

## Silent Screens: Evaluating the Visibility of Maternal Mental Health in Kerala's WCD Social Media Platforms

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### ABSTRACT

This study investigates the portrayal of maternal mental health, particularly postpartum depression, in the digital communication initiatives of the Kerala Women and Child Development Department between 2020 and 2024. Employing a qualitative thematic analysis approach, the research examines the frequency, framing, and prominence of maternal mental health content across 2,036 posts and videos on three major social media platforms: Instagram, Facebook, and YouTube, in relation to other health and welfare themes.

The results indicate a significant underrepresentation of maternal mental health, with only 8 posts directly addressing postpartum depression. Conversely, topics like parenting, nutrition, and women's protection were extensively featured. The analysis reveals a thematic imbalance, wherein the emotional and psychological challenges of motherhood are either absent or minimally integrated into the broader digital health discourse. Furthermore, the communication strategy was dominated by symbolic and ceremonial content, including celebration posts and celebrity endorsements, which further marginalized substantive mental health messaging.

The findings indicate a substantial institutional gap in addressing maternal psychological well-being, despite its policy-level recognition. This paper advocates for the integration of consistent, expert-driven, and empathetic maternal mental health communication within Kerala's digital public health outreach. Recommendations encompass launching dedicated maternal mental health campaigns, enhancing the visibility of support services, and rebalancing thematic priorities to ensure that mental health is treated as an integral component of maternal care.

**Keywords:** Maternal Mental Health (MMH), Digital Health Communication, Thematic Analysis, Kerala WCD, Social Media Outreach, Health Communication Strategy.

### 1. INTRODUCTION

Maternal mental health has gained increasing recognition as a critical public health concern with far-reaching implications for the well-being of both mothers and their children. Globally, postpartum depression affects approximately one in seven women, often leading to adverse emotional, behavioral, and cognitive outcomes for children when left unaddressed. Despite the well-documented impact of maternal mental health challenges, this aspect of maternal healthcare remains persistently neglected, particularly in low- and middle-income countries. In these contexts, systemic stigma, resource constraints, and a lack of targeted communication initiatives further marginalize the issue, perpetuating a cycle of underdiagnosis and undertreatment. Addressing this disparity requires a multifaceted approach that prioritizes maternal mental health within the broader spectrum of maternal and child healthcare, while also dismantling the social and institutional barriers that impede access to essential mental health support and services.

Despite the commendable policy steps taken by India to include maternal mental health within the Reproductive, Maternal, Newborn, Child and Adolescent Health framework and the National Mental Health Programme, the translation of these frameworks into actionable interventions at the state level remains inconsistent. Kerala, a state often celebrated for its high literacy rates and robust public health infrastructure, paradoxically records rising incidents of maternal suicide and infanticide, particularly during the postnatal period. This alarming trend underscores the urgent and unmet psychological needs of mothers in the state. The significant spike in infanticide cases in 2021 has further drawn attention to the dire mental health crisis faced by new mothers in Kerala, calling for a more comprehensive and targeted approach to address this critical

public health issue. Studies reveal a notable disconnect between the state's progressive health indicators and the lived experiences of many women, highlighting significant gaps in the provision of adequate mental health support during and after pregnancy.

The Department of Women and Child Development, Government of Kerala, was established in 2017 as a specialized agency dedicated to addressing the multifaceted needs and concerns of women, children, and other vulnerable populations across the state. Recognizing the growing influence and reach of digital platforms, the department strategically expanded its presence on major social media channels such as Instagram, Facebook, and YouTube by 2020. This concerted effort aimed to leverage the power of online communication to deliver targeted, accessible, and impactful health information, welfare updates, and psychological support to the public, particularly expectant and new mothers. The COVID-19 pandemic further underscored the critical role of these digital spaces, as they became a lifeline for many mothers seeking guidance, emotional validation, and mental health resources amid the isolation and uncertainty brought on by the crisis. Social media emerged as a vital platform for these women to connect with each other, access relevant information, and find the support they needed to navigate the unique challenges of pregnancy and postpartum during an unprecedented public health emergency.

This study presents a detailed thematic analysis of the social media content disseminated by the Kerala Department of Women and Child Development across its major digital platforms. The primary objective is to evaluate how maternal mental health, particularly postpartum depression is framed, prioritized, and represented within the department's health communication strategy. By systematically categorizing and quantifying the content posted between 2020 and 2024, the study assesses both the visibility and narrative construction of maternal mental health within the WCD's online outreach and engagement efforts. This comprehensive analysis aims to uncover the institutional prioritization, or potential neglect, of maternal psychological well-being within the digital messaging and health promotion activities of the Kerala WCD.

This study holds particular significance as it provides a nuanced evaluation of how the Kerala Department of Women and Child Development integrates the critical psychological dimensions of maternal care into its public-facing communication channels. The digital ecosystem, especially during the pandemic years, emerged as a vital space for health promotion and behavioral messaging, catering to the essential needs of mothers experiencing emotional vulnerability during and after childbirth. Online platforms became a lifeline, enabling access to vital information and emotional support networks. By systematically analyzing the WCD's digital messaging, this study not only uncovers communication gaps but also sheds light on the institutional prioritization or potential neglect of maternal psychological well-being. This multifaceted analysis is crucial for understanding the extent to which the state government's policies and public outreach efforts address the pressing mental health needs of new and expectant mothers, a population that is often marginalized despite the far-reaching impact of untreated maternal mental health challenges.

## 2. REVIEW OF LITERATURE

Maternal mental health is a critical, yet often overlooked, component of public health, encompassing the emotional, psychological, and social well-being of women during pregnancy and the postpartum period (Hahn-Holbrook et al., 2018). It is a state of well-being in which a mother can realize her own abilities, cope with the normal stresses of life, work productively and fruitfully, and make a contribution to her community (Dubey et al., 2021). Maternal mental health is crucial not only for the mother's overall health but also for the healthy development of the child and the well-being of the family (Feldman & Perret, 2023). Common maternal mental health conditions include postpartum depression, anxiety disorders, and, in severe cases, postnatal psychosis, each presenting unique challenges to both the mother and healthcare providers (Kuriakose et al., 2020). These conditions can have profound and long-lasting effects on the mother-child relationship, the child's cognitive, emotional, and behavioral development, and the overall well-being of the family. Addressing maternal mental health is therefore of utmost importance for promoting the holistic health and well-being of both the mother and her family.

Untreated maternal mental health disorders can have profound and long-lasting effects on both the mother and child. These conditions can potentially lead to impaired maternal-infant bonding, developmental delays in children, and increased risk of future mental health problems for both the mother and the child (Sarikhani et al., 2024). The global prevalence of maternal mental health disorders is a significant public health concern, particularly in low- and middle-income countries, where factors such as poverty, lack of access to healthcare, and cultural stigmas can exacerbate the problem (VidhiChaudhary et al., 2021). Addressing maternal mental health is intrinsically linked to achieving Sustainable Development Goal 3, which focuses on ensuring healthy lives and promoting well-being for all at all ages. This requires comprehensive strategies that integrate mental healthcare into broader maternal health services, addressing the multifaceted challenges faced by mothers in these settings (Mahapatra & Seshadri, 2023).

In the Indian context, maternal mental health is addressed through national programs like the National Mental Health Programme and the Reproductive, Maternal, Newborn, Child, and Adolescent Health strategy, yet implementation gaps persist, highlighting a disparity between policy and practice (Mahapatra & Seshadri, 2023). Despite the inclusion of maternal mental health in national policy documents, routine implementation remains a challenge, reflecting systemic issues within the healthcare infrastructure. Kerala presents a paradox, with its high literacy rates and advanced health indicators juxtaposed

against rising rates of maternal suicide and infanticide, suggesting that socio-economic development alone is insufficient to address maternal mental health needs. While these national-level programs and policies acknowledge the importance of maternal mental health, the translation of these frameworks into consistent, on-the-ground implementation continues to be a significant challenge, underscoring the need for a more concerted and comprehensive approach to address the complex and multifaceted nature of maternal mental health in India.

Regional studies in Kerala have revealed significant prevalence rates of maternal mental health disorders, further emphasizing the existing service gaps and the urgent need for targeted interventions (Kuriakose et al., 2020). The quality of the health system is not uniform across the state, and mental health services often take a backseat when more elementary maternal and child health services are hard to access (Mukherjee et al., 2021). This poses a major barrier towards identifying mothers with mental health issues and placing them on a referral pathway when needed. Globally, a multi-level approach that involves health promotion, prevention, early identification, and intervention is required to tackle maternal mental health problems (Ng'oma et al., 2020). Implementation barriers include stigmatizing beliefs and a lack of awareness in both communities and healthcare institutions (Ng'oma et al., 2020), which can further exacerbate the challenges in addressing maternal mental health in these settings.

Government communication and health promotion play a pivotal role in improving maternal mental health awareness, reducing stigma, and encouraging help-seeking behavior, thereby fostering a more supportive environment for mothers. The World Health Organization and the United Nations Children's Fund provide comprehensive guidance on community-level mental health promotion, emphasizing the importance of culturally sensitive and context-specific interventions that cater to the unique needs and challenges faced by mothers in different settings. Theoretical frameworks such as the Health Belief Model, Social Cognitive Theory, or Framing Theory can be employed to better understand and positively influence health behaviors, ultimately informing the design of more effective health communication campaigns. Behavior-change communication programs are crucial in addressing maternal mental health, as they can promote early care-seeking, encourage healthy behaviors, and raise awareness within communities. (Newbrander et al., 2013)

In many low- and middle-income countries, the involvement of community health workers has proven to be particularly critical in improving maternal and child health outcomes. These frontline workers are trained to provide essential education, support, and referrals to mothers, especially in regions where access to formal healthcare services is limited. By bridging the gap between communities and the formal healthcare system, community health workers play a vital role in ensuring that mothers receive the necessary information, resources, and linkages to address their mental health needs.

The rise of social media has presented new avenues for public health interventions, especially during the COVID-19 pandemic, offering a versatile platform for disseminating information, promoting healthy behaviors, and providing support to vulnerable populations. Governments are increasingly utilizing popular social media platforms such as Instagram, Facebook, and YouTube for outreach and behavior change campaigns, leveraging the widespread reach and engagement potential of these digital tools (Siddique & Kumari, 2023). Studies have demonstrated the effectiveness of social media-based public health initiatives, both domestically and internationally, in delivering targeted messages and fostering online communities for peer support and information sharing.

In the Indian context, media campaigns in Ranchi have been effective in promoting women's health by enhancing understanding, driving behavioral changes, and disseminating information on critical areas like reproductive health and nutrition (Siddique & Kumari, 2023). The use of social media for public health outreach holds great promise, as it allows for cost-effective, scalable, and potentially more personalized communication with target audiences. By tapping into the widespread adoption of social media, governments and public health organizations can leverage these digital platforms to bridge knowledge gaps, encourage positive health behaviors, and provide much-needed support to vulnerable populations, particularly in low-resource settings.

Mass media campaigns can educate and empower women, specifically improving maternal and reproductive health outcomes (Siddique & Kumari, 2023). Research on thematic representation of public health priorities on official social media reveals a focus on symbolic messaging, such as celebratory posts, rather than substantive content led by experts, indicating a potential disconnect between communication strategies and actual public health needs (Siddique & Kumari, 2023). This can affect the attitudes and behaviors of individuals toward different types of health behaviors and practices. Studies highlight the digital neglect of maternal mental health or its underrepresentation in digital government communication, particularly in low- and middle-income countries, indicating a critical gap in addressing this important public health issue (Mahayosnand et al., 2021). Additionally, social media platforms offer a low-cost option to disseminate information, especially where there are economic limitations (Mendoza-Herrera et al., 2020). The use of social media may be effective if citizens actively engage with online health promotion.

The existing body of literature reveals a research gap, with most maternal mental health communication studies originating from high-income countries, leaving a dearth of evidence from low- and middle-income countries like India (Al-Dmour et al., 2022). While maternal mental health is acknowledged in Indian policy, it is poorly reflected in digital government communication, pointing to a disconnect between policy recognition and practical implementation (Zhu et al., 2019) (Rashid,

2024) (Siddique & Kumari, 2023). Strategic health promotion through these tools can optimize resources commonly allocated to expensive campaigns in conventional mass media (Mendoza-Herrera et al., 2020). Mass media can be used by governments and public health organizations as a key intervention in promoting maternal health (Fatema & Lariscy, 2020). Mass media can provide a wide reach and at a low cost per person, but difficulties include capturing audience attention in a cluttered environment and tailoring messages (Naugle & Hornik, 2014). Text messages and other targeted communications show promise as interventions in LMICs to increase service demand (Mehl et al., 2018). Government investment and political will are needed to implement policies and programs that will improve maternal health services (Grépin & Klugman, 2013).

Examining factors that lead to inappropriate maternal health-seeking behaviors amongst expectant and nursing mothers in developing nations, cultural practices, religious beliefs, remoteness and inaccessibility, long waiting times at the health facility, ignorance and negative perception continue to pose a big challenge to maternal and child health care (Nkwo et al., 2021). Mobile health interventions oriented to promote perinatal mental health are promising in low and middle-income countries, as they effectively increase the contact and communication between women and health providers during the perinatal period (Pérez et al., 2022). Mobile messaging services may not be as active for delivering health information, presenting challenges to the widespread use of social media for this purpose. New strategies must be identified to enhance the capacity of the healthcare system to recognize and care for women with perinatal depression, particularly in settings with limited mental health resources (Hummel et al., 2022). Identifying key obstacles to the provision and utilization of maternal health services can provide policymakers with insights to develop the necessary strategies to address and overcome these obstacles (Sarikhani et al., 2024). Even with the considerable attention given to maternal care, numerous obstacles hinder the successful implementation of maternal care programs (Sarikhani et al., 2024).

### 3. OBJECTIVE AND RESEARCH QUESTIONS

This study is situated within the broader context of public health communication and seeks to critically examine how the psychological dimensions of maternal care are represented or potentially overlooked within the government-led outreach strategies and digital communication channels targeted at women and mothers in the state of Kerala. By taking a closer look at the thematic priorities, narrative framing, and overall visibility of maternal mental health content on the official social media platforms of the Kerala Women and Child Development Department, this research aims to uncover the institutional attention and resource allocation dedicated to this crucial aspect of public health and maternal well-being.

#### Objective:

This study aims to critically analyze the representation and prioritization of maternal mental health, with a particular focus on Maternal mental health, in the digital health communication disseminated by the Kerala Women and Child Development Department across its official social media platforms from 2020 to 2024.

To fulfill the overarching objective, the study pursues the following specific aims:

1. To assess the frequency and prominence of maternal mental health-related content, including postpartum depression, across the official social media platforms of the Kerala Women and Child Development Department, namely Instagram, Facebook, YouTube, and Sampushta Keralam.
2. To categorize and analyze the thematic areas of health and welfare communication, with a particular emphasis on content relevant to maternal and child well-being.
3. To examine the narrative framing, depth, and positioning of maternal mental health communication within the broader context of digital health messaging.
4. To identify institutional gaps in digital outreach, the study will analyze and compare the thematic prominence of maternal mental health communication with that of other core content areas such as parenting, nutrition, empowerment, and gender-based violence.
5. To provide strategic recommendations for strengthening the representation and prominence of maternal mental health communication within Kerala's state-led digital public health framework.

#### 3.1 Research Questions

To achieve these objectives, the study addresses the following research questions:

1. **RQ1:** How frequently is maternal mental health, especially postpartum depression, addressed in WCD Kerala's social media communication from 2020 to 2024?
2. **RQ2:** What are the dominant themes in WCD's health-related and gender-focused content across its social media platforms?
3. **RQ3:** How is maternal psychological well-being framed in comparison to other maternal and child health topics?
4. **RQ4:** To what extent does the WCD's digital strategy reflect institutional prioritization or neglect of maternal mental health?

## 4. METHODOLOGY

### 4.1 Research Design

This study adopts a qualitative research design utilizing thematic content analysis to comprehensively evaluate the representation and prominence of maternal mental health, with a specific focus on postpartum depression, within the digital communication strategies employed by the Kerala Women and Child Development Department. The research is exploratory in nature and aims to thoroughly interpret the depth, frequency, and thematic relevance of maternal mental health issues within the government's social media outreach initiatives. By conducting this in-depth analysis, the study seeks to provide a detailed understanding of how maternal mental health is being addressed, prioritized, and communicated through the department's online platforms.

### 4.2 Data Sources

The data sources for this study comprised the verified social media accounts of the Kerala Women and Child Development Department. Specifically, the analysis encompassed four platforms: Instagram (810 posts), Facebook (906 posts), YouTube (320 videos), and the Sampushta Keralam YouTube Channel (18 videos). These platforms were selected due to their high public visibility and regular dissemination of content pertaining to women's and children's health communication in the state.

### 4.3 Data Collection Period

The analysis encompassed a five-year timeframe, from January 1, 2020, to December 31, 2024. This period was chosen to capture potential shifts in digital communication strategies, both before and after the COVID-19 pandemic, given the heightened emphasis on social media for health-related outreach during and following the public health crisis.

### 4.4 Sampling Method

The study employed a total population sampling approach, wherein all posts published across the selected social media platforms within the specified timeframe were included in the analysis. This comprehensive data collection strategy ensured thorough coverage of the department's digital communication output, which amounted to 2,044 posts and videos.

### 4.5 Analytical Procedure

The analysis utilized a manual thematic coding approach that combined both deductive and inductive methods:

- Deductive categories included pre-established themes such as parenting, nutrition, women's protection, empowerment, breastfeeding, and maternal mental health.
- Inductive themes were identified organically during the coding process, encompassing aspects like symbolic communication, service promotion, and legislative awareness.

The data were analyzed through a systematic thematic coding process. Each social media post or video was reviewed and categorized based on its visual, textual, and caption content. Posts that directly referenced maternal mental health, postpartum emotional states, or support systems were coded as related to maternal mental health and postpartum depression. Conversely, posts without a clear or implicit connection to maternal psychological well-being were classified under other health or welfare themes.

### 4.6 Data Analysis and Presentation

The thematically coded data were collated and represented visually to:

- Ascertain the frequency and proportion of maternal mental health-related content across each social media platform.
- Compare the thematic emphasis between the different platforms.
- Pinpoint the institutional focus areas and highlight domains that are underrepresented. The findings were conveyed using frequency tables, bar graphs, and platform-specific breakdowns to facilitate cross-comparison and interpretation.

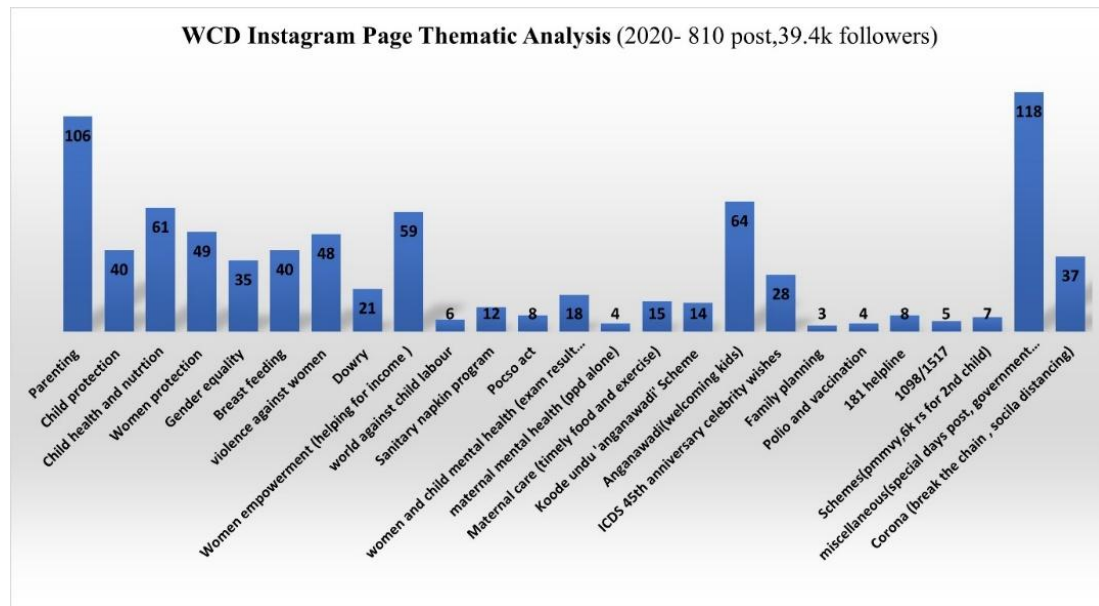
### 4.7 Ethical Considerations

The study exclusively utilized publicly available data from the government's social media platforms. No private or user-generated content was included. This research adheres to the ethical guidelines for digital studies involving public domain information, ensuring the protection of privacy and proprietary rights.

## 5. RESULTS

### 5.1 Thematic Analysis of Maternal Mental Health Communication on the WCD Instagram Page (2020–2024)

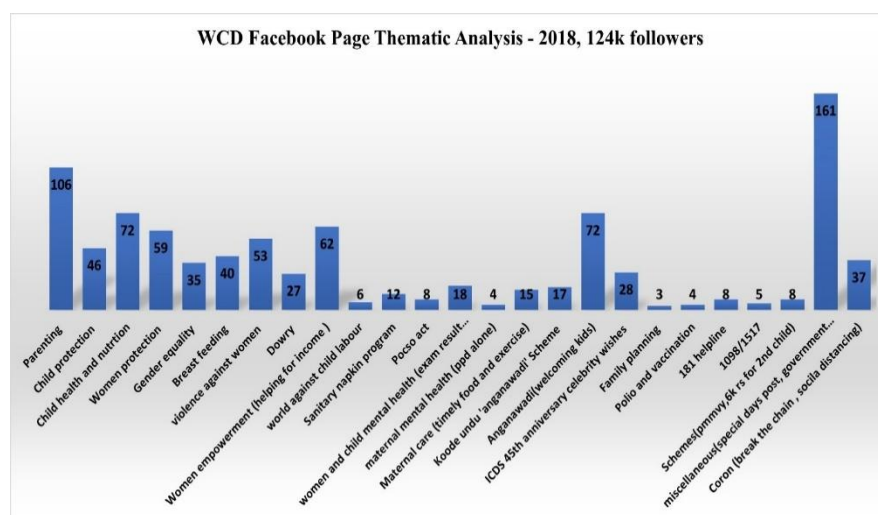




**Figure 5.1: Thematic distribution of 810 posts published on WCD's Instagram page (2020–2024),**

The Kerala Women and Child Development Department's Instagram page from 2020-2024 featured a substantial volume of posts (810 total) across diverse social and health-related categories. The highest concentrations were in parenting (106 posts) and miscellaneous/special day observances (118 posts). Other prominent themes included child health/nutrition, women's empowerment, and women's protection. Health-specific subthemes like breastfeeding and child protection received significant attention, while family planning and polio were minimally addressed. Maternal mental health was one of the least featured health concerns, with only 4 posts directly addressing it out of a "Maternal care" cluster of 18 posts.

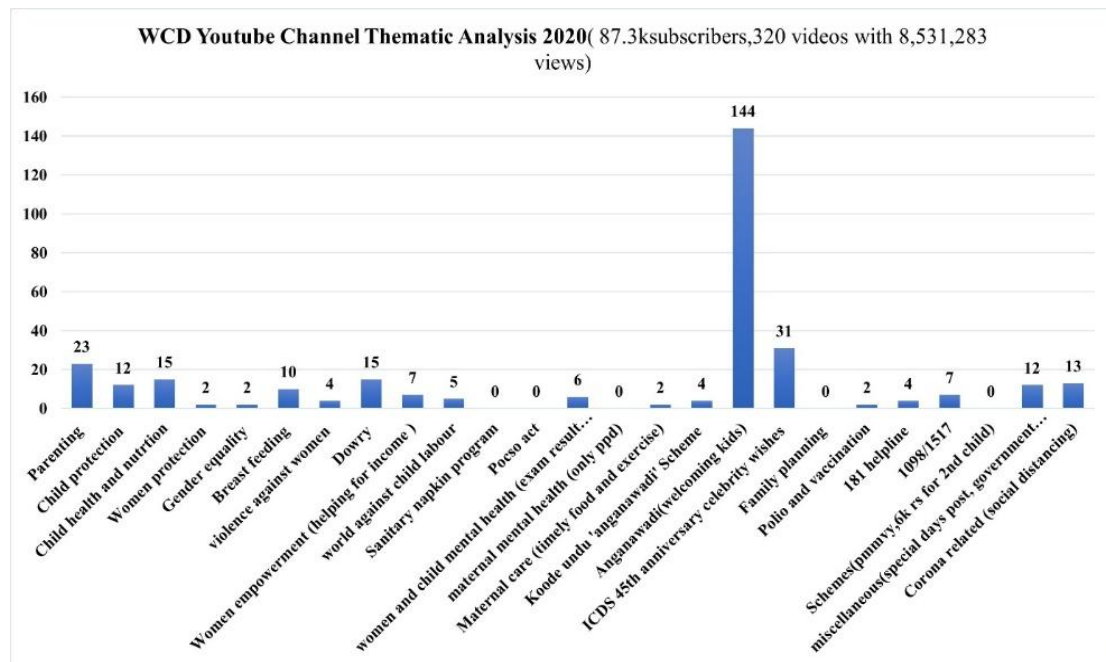
## 5.2 Thematic Distribution of Health Communication on Facebook (2020–2024)



**Figure 5.2 Thematic distribution of 906 posts on WCD's Facebook page (2020–2024).**

The Kerala Women and Child Development Department's Facebook page had over 900 posts from 2020-2024, covering a range of themes. Parenting and general program/event communication were the most frequent topics. Child health, nutrition, and protection also received significant attention. The department addressed women's issues like empowerment and safety. However, maternal mental health content was limited, accounting for less than 0.5% of total posts, similar to the department's Instagram strategy.

### 5.3 Thematic Distribution of Health Communication on YouTube (2020–2024)



**Figure 5.3 Thematic distribution of 320 videos published on WCD's main YouTube channel (2020–2024).**

The analysis of the Women and Child Development Department's YouTube channel reveals a disproportionate focus on program visuals, institutional celebrations, and celebrity endorsements, rather than substantive content on core public health issues. The channel features minimal coverage of maternal mental health, legislative education, and maternal services, despite its significant reach and potential for health awareness. This thematic imbalance highlights a clear disconnect between the platform's audience and its utilization for promoting maternal psychological well-being.

## 6. DISCUSSION

The comprehensive thematic analysis of Kerala's Women and Child Development (WCD) Department's social media platforms Instagram, Facebook, and two YouTube channels (Main WCD and Sampushta Keralam) reveals a significant disconnect between thematic content distribution and the pressing mental health needs of the maternal population. Across all four platforms, a total of 2,044 posts were analyzed, of which only 9 posts directly addressed Postpartum Depression (PPD) or related maternal mental health concerns, constituting a mere 0.43% of the overall digital communication output.

Table below shows the total Number of MMH related Posts Across social media Platforms

Platform	PPD-specific Posts	Percentage of Total Content
Instagram	4 / 810	0.49%
Facebook	4 / 906	0.44%
YouTube (WCD)	0 / 320	0%
Total Post	2036	9 posts relating MMH (0.43%)

**Table 6 MMH content related post analysis across social media platform.**

In contrast, topics such as parenting received substantial attention, with 106 posts each on Instagram and Facebook, and 23 videos on YouTube. Similar emphasis was placed on child health and nutrition, women's protection, and violence against women. These categories reflect a strong departmental focus on physical caregiving, child-rearing, and gender protection. However, they consistently fail to address the psychosocial dimensions of motherhood, which are equally crucial. Despite

indirect references to maternal well-being within posts on nutrition, child development, or parenting, the psychological realities and vulnerabilities of pregnant and postpartum women remain underrepresented. This is particularly concerning when viewed in the context of Kerala's documented rates of infanticide and maternal suicide, and the growing mental health strain observed during the pandemic years. The discrepancy between reported maternal distress and digital outreach priorities suggests an institutional oversight in acknowledging maternal mental health as a public health priority.

The department's digital platforms predominantly emphasize physical aspects of caregiving, such as parenting, child nutrition, and women's protection, while largely overlooking the emotional and psychological challenges inherent in motherhood. Even when maternal care is addressed, the framing is primarily functional, neglecting to acknowledge the mental health realities experienced by many mothers.

The absence of maternal mental health content in the department's digital platforms represents a missed opportunity for effective public health communication. Social media could serve as a crucial platform for reducing stigma, validating the experiences of struggling mothers, and directing them to relevant support services such as DISHA 1056, Amma Manasu, or Tele-MANAS. However, the department's outreach efforts are largely dominated by symbolic content, including celebrations, inaugurations, and celebrity endorsements, rather than substantive, health-focused messaging.

Integrating maternal mental health into the core of Kerala's digital health strategy is crucial for supporting maternal well-being. Lack of consistent and professional engagement in this area risks maternal mental health remaining marginalized in both discourse and service delivery.

## 7. CONCLUSION AND RECOMMENDATION

Building upon the insights gained from this thematic analysis and the identified communication gaps, we propose several strategic recommendations to augment the effectiveness of maternal mental health outreach through Kerala's government-managed social media platforms.

Integrating maternal mental health as a core theme in the department's communication strategy, with regular posts on postpartum depression, maternal anxiety, and emotional support. Launching dedicated digital campaigns on MMH, including awareness hashtags, observance weeks, and curated stories. Incorporating expert-led content featuring psychologists, psychiatrists, and maternal health professionals to ensure credibility and provide guidance on accessing support services like DISHA 1056, Amma Manasu, and Tele-MANAS.

Another key recommendation is to emphasize the normalization of discussions around maternal mental health. Sharing personal testimonials, animated explainers, and narratives of recovery can help reduce stigma and affirm that postpartum mental health challenges are both prevalent and treatable. These elements serve to make the content more relatable and less intimidating for the target audience. Additionally, there is a need to rebalance the thematic focus of the digital communication strategy.

While symbolic and ceremonial posts, such as celebrity endorsements and event celebrations, hold value, a greater emphasis should be placed on substantive, health-focused messaging. This shift will help ensure that Kerala's digital outreach strategy becomes more responsive, inclusive, and aligned with the real health needs of mothers.

The study's findings reveal a critical underrepresentation of maternal mental health, particularly postpartum depression, in the Kerala Women and Child Development Department's social media content from 2020 to 2024. Out of the 2,036 posts and videos analyzed across Instagram, Facebook, and YouTube, only 8 (0.39%) explicitly addressed maternal mental health concerns. The thematic priorities of the digital communication strategy heavily focused on parenting, child nutrition, and gender protection, with minimal attention paid to the psychological challenges experienced by mothers. This thematic imbalance not only reflects an institutional oversight but also contributes to the social invisibility of maternal mental health, thereby limiting awareness, increasing stigma, and delaying help-seeking behavior.

Kerala's extensive maternal literacy and digital infrastructure present an untapped opportunity to leverage social media platforms for raising awareness and implementing interventions related to maternal mental health. Transitioning towards an integrated, expert-driven, and empathetic approach in digital communication is crucial. This shift would enable Kerala to take a decisive step towards conceptualizing maternal health as a comprehensive spectrum, encompassing not only physical well-being but also emotional and psychological dimensions.

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