



## **NEW MOM TRACKER TACKLES 'SILENT EPIDEMIC' AS 1 IN 5 U.S. WOMEN FACE POSTPARTUM MENTAL HEALTH STRUGGLES**

- Pregnancy and postpartum well-being support app [Carea](#) has launched a new Postpartum Mom Tracker tool, empowering women to take control of their health throughout their postpartum recovery
- The tracker enables mothers to monitor both body and mind, tracking everything from breast health and sleep deprivation to the invisible struggles of anxiety, overwhelm and bonding difficulties
- One in five new mothers in the U.S. struggle with their mental health after giving birth but health coverage is fragmented, and mothers continue to fall through the cracks

**18 November 2025** - [Carea](#), a pregnancy and postpartum well-being app that prioritises women's health, has launched the Postpartum Mom Tracker to support the 1 in 5 new mothers in the U.S. who face post-birth mental health struggles<sup>[1]</sup>.

While most pregnancy apps take a baby-first approach, Carea supports women's health by helping mothers reclaim their well-being during the critical postpartum period, when they're expected to bond instantly, recover quickly and cope with sleepless nights, with little structured support.

Carea's new Postpartum Mom Tracker offers a comprehensive daily check-in system for new moms that monitors everything from incision healing, breast health, sleep and energy, through to mental well-being, such as anxiety, overwhelm, bonding struggles and the devastating feeling of losing yourself entirely.

Carea's new tracker doesn't just log symptoms, it identifies patterns, provides expert-backed "signs to watch for" prompts and empowers mothers to recognize when they need help before they reach breaking point.

### **Why this matters now**

Postpartum recovery remains one of the most overlooked stages of motherhood in the U.S., where fragmented health coverage often leaves new mothers without adequate support<sup>[2]</sup>. The contrast is stark and damning. In the Netherlands and South Korea, new mothers receive weeks of structured, in-home postpartum care<sup>[3]</sup>.

The World Health Organization (WHO) is calling for stronger postpartum frameworks worldwide<sup>[4]</sup>, yet mothers continue to fall through the cracks.

Carea's postpartum tracker is designed to encourage self-awareness and suggest when mothers may need added support by providing a safe, guided space for new moms to check in on themselves daily, identify patterns and better understand their postpartum recovery journey.

"We obsess over every ounce our babies gain, every minute they sleep and every milestone they hit, but the woman who's bleeding, exhausted and losing herself? Nobody's tracking her," says **Anastasia Shubareva-Epshtein, Carea's founder**. "After experiencing postpartum anxiety myself, I realised how invisible mothers can feel once the baby arrives. The Postpartum Mom Tracker is about finally including mothers in the equation, because you can't care for a baby if you're not caring for yourself."

The Postpartum Mom Tracker joins Carea's growing suite of features supporting mothers through pregnancy and beyond. Additional updates, including an IVF mode and distinct support tools for miscarriage and pregnancy after loss, will launch early next year.

Carea's Postpartum Mom Tracker is now available within Carea's postpartum mode. The Carea app can be downloaded for free via the App Store and Google Play.

ENDS

#### Notes to editors

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1. [Policy Center for Maternal Mental Health](#) - Fact Sheet: Maternal Mental Health.
2. [United States of Care](#) - Issue Brief: Federal and State Coverage Requirements for Postpartum Care.
3. [Postpartum Practices From 8 Countries That Will Make You Consider Moving - Open Arms Perinatal Services](#) - Open Arms Perinatal Services [online]
4. [WHO urges quality care for women and newborns in critical first weeks after childbirth](#) - World Health Organisation (2022) [online]

#### About Carea

Carea is a global maternal well-being platform founded by a mother who experienced miscarriage, IVF, and the realities of postpartum recovery firsthand. Created to put mothers - not just babies - at the heart of care, Carea combines expert guidance, emotional well-being tools and daily trackers to support women through every stage of pregnancy and postpartum. Its mission is to make compassionate, trigger-free antenatal and maternal care accessible to all. The Carea app has already been downloaded 10,000 times since its launch in April 2025.