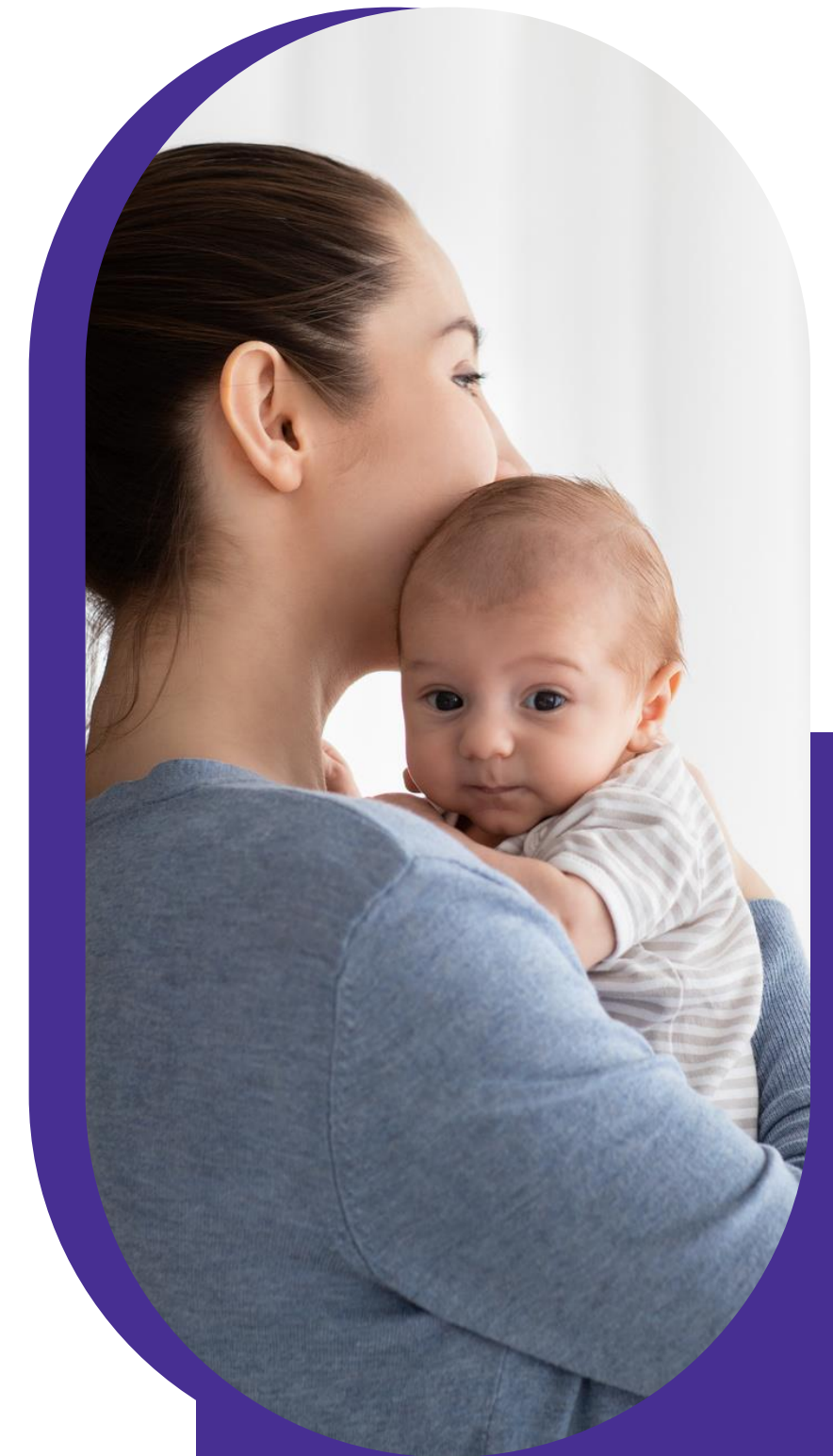


MAMA QUOTES

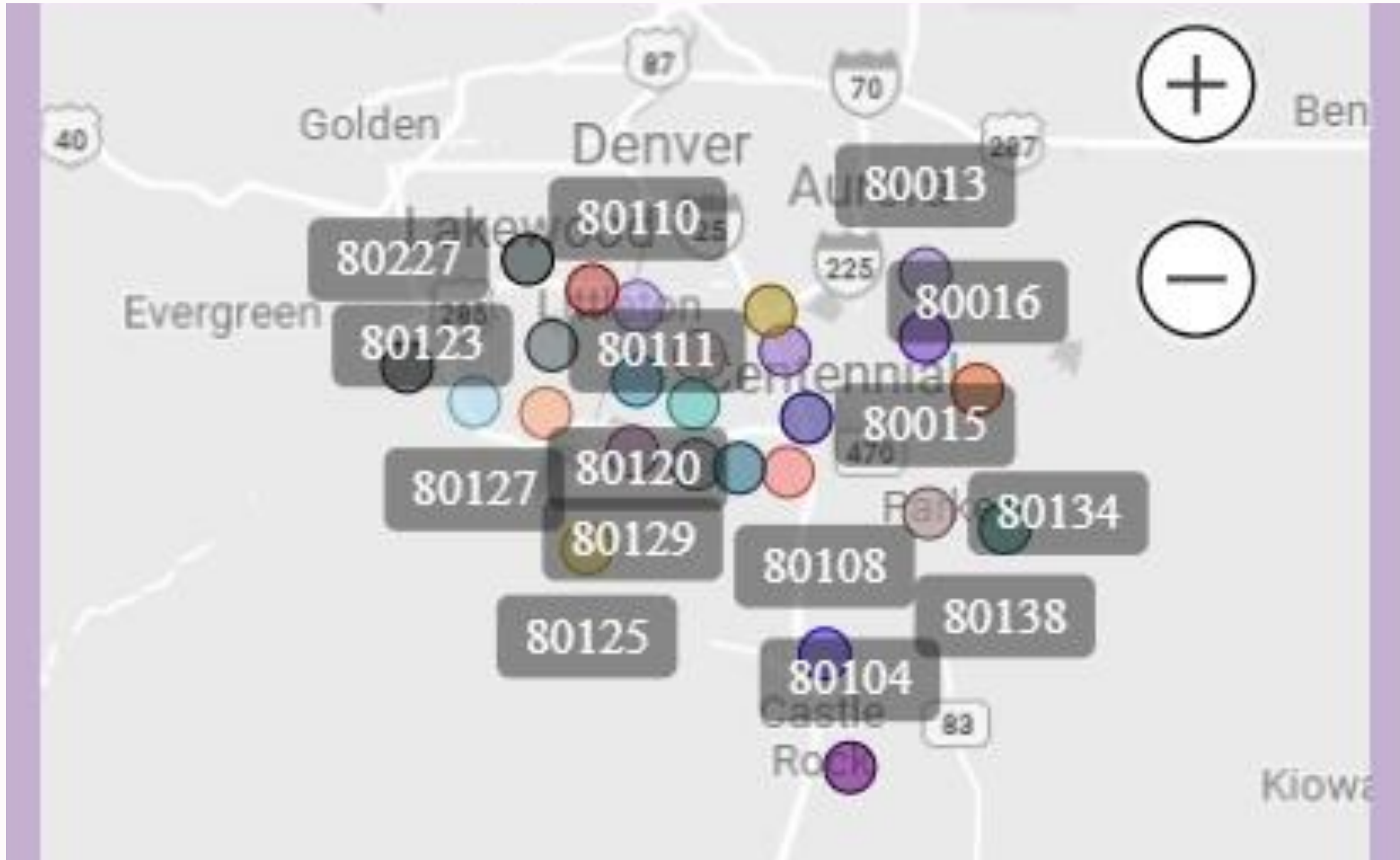
“This is such a wonderful program! I am so grateful for all of the resources and support that I, and the other moms have received.”

“This is truly a blessing to meet the moms and relate together especially for a newly moved here family.”

“This program has been an amazing resource and something I look forward to each week. It's made post partum more manageable! ”



DEMOGRAPHIC SURVEY PARTICIPANT ZIP CODES



Cost of Strong Mamas, Thriving Babies for 2025

	Jan '25	Feb '25	Mar '25	Q1 '25	April '25	May '25	Jun '25	Q2 '25	Jul '25	Aug '25	Sept '25	Q3 '25	Oct '25	Nov '25	Dec '25	Q4 '25	FY '25	
G&A (General & Administrative)																		
G&A Total	\$19,286.83	\$19,286.83	\$19,286.83	\$57,860.50	\$19,286.83	\$19,286.83	\$19,286.83	\$57,860.50	\$19,286.83	\$19,286.83	\$19,286.83	\$57,860.50	\$19,286.83	\$19,286.83	\$19,286.83	\$57,860.50	\$231,441.99	
Program Marketing Costs																		
Marketing Cost Total	\$1,500.00	\$0.00	\$0.00	\$1,500.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,500.00	
Legal Costs																		
Legal Total	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,500.00	\$0.00	\$0.00	\$5,000.00	\$5,000.00	
Total Locations	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	
Total Cost/Location	\$12,631.66	\$11,120.83	\$11,120.83	\$34,873.33	\$11,131.66	\$11,120.83	\$11,120.83	\$33,373.33	\$11,131.66	\$11,120.83	\$11,120.83	\$33,373.33	\$12,631.66	\$11,120.83	\$11,120.83	\$34,873.33	\$237,941.99	Total Cost of 3 Hospitals
																	\$79,314.00	
																		This is the cost of the program per hospital if we are running in 3 hospitals (shared admin expenses)

Cost Breakdown:

General and Admin: \$231,441.99

Marketing Costs: \$1,500

Legal Costs: \$5,000

Total Cost PER Location: \$237,941.99

Cost PER Location (G&A Costs Split between 3 hospitals): **\$79,314.00**

THANK YOU!



StrongMamas
ThrivingBabies

Support • Community • Mom-to-Mom



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