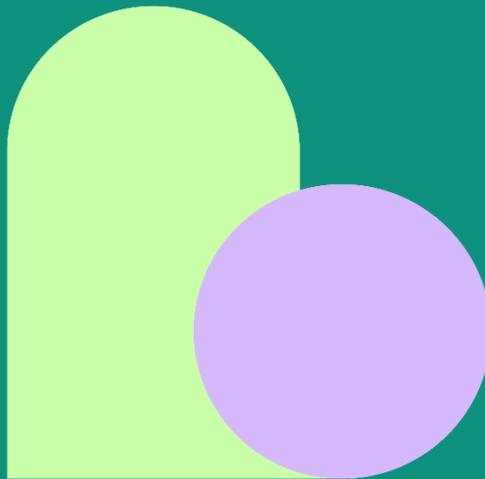


# PAM Foundation

Annual Report

for the period

1 January 2025 to 31 December 2025



**Perinatal Alliance  
for Mental Health  
พันธมิตรเพื่อสุขภาพจิต  
แม่ตั้งครรภ์และหลังคลอด  
THAILAND**



**Maternal and Infant  
Mental Health Network**  
เครือข่ายสุขภาพจิตแม่และทารก



## TRUSTEES' REPORT

2025 was another busy year for PAM Foundation, with initiatives across all “3 pillars” occurring in the UK, the US, and Thailand. As per usual, we would like to thank our donors and supporters for their efforts in addressing perinatal mental health (“PMH”) conditions.

### Pillar I) Awareness & Education

#### Runs and Activities for Awareness

The year started with a big awareness and fundraising push in New York, with founder, Hamish Magoffin, running in memory of his son, Arthur's, 4<sup>th</sup> birthday around Central Park, supported by PAM Foundation volunteers and members of the New York running community, successfully setting a new record for the “Central Park Loop Challenge”.



Figure 1: Supporters at completion of “Central Park Loop Challenge”

The goal was to run the greatest number of laps of Central Park in the fastest time during opening hours (5am-1am). Hamish was successful in running 19 laps (187 kms / 116 miles) in 17.5 hours. More detail can be found on Medium here: <https://medium.com/pam-foundation/central-park-loop-challenge-world-record-8-march-2024-263c02cbfcb>

Thanks to the awareness generated by the run and introductions from supporters, we were able to increase our network in the US, and would like to thank those who assisted our mission. Additional coverage was also generated through podcasts and online media.

Beyond the Central Park Challenge, Hamish also participated in a range of events with the PAM bib, from London and New York City marathons through to ultra marathon trail runs in Hong Kong and Chiang Mai.

Another big contributor to Perinatal Mental Health awareness was Gaia Brignone, from Kokoro Change ([kokorochange.com](http://kokorochange.com)), who ran for us in the London Marathon. Gaia did an absolutely stellar fundraising job, raising in excess of £23,000 and kindly hosted an awareness evening where Hamish spoke with donors about PAM Foundation. A big thank you to Gaia and her network for the crucial role you played for us this year.

Continuing to raise awareness in South-East Asia, long-term friend of the Magoffin family and PAM Foundation trustees, Matthias Tietze participated in Powerman Malaysia – thank you also to Matthias for your efforts and dedication not just for the event, but in previous years supporting us.



Figure 2: Gaia running London Marathon and her supporters



Figure 3: Comic cover

### “The Down-But-Not-So-Sad Diary of a First-Time Mum”

Hamish’s running was recognised in Thailand by cartoonist Suporn (Ning) Decharin. Supported by the Thai Media Fund ([thaimediafund.or.th](http://thaimediafund.or.th)), กองทุนพัฒนาสื่อปลอดภัยและสร้างสรรค์, with its mission to foster safe and creative media while empowering communities with media literacy, Ning’s comic essay project “Rookie Mom Diary”

[facebook.com/RookieMomDiary](https://facebook.com/RookieMomDiary)) ซึม แต่ไม่เศร้า

โตอารี กับคุณแม่มือใหม่ was undertaken to raise awareness about postpartum depression and perinatal mental health conditions. We would like to thank Ning for undertaking this project and raising awareness locally in Thailand; it is important to have Thai-language material addressing PMH and we are encouraged by others’ efforts to help inform the Thai public.

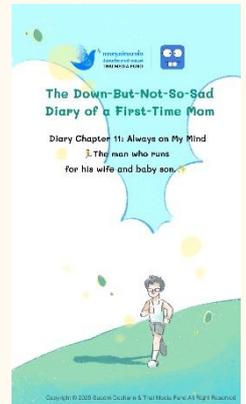


Figure 4: Hamish running

### Conferences & Panels

Throughout the year we were invited to talk at various conferences, panels, and podcasts. These included the Thai Breastfeeding Conference, Thai Positive Parenting Association ([thaipositiveparentingcommunity.org](http://thaipositiveparentingcommunity.org)), The Motherhood Clinic ([motherhood.clinic](http://motherhood.clinic)), Fertility Forward podcast ([renagower.com/podcast](http://renagower.com/podcast)), Woomum market, amongst others.

At the Thai Breastfeeding Conference, we were joined by Dr Napat Sittanomai and Dr Keerati Pattanaseri to discuss “Happy Mom, Healthy Baby” – an important opportunity to cover the impact of PMH conditions on the development of newborns, which is often overlooked.



Figure 5: I’ve mentioned it to a couple of you in the past, although may be a bit



Figure 6: “Woomum” panel discussion

And for the Woomum panel discussion, this was hosted by PAM Foundation’s volunteer, Sirichana Homsilpakul, with additional input from psychiatrist Dr Kamolchanoke (Ying) Wuttithamrong, who lent her time for the panel, and who has also been assisting in various matters with PAM Foundation.

We would like to thank all those who helped us to amplify the awareness around Perinatal Mental Health.

## #MamaHowAreYou

Finally, work commenced on a larger social media campaign called #MamaHowAreYou. Fifteen participants, representing a cross-section of backgrounds, experiences, and public profiles, shared their stories of mental health challenges during the perinatal period. The campaign is set to launch on 8 March 2026, International Women’s Day.



Figure 7:  
#MamaHowAreYou  
campaign logo

## **Pillar II) Care**

### Training

During 2025 we continued our sponsorship for training of Thai clinicians, with support from the Centre of Perinatal Excellence (“COPE”) in Australia. We have now sponsored training of 10 psychiatrists and psychologists via COPE, and this is in addition to the pilot course provided a couple of years ago. This brings the total trained to 21, and whilst a relatively small number, it is a start, bearing in mind the relatively small number of mental health experts per capita in Thailand.

### Maternal & Infant Mental Health Network (“MIMHN”)

In order to support mental health clinicians, and those in the reproductive health ecosystem who have an interest in PMH, we setup the “Maternal & Infant Mental Health Network” in Thailand.



Maternal and Infant  
Mental Health Network  
เครือข่ายสุขภาพจิตแม่และทารก

Figure 8: “MIMHN” logo

The intention of the network is to provide support and resources to those in the community who have an interest in PMH – this could be clinicians, paediatricians, registered nurses, OB-GYNs, etc., who wish to learn more about PMH, and also provide peer support to others, for example case studies, etc.

MIMHN is kindly supported by Dr Maddalena Miele-Norton, Dr Kimmy Tang, and Dr Rina Gupta, all from the UK, who have decades of experience as perinatal mental health specialists. We would like to thank them for volunteering their time.



Figure 9: MIMHN members

### Perinatal Alliance for Mental Health Thailand (“PAM Thailand”)

Towards the end of the year, we commenced the creation of an alliance of organisations in Thailand to address PMH and set the national agenda. This has been a long time in the works and we’re happy to begin its establishment.

Replicating other successful models overseas, the intention is to join organisations within Thailand who have an interest in PMH and the broader reproductive health ecosystem. For example, this includes, but is not limited to, mental health organisations (psychiatrists, psychologists, counsellors, etc.), but also obstetricians/gynaecologists, nurses, paediatricians, suicide prevention, women’s health, and parenting. PAM Thailand is open to any charity, non-profit, non-governmental organisation, etc., who wishes to join and support our mission.



**Perinatal Alliance  
for Mental Health**  
พันธมิตรเพื่อสุขภาพจิต  
แม่ตั้งครรภ์และหลังคลอด  
**THAILAND**

Figure 10: PAM  
Thailand logo

Further details are due to be announced in 2026.

### Social Support

Beyond support for the formal medical network, we continue to operate our “Social Support” services, which include, for example, Peer-Mentor support from those with lived experience.

Although this appears not to be as actively undertaken as it is in Western societies, we feel it provides a necessary additional network of support. In offering this service, we have partnered with the Thai parenting app, Mali, to provide a moderated space for parents to discuss their issues and reach out for help in doing so.

We would like to thank not only Mali’s interest in this area, but our volunteers who help to moderate the group chat and provide the support as needed, especially Eib Aparat. In August 2025, PAM Foundation launched an Open Chat support forum titled “Understanding PPD / PPD Understood” to provide a confidential, peer-support space for mothers experiencing postpartum depression and other mental health challenges during the perinatal period.

As of the end of the year, the forum has grown to around 200 members, demonstrating a strong need for safe, community-based mental health support for new mothers in Thailand.

The forum is supported by volunteer moderators/mentors, mothers themselves, who have been trained in deep listening and Cognitive Behavioural Therapy (“CBT”). Within the forum, mothers can also request confidential one-to-one listening sessions with our mentors for additional support and guidance.



Figure 11: Social Support announcement

### Ooca Motherhood Home

During September, Ooca’s “Motherhood Home” was launched. Ooca has been a supportive partner of PAM Foundation and our goals since inception, and have decided to dedicate their new clinic to raise awareness for Perinatal Mental Health, with specifically trained clinicians to provide services to their patients.

### Screening

Work has commenced on adapting tools, such as the Edinburgh Postnatal Depression Scale (“EPDS”), a common questionnaire to screen for depression and anxiety during the perinatal period, and other surveys into a scalable solution for Thai hospitals and clinics.



Figure 12: Motherhood Home at Ooca launch attendees

## Pillar III) Research

### Siriraj University / Mahidol University – Epidemiological Research

The epidemiology study at Siriraj Hospital is ongoing, with preliminary results from the pregnancy period gathered, and the postpartum period still being collated. Results of the study will be announced in due course, but early figures indicate high prevalence rates.

To recap, the project is a cross-department collaboration between the Department of Psychiatry, Department of Child and Adolescent Psychiatry, Department of Obstetrics & Gynaecology, and Department of Paediatrics. Aiming to study a cohort of over four hundred participants over two years, this is an extensive study which we all hope will help to shine a light on PMH conditions in Thailand.

### London School of Economics and Political Science (“LSE”) – Economic Research

This project was commenced in 2024, examining the economic cost of perinatal mental health conditions in Thailand. Led by the LSE and supported by researchers also from Siriraj Hospital/Mahidol University, Monash University, University of Cape Town, Global Alliance for Maternal Mental Health, Prince of Songkhla University, Queen Sirikit National Institute of Child Health, Thammasat University, Ooca, and of course PAM Foundation.

The draft manuscript was completed towards the end of 2025, with reviews to be undertaken and results announced formally in 2026.

### University of Oxford – Medical Research

As of the end of 2025, our “Stage 2” research project with Oxford’s Department of Physiology, Anatomy, and Genetics (“DPAG”) and St Anne’s College draws close to its end, with 6 months remaining. This project has been studying potential epigenetic disruption of neurogenesis during the perinatal period. Initial results are promising and we look forward to announcing the completion of the project and its outcomes in 2026.

Further studies have been scoped out, and we are considering funding options for this in addition to our “Stage 3”, biomedical research endowment.



Figure 13: Dr Jemima Becker

In addition, we are pleased to announce that Jemima Becker, the DPhil student assigned to the research, has successfully defended her thesis and is now officially Dr Jemima Becker. A big congratulations to Jemima! And we would like to thank her again for her interest, past and ongoing, in this area of study.

## Other Activities

### Social Media Handles Update

Following on from our split of our social media accounts between “PAM Foundation” and “PAM Foundation Global”, with the former being focused on Thai-language content and the latter being in English, we have migrated “PAM Foundation” under the new Thai alliance, “PAM Thailand”. You can find links to the relevant social media accounts on the foundation website ([pamfoundation.org](http://pamfoundation.org)) and the alliance website ([pamthailand.org](http://pamthailand.org)).

### Australian Donations

We have partnered with Myriad Australia, a Deductible Gift Recipient (“DGR”) organisation in Australia, to enable tax-deductible donations from there. Those in Australia interested in supporting us can follow the links from our website ([pamfoundation.org](http://pamfoundation.org)).

### People & Volunteers

Last and most definitely not least, we would like to thank and acknowledge those new people during 2025 who have been critical in supporting our mission. Lita Sripatanasakul was a great help to us in the second half of the year as project manager overseeing the development of the MIMHN, amongst other initiatives – we couldn’t have done it without her support.

In addition to Lita’s work in Thailand, we have been supported by Mariam el Tobgy at the University of Oxford and Rachel Kantor at Columbia University, in New York City, who have been supporting our training materials development and research, along with Shanon McNab, a PMH expert previously at USAID and now at UNFPA.



*Figure 14: PAM and supporters’ get-together*

### **Looking Ahead to 2026**

A lot of our work that’s been in the pipeline over the past couple of years is coming to fruition with various reports and events being hosted, which we are looking forward to. In addition, we hope to formally announce the initial alliance partners along with new partners we are in discussion with about providing additional support in Thailand to mothers and families suffering through PMH conditions.

Regards,

Hamish Magoffin, Founder  
and PAM Foundation Trustees