

TUM
@THEUNLIKELYMUMMY
KAVITA TREVENA

THE UNLIKELY MUMMY

MINDFULNESS AND WELLBEING

IMPACT REPORT



MAY 2021 // PREPARED BY KAVITA TREVENA

Last November (2020)

WE'VE REACHED OUR HIGHEST AUDIENCE

On Monday 23rd March 2020 the Prime Minister Boris Johnson announced a National lockdown.

Retail shops, restaurant, the fitness industry and entertainment places were all closed. People were told to work from home, individuals were furloughed and mental health took a hit.

Babies were being born without their dads present, health checks were not happening and wellbeing was being ignored. Schools and nurseries were closed and children weren't allowed out to play.

No one was allowed to see parents, grandparents, family or friends.

Everyone spoke on phones and video calling. Online meetings became the new normal and many decided to take up running or cycling. Family's panicked they wouldn't get food and all country ran out of toilet roll.

It was then I decided that something must happen, mental health must be protected. Planning went underway to create a Mindfulness and Well-being opportunity, a month of activities, workshops and resources to support mums online.

A community was created to support those who needed it. A place where it was judgement-free.

The Unlikely Mummy online Community was created and opportunities were made.

With 6 live workshops, 6 experts, reaching 24 countries and engaging over 10,000 hits, the opportunity to support mental health was achieved.

“

Feedback from The Community

Definitely going to watch again with my notebook tomorrow 😊

10 h Like Reply 1 ❤️

Author
Kavita Trevena glad you both enjoyed it! Yes, lots to take in, do revisit and give me a shout if you

”

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“

Feedback from The Community

Caught up with this last night just before bed and had my best nights sleep for as long as I can remember. Thank you 😊

Like Reply these are great! Thank you!

Kavita Trevena Jodie Gibson I am so please Jodie. Definitely, saved this video to do it again ❤️

Good one well done 👍

Thank you for having me Kavita Trevena! If anyone had any questions or would like to discuss working together, get in touch

Self talk is such a big barrier I noticed I dont usually say nice things to myself...

What a fabulous series of events Kavita Trevena! Looking forward to them x

Thank you for doing this every week.

Looks amazing! Very excited to be a part of it x

Bit behind with this but stuck it to my daughter's table this morning as an activity we could do together. Will be doing again! Hope you're all keeping well. X

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STATISTICS AND REACH



The Mindfulness and Wellbeing month saw over 10,000 hits of engagement across the Online Community and social media with 6 Live workshops from 6 expert ladies within their field. All sessions were Live and interactive with the opportunity to save and watch back when it was convenient.

In addition to the Live sessions, there was a Mindfulness Art session with free worksheet giveaways and a great way to learn a new skill.

WHAT IT LOOKED LIKE

WHAT'S ON: MINDFULNESS & WELLBEING

Maisie Nicholls:

**Postnatal Wellness Coach, Postnatal Doula, Perinatal Mental Health
Tuesday 10 November @ 8pm (Live)**

Melissa Bond: Fitness & Health:

**Gentle exercises (pelvic floor, pre & post pregnancy)
Wednesday 11, 18 & 25 November 12.30pm (Live, recordings will be available)**

**Amanda Panayiotou: School of Mindful Healing:
Mindful Body Scan Meditation
Saturday 21 November @ 8pm (Pre-recorded)**

**Priya Khan: Little Crystal Minds:
3 Deep Breaths Meditation**

Tuesday 24 November @ 8pm (Live)

**Sonal Ambasna: Nourish - Food for Life:
Nutrition & Health Workshop
Thursday 26 November @ 8pm (Live)**

**Kavita Trevena: The Unlikely Mummy:
Personalised letters & 'time out' tea
(Message me your address)**

Nina Gore Art: Three pieces of free art & Peacock print Giveaway

From postnatal and perinatal support, gentle exercise, nutritional advice, art and meditation there was something for everyone who wanted to engage in the Mindfulness and Wellbeing month.

All workshops were delivered by women and exclusive to women within the community. There was opportunity to ask questions and the community was signpost to further support.

THE IMPACT



Between 10% and 20% of women develop mental health problems during pregnancy or within a year of giving birth (referred to as the 'perinatal' period). Examples of these illnesses include antenatal and postnatal depression, obsessive compulsive disorder, post-traumatic stress disorder (PTSD) and postpartum psychosis.

One act of kindness can have a positive ripple effect across all Communities. Wellbeing months can install confidence, self care, self love, self worth and opportunities to understand and explore personal beliefs. This can be achieved through self reflection and understanding what the needs of an individual are.

THE IMPACT

#Mindfulness & #Wellbeing



70% of new or expectant mums experienced mental health struggles during or after their pregnancy.



1 in 5 new mothers will experience some form of mental health difficulty if left untreated and perinatal mental health problems can be devastating.

68% of women & 57% of men with mental health problems are parents.

2 million children are estimated to live in households where at least 1 parent has a mental health illness.

At the time of impact (pre Lockdown) studies showed that 70% of new mums experienced mental health struggles and untreated 1 in 5 problems can lead to being devastating.

This has increased due to the national pandemic and therefore more support is needed to support the increasing 2 million children living within households with mental illnesses.

Introducing simple techniques such as Mindfulness, meditation, exercise and nutritional advice can have a positive impact on all lives.

THE IMPACT



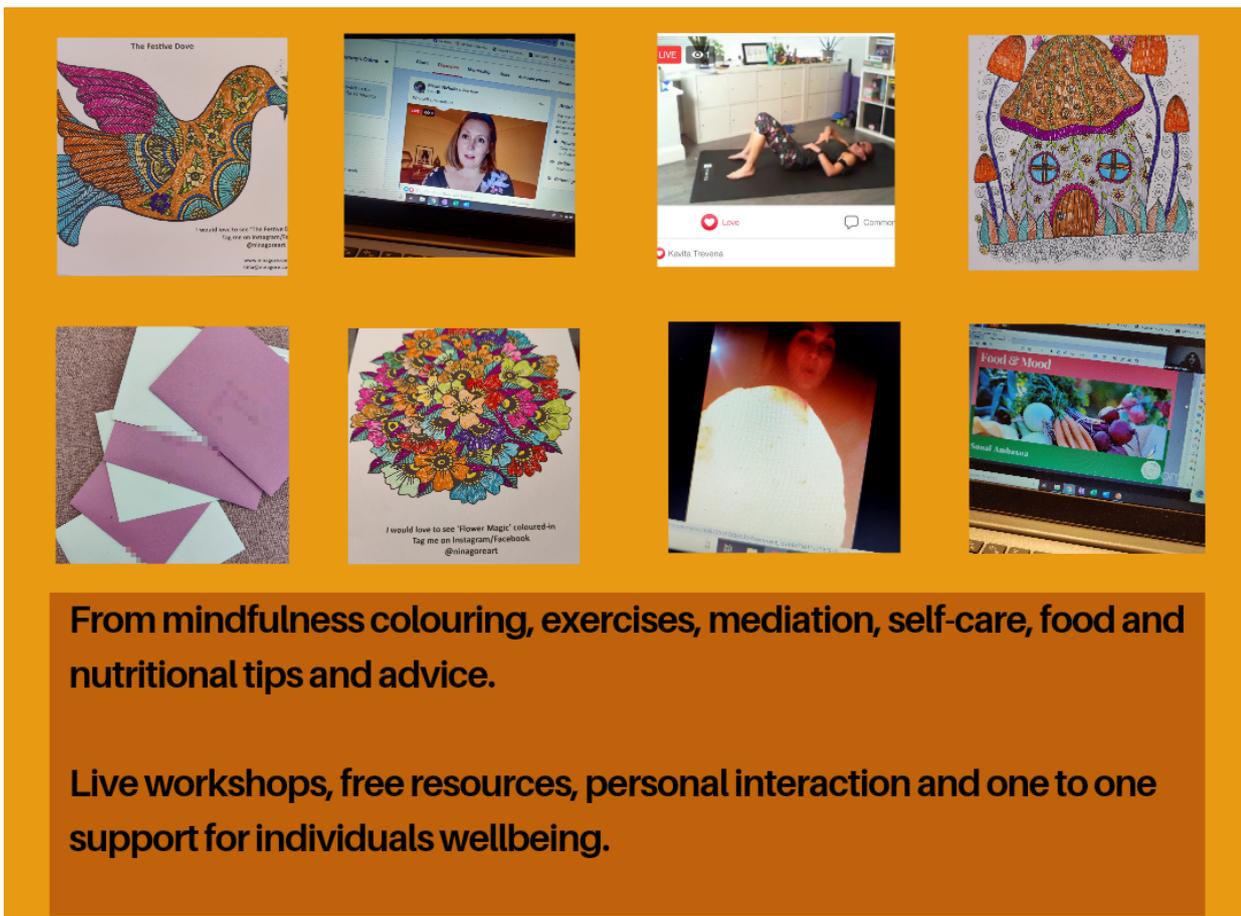
Effective planning and understanding the needs of the Community, will shape a plan created to suit all users within the community.

Finding times that would benefit all within the community and to be able to have recorded sessions available.

All workshops had 40+ views with some workshops having multiple viewings, which shows there is a demand for need when it comes to the mental health of mums.

THE IMPACT

The Unlikely Mummy online Community offered something for everyone



The workshops gave everyone the opportunity to access something that would be important to them. This included Mindfulness art, nutrition advice, exercises and self-care. At the end of the month appreciation letters were sent to all ladies to say 'Thank You'. Gratitude was given to the incredible mums who supported the project.

A little thanks can go an incredibly long way.

FEEDBACK

“

It's been really nice speaking to someone that doesn't get upset with me... I think a lot of the issues have been made worse by me not talking to people as I feel guilty upsetting people. Feeling like the weight is lifting a little x

MESSAGE FROM THE COMMUNITY

Building a Community is a long term goal, helping mums through difficult times is ultimate outcome.

Communities are built to support one and another and when this occurs it gives greater opportunity to give more.

Motherhood can be one of the loneliness places, with a lot of guilt, lack of sleep and neglect in personal care and needs. It is important that support is for everyone. This community has been created to support other mums.

FEEDBACK

Feedback from The Community

This looks amazing and just what we all need. Well done putting it all together, thank you 🙏🥰

What a fabulous series of events Kavita Trevena! Looking forward to them x

Wow looks amazing. Thank you Kavita Trevena for sharing. 🥰

Really looking forward to these sessions. 🥰

You may even want to watch this more than once and have a notebook with you to take some notes 📓

Was lovely to be able to share with you all last night. 🥰

Absolutely amazing 😍! Loved listening to this talk. 10 h Love Reply 2

I didn't get to this on time but I certainly listen to it tonight before bed 🤍

Thanks for this space Kavita!!

Sounds great x Good one well done 👍

Awesome programme of events Kavita Trevena! Looking forward to learning and sharing this month. x

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- "Thank you for doing this every week"
- "Awesome program of events Kavita..."
- "Definitely going to watch again..."

Feedback is the best source of knowing what went right or what can be improved on for the future.

Understanding the benefits of what Mindfulness and Wellbeing can bring to mums it important to everyone who has the opportunity to access them.

MEET THE EXPERTS

MAISIE NICHOLLS: POSTNATAL WELLNESS COACH



I'm Maisie, I'm a postnatal wellness coach, postnatal doula, perinatal mental health social worker and mum to two under 4's (I like to keep myself busy!).

I'll be chatting about why self care is so important, even more so during this second round of lockdown.

I'll be sharing:

- How to take some time for yourself, even when you're locked in the house and feel like there's no escape.
 - Why self care and 'me time' needs to be non negotiable if you're going to get through this lockdown without losing your sh!t.
 - I'll share some of my favourite, quick and easy self care ideas to get you started.
- If you have any questions at all drop them in the comments and I'll answer them for you on Tuesday.

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NINA GORE: NINA GORE ART



Hi, I'm Nina, creator of Nina Gore Art. My style of art is very intricate and unique. I focus on creating elaborate free-hand patterns, shapes and designs, combined with colours to create stunning pieces of art. I also love to doodle and I find doodling can be relaxing and most of my ideas for my artworks come from my doodles. I think it's a great way of expressing creative energy, helps you focus and let's you explore your imagination.

Art can provide a creative outlet and is important for well-being and mental health. I believe it can boost confidence and make you feel relaxed. Art allows you to focus on the present, be in your space and it can slow down busy minds, it can make you feel engaged and resilient. Overall, the benefit that art can give someone can help to reduce anxiety, depression, and stress.

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MELISSA BOND: FITNESS & WELLNESS COACH



I'm Melissa, I am fitness and wellness coach. I help women to move well, build the strength they need for their lifestyle and nourish their body so they can thrive.

I'll be sharing:

- How to effectively train your pelvic floor muscles. We'll go beyond just "squeezing."
- A gentle pregnancy movement session.
- A gentle post-natal movement session. It will include restorative and functional movements that help the body heal and prepare for the return to loaded training...
- Plus some lovely dynamic movements to open up areas of the body that can feel restricted after giving birth and parental duties.

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PRIYA KHAN: LITTLE CRYSTAL MINDS



Hi, I'm Priya creator of Little Crystal Minds. I have been able to learn about the full version of who I am and not just the good qualities but how to deal with the difficult emotions and work with them rather than hide or disguise them. Since finding ME again, I am more compassionate and kinder to myself and those around me.

I understand only too well how hectic life gets and finding even 10 minutes in our day can be a task in itself. Being a mum, a wife, a daughter, a sister, a friend and a business woman, I have realised over the years that no one size fits all and my approach to teaching mindfulness is tailored to my client's needs and goals. My main aim of any session is to be supportive of you as an individual while in life you invest energy and support for others.

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KAVITA TREVENA: THE UNLIKELY MUMMY



I'm Kavita, mum of one incredibly active toddler, who has taught me so much about the person I am. I survived postnatal depression and anxiety and now I enjoy listening and helping people and more recently helping mums because sometimes all a mum needs is a little extra support and a person to talk to.

Follow Kavita on Facebook @TheUnlikelyMummyUK, Instagram @TheUnlikelyMummy and in her new FB online community: www.facebook.com/groups/TheUnlikelyMummy https://theunlikelymummy.co.uk/

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SONAL AMBASNA: NOURISH - FOOD FOR LIFE



I'm Sonal a Nutrition & Wellness Coach and the Founder of Nourish - Food for Life.

I understand how hard it is to put a well-balanced meal on the table. I know because I've been there. Before re-training as a Nutrition Coach I worked in the City for 10 years. There was always something better to do than spend my time in the kitchen cooking or to plan my meals in advance. I loved food. I just didn't enjoy spending hours in the kitchen or have the time (or so I thought) to think about what I was putting into my body. It was far easier to grab breakfast and lunch on the go and then chuck something together in the evening using pre-made "ingredients".

Sound familiar?

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Pre and postnatal, nutrition advice, mindfulness and meditation, mindfulness art, exercises and self-care are just some of the talents the 'experts' have when delivering Mindfulness and Well-being during November 2020.

When women, especially mums have a passion to help other mums it builds a bigger and better Community.

Each expert brought their own unique experiences to each session and made every woman in the community feel safe and secure offering an incredible amount of knowledge.

WHAT ARE THE NEXT STEPS?

Understanding the benefits of what a month of personal self-care can give another mum is invaluable. Self-care is viewed as a five-minute shower, which is unacceptable when a mother is already exhausted. It was identified there was a need for self-care opportunities, even if it was 30 minutes or an hour, whether it was listening or watching back at a time that is quieter, it is a time suitable for the individual.

The next steps for The Unlikely Mummy's Online Community will be delivering annual Mindfulness and Wellbeing activities and sessions throughout the month of November for a week, exclusive to the free community.

After asking for feedback on how to shape the future it was suggested that individuals would be willing to pay for tailored sessions, would like more live sessions throughout the day, not just the evenings. Being able to watch the sessions at a later date and having downloadable resources to help with the sessions. It was also said to have additional information to be signposted to.

On reflection and feedback, Mindfulness and Wellbeing will be a themed week event to give the best to mums at one time to help manage workloads and juggling childcare.

The next Mindfulness and Wellbeing event will be Monday 22nd November to Sunday 28th November 2021 and the theme will be **Self Care**.

ABOUT KAVITA TREVENA



FEATURES

- * National Childbirth Trust (NCT)
- * Success in securing funding for the Hidden Half Campaign for mums post 6 week postnatal check.
- * Interviewed by Channel 5 News & BBC Radio 4 Woman's Hour.
- * Postnatal Wellness Podcast guest.
- * Speak on Society talk on Postnatal Awareness video.
- * Mental health awareness research with Mind UK.
- * Published writer.
- * NHS Nasal Spray Advocate
- * Maternity Voices Partnership
- * Perinatal Mental Health Awareness Week - Mindfulness and Motherhood session

ABOUT ME!

Hi, I'm Kavita Trevena,
 Founder of The Unlikely Mummy.
 A safe space for mums,
 during all stages of the parenthood journey.
 Postnatal Depression survivor
 and mum of two. My aim is for no
 mum to feel lonely by protecting
 ourselves from mental health illnesses,
 the fear of judgement and failure by
 providing the necessary tools.
 I have created a community to
 help us become the best version of
 themselves by empowering them.
 A community of mums built by mums for
 mums.

EDUCATION

Graduated from The University of Bedfordshire
 with an Applied Sports Science degree and Higher
 National Diploma in Sports Science.
 Qualified Deep Tissue Sports Massage Therapist.
 Level 2 Cricket, Level 1 Tennis, Badminton, Golf,
 Boccia and multi-skills coach specialising in
 disabilities.
 Level 2 in Mental Health Awareness, Exercise &
 Health and Nutrition.
 Level 2 Counsellor and Mindfulness & Wellbeing
 coach.

A mum of two, living in London. A strong believer in putting mums mental health first above all.

Being diagnosed with postnatal depression with my eldest child, She used this experience to create The Unlikely Mummy to help mothers. Giving the opportunity for all mums to have a 'time-out.'

For more information please visit www.theunlikelymummy.co.uk or check out Social Media.

Practicing
Self Care

Mindfulness
and
Wellbeing
week

Monday 22nd November
to
Sunday 28th November
2021

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