

# Pranaiya & Arthur Magoffin Foundation

Annual Report

for the period

1 January 2023 to 31 December 2023



## TRUSTEES' REPORT

2022 was the year of establishing the Pranaiya & Arthur Magoffin Foundation (“PAM Foundation”), where we learnt about the Perinatal Mental Health (“PMH”) ecosystem, established connections, and set the course for the Foundation. 2023 then became the year we started to embark on our mission and undertake our initiatives across our three pillars: I) Awareness & Education, II) Care, and III) Research.

None of what we have achieved would have been possible without our collaborators and supporters who have the same goals as us. We have recently joined the [Maternal Mental Health Alliance](#) in the UK, whose patron is the Royal Highness The Princess of Wales – her involvement shows how important a consideration PMH is in society. During the year we also attended events held by [Postpartum Support International](#) in the Kansas City and the [Australasian Marcé Society](#), in Adelaide.

Following is a summary of PAM Foundation’s activities by pillar for 2023.

### Pillar I) Awareness & Education

Throughout the year, in Thailand we worked on creating and distributing content online to raise awareness and educate about postpartum depression (“PPD”) and other PMH issues. Some of these campaigns were done in conjunction with [Mali](#) and [Ooca](#), which included events such as panel discussions.

Over the past couple of years, the content we have generated has been in long-form videos, so we extracted some of the key information and sound bites gathered and posted these over the course of several months. The goal of this was to disseminate relevant information in a way that captures a broader audience that may not have the time to watch the long-form content. These posts can be viewed on our social media ([Instagram](#), [Facebook](#), and [YouTube](#)).

#### [Hamish’s Running](#)

PAM Foundation founder, Hamish Magoffin, continued his efforts to raise awareness through his marathon running. His first marathon for 2023 was the London marathon in April and as part of this event we put together a short clip “Why We Run” which can be viewed on our [YouTube Channel](#):





Later in the year Hamish participated in the Sydney and Valencia marathons. Running, be it marathons or other distances, or undertaking other physical exercise, for awareness and fundraising is common in the West, but not so in Asia and other parts of the world. We hope however to host some fundraising running events in Thailand in the future, so please keep an eye out for this.

### Documentary Development

With the support of Dustoff Films we continued to make progress towards developing the documentary concept. We have been encouraged by the general support received by the concept from those within both the PMH ecosystem and film & documentary industry to create our film.

A “sizzle” has been developed along with components of the film and we are now looking to finalise the narrative, the team, and raise the funding to kick-off production. Thank you again to those who have been lending their expertise along the way.

## **Pillar II) Care**

### Pilot Training Course

The primary achievement in this Pillar for 2023 was the successful Pilot Training Course that we hosted. This was done in conjunction with Dr. Maddalena Miele-Norton and Dr. Lucinda Green, both previous trainers at the NHS in the UK, who pulled together a phenomenal team of psychiatrists and psychologists, 9 in total, with a wide range of experience and specialties in the PMH space.



The training course was attended by a range of clinicians in both the Thai public and private health sectors, for which we are grateful for their enthusiasm and engagement during the course. We are in the process of working with some of the attendees to develop training programs in Thai to roll-out nationally in Thailand. More details will be announced on this in the new year, but in the meantime please do get in touch if it is something anyone would like to assist with.



### Social Support

We continue to offer our Social Support services with the assistance of our Group Support Leaders and Mentors. However, have not been active in promoting in 2023 – something we will look to change in 2024.

## **Pillar III) Research**

2023 was a big year for us in research, with a focus on two out of the three areas we intend to address: medical causes of PMH issues and the economic impact of PMH in Thailand. The third, the epidemiology of PMH in Thailand we will reserve for the future.

### University of Oxford (Medical)

Our “Stage 1” at Oxford was well underway; this is the scoping review with the [Centre for Personalised Medicine](#), supported by researchers at the [University of York](#). The trustees were presented with initial findings towards the end of 2023 and we expected to present our findings and the new research tool in the first half of 2024.

During 2023, “Stage 2” of the research at the University of Oxford was funded and commenced. This is a three-year study being undertaken by Prof. Francis Szele and DPhil student Jemima Becker at the [Department of Physiology, Anatomy, and Genetics](#),

Towards the end of 2023, initial efforts were made towards “Stage 3”, the endowment of a Tutorial Fellow in Developmental Biology at St Anne’s College. This would mean a dedicated resources at the College devoted to this subject matter, which includes Perinatal Mental Health.

Such an endowment will ensure that there is a dedicated position at St Anne’s College to undertake world-class research into PMH, addressing a global, underfunded healthcare issue, amongst other developmental biology topics, leading to a direct benefit for mothers, babies, fathers, and their families.

All three Stages are being supported by [St Anne’s College](#), for which we are grateful for their ongoing support and enthusiasm to dedicate resources towards achieving our mutual goals.



### [London School of Economics \(Economics\)](#)

In the second half of 2023 we started working with Asst. Prof Annette Bauer and Prof. Martin Knapp to investigate the feasibility of undertaking a study in Thailand which looked at the costs of Perinatal Mental Health. Both researchers have undertaken similar studies in the UK and elsewhere and as such engaged them to see about doing such a report in Thailand.

We are proud to announce that they received a grant internally from the London School of Economics (“LSE”) and that we hope to commence the project in 2024. More details on this will follow in due course.

### **Looking Ahead to 2024**

2024 is shaping up to be another busy one for us across all pillars as we continue our existing efforts and undertake new initiatives, be it raising awareness, training and improving care, or undertaking new research projects.

We look forward to announcing other partners we have been establishing relationships with, who share our goals, and will be working alongside us on the various projects.

### **Thank You**

Again, we wish to thank all those that have been supporting us – family and friends, volunteers, donors, collaborators, and the many others that spread the word and raise awareness. It is heartening to receive the thanks for what we’re doing and how our work has helped those that have suffered. To learn more and stay updated please follow us on social media ([Facebook](#), [LinkedIn](#), [Instagram](#), [YouTube](#)) and/or sign-up to the newsletter at the bottom of our [homepage](#).

Regards,



Hamish Magoffin, Founder