



Mama, How are you?

Real stories, real mothers,
supporting perinatal mental health in Thailand

A campaign recap · 8 March – 9 April 2026

THE CHALLENGE

Motherhood isn't always what we expect

Around the world, as many as 1 in 5 mothers experience postpartum depression or anxiety, yet it remains one of the most under-discussed, under-diagnosed parts of maternal healthcare.

In Thailand, studies show comparable or higher rates. Too many new mothers in Bangkok face this alone, without the language, resources, or permission to say something feels wrong.

1 in 5

mothers globally experience
postpartum depression or anxiety

THE CAMPAIGN

Real stories

“Mama, How Are You?” brought together fourteen Thai mothers to share their own postpartum experiences, in their own words, in Thai, across Facebook, Instagram and TikTok.

Every story pointed back to PAM Thailand's website and LINE Official account, so anyone who saw a piece of themselves in these stories had somewhere real to go next.

Watch the campaign [here](#).

13

mothers' stories told, Thai-language, produced locally. Plus one father and one OBG doctor.

5 weeks

8 March – 9 April 2026

2

channels: website + LINE Official as the call to action

*“Mama, how are you?”
is the question we too rarely
ask new mothers.*

*This campaign asked it 13 times
over, in Thai, from Thai mothers,
for Thai mothers.*

THE RESULTS

A modest budget, a meaningful reach

1.9M+

total campaign impressions across Meta and TikTok

210,000+

“ThruPlay” (≥ 15 seconds) – people stayed well past the opening seconds of a mother's story — not just a passing scroll

1.3M+

total reach across Meta and TikTok

146

days of continuous watch time, added up across the whole campaign
Almost **5** months

WHY IT MATTERS

Real impact, at a fraction of the cost

Global maternal mental health campaigns often run on six-figure budgets, celebrity casts, and press agencies. “Mama, How Are You?” did something different: it proved that authentic, locally-produced storytelling can move real people in a real community.

On a modest budget of under £1,400, including a brief TikTok trial. A handful of these stories were even shared so widely within their own community that they reached thousands more people with no paid promotion at all.

**~GBP1,400 /
THB60,000**

total campaign media spend (Meta + TikTok)

**GBP0.59/
THB25.27**

cost per 1,000 people reached on Meta (THB 25.27) across the whole campaign – well under benchmarks thanks to collaborations with the mothers who shared their stories

4.5 minutes

Time spent on pamthailand.org website when visiting, with a total of 1,500+ sessions

Comparable global campaigns in this space (e.g. celebrity-fronted PSAs reaching millions worldwide) operate at a very different scale and budget — our goal was never to out-spend them, but to prove a Thai-language, community-first approach can still land.

WHAT'S NEXT

Every mother deserves to be asked

This is just one campaign over one month. Postpartum depression doesn't stop there. With continued support, PAM Foundation can keep asking the question, keep pointing mothers toward real help, and keep building the resources behind that first click.

Get involved: info@pamfoundation.org
Support us: pamfoundation.org/donate

Thank you

to every mother who shared her story, and everyone who supports PAM's work in perinatal mental health.