



**DIGITAL + SOCIAL  
MEDIA TOOLKIT**



Are you in our network?

Be sure to follow us online and on social media!



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# About Black Mamas Matter Alliance (BMMA)



## OUR MISSION

**Black Mamas Matter Alliance** is a Black women-led cross-sectoral, multidisciplinary alliance. We center Black Mamas to advocate, drive research, build power, and shift culture for Black maternal health, rights, and justice. We envision a world where Black Mamas have the rights, respect, and resources to thrive before, during, and after pregnancy.

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***We Believe Black Mamas Matter***

***We Fight for Racial Justice***

***We Demand Reproductive Justice***

***We Recognize Intersectional Oppression***

***We Demand Government Accountability and Policy Change***

***We Foster Collaboration***

***We Respect Community Knowledge and Leadership***

***We Lead with Love & Generosity***

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## BMMA DEFINITION OF BLACK MAMAS

The term **Black Mamas** represents the full diversity of our lived experiences that includes birthing persons (*cis black women, trans folks, and gender nonconforming individuals*) and all people of African descent (*e.g. Afro-Latinx, African-American, Afro-Caribbean, Black, and African Immigrant*). We recognize, celebrate, and support those who care for and mother our families and communities whether they have given birth or not. We stand in solidarity with all Black Mamas.

# About Black Maternal Health Week #BMHW19



In the United States, the month of April is recognized as [National Minority Health Month](#) - a month-long initiative to advance health equity across the country on behalf of all racial and ethnic minorities. We are also joining dozens of global organizations in advocating that the United Nations recognize April 11th as [International Day for Maternal Health and Rights](#) and fight to eliminate maternal mortality globally.

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*“Across the country, Black mothers are subject to maternal health challenges at alarmingly high rates, and Black women overall suffer disproportionately from a lack of access to quality reproductive care. The acknowledgement of this national crisis by our state and federal policymakers is a critical step towards closing the racial health gap facing Black women, children and birthing persons.”*

**-- Black Mamas Matter Alliance**

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Founded by the Black Mamas Matter Alliance, **Black Maternal Health Week (BMHW)** is intended to raise awareness, inspire activism, and strengthen organizing for Black maternal health.

**Through Black Maternal Health Week 2019 activities, we will:**

- **Deepen** the national conversation about Black maternal health in the US;
- **Amplify** community-driven policy, research, and care solutions;
- **Center** the voices of Black Mamas, women, families, and stakeholders;
- **Provide** a national platform for Black-led efforts on maternal health, birth and reproductive justice; and
- **Enhance** community organizing on Black maternal health.

As a result of our efforts, communities (especially communities of color) across the nation, will be better informed about maternal health and how they can act to improve outcomes. Additionally, public stakeholders will understand how root causes, such as systemic racism, act as drivers of maternal health disparities. Policymakers will be informed of recommended policy solutions and the general public will recognize the organizing power and thought leadership of Black people on their own health.

## BMHW19 ONLINE ACTIVITIES

Thank you for your interest in joining the Black Mamas Matter Alliance as we kick-off the 2nd Annual Black Maternal Health Week on **April 11-17, 2019!** During **#BMHW19** we encourage you to participate in the online conversations by sharing out images, videos, infographics and other important content across all of your social media networks. We also ask that you be intentional about centering Black women's voices, scholarship, stories and thought leadership.

*Here is the line-up of online activities for you to participate in throughout the week:*

### **Tuesday, April 9th @ 4:30 PM EDT: Black Maternal Health Congressional Briefing**

The Black Mamas Matter Alliance is excited to kick off Black Maternal Health Week 2019 by celebrating the launch of the Congressional Black Maternal Health Caucus! Join us, along with Representative Alma Adams (D-NC) and Representative Lauren Underwood (D-IL), for this special congressional briefing to learn about the Caucus and hear from leaders in Black maternal health care.

**TUNE IN:** [fb.me/blackmamasmatter](https://fb.me/blackmamasmatter)

**Official Hashtags:** **#BMHCaucus, #BlackMaternalHealthWeek, #BMHW19 and #BlackMamasMatter**

### **Wednesday, April 10th @ 3:00 PM EDT: Black Maternal Health Week 2019 Opening Tweet Chat**

What do you envision for Black Maternal Health? Help us build momentum for the 2nd annual Black Maternal Health Week in this opening tweetchat, where we will highlight policies and solutions for advancing maternal health, rights, and justice for Black women. We'll also cover key issues related to this year's theme, "Decolonizing Research to Develop Meaningful Policy for Black Maternal Health."

**FOLLOW + JOIN US:** @BlkMamasMatter

**Official Hashtags:** **#BlackMaternalHealthWeek, #BMHW19 and #BlackMamasMatter**

### **Thursday, April 11th @ 1:00 PM EDT: #BMHW19 IG Live Chat with Erica Chidi Cohen**

During this special chat to be streamed live on our IG page, Black Mamas Matter Alliance Co-Director Angela Doyinsola Aina will host a 30-minute conversation with doula, author, and LOOM co-founder Erica Chidi Cohen! Tune in to learn more about how Erica is helping to cultivate body literacy and sharing tools for Black mamas to advocate for their reproductive health and well-being.

**TUNE IN:** [instagram.com/blackmamasmatter](https://instagram.com/blackmamasmatter)

**Official Hashtags:** **#BlackMaternalHealthWeek, #BMHW19 and #BlackMamasMatter**

### **Friday, April 12th @ 3:00 PM EDT: #BMHW19 Webinar #1**

Kick off the 2nd annual Black Maternal Health Week with our webinar "Decolonizing Research in Black Maternal Health." During this presentation, we'll explore existing gaps in data to accurately assess maternal health outcomes and quality of care for Black Mamas.

**REGISTER NOW:** [bit.ly/BMHC19Web1](https://bit.ly/BMHC19Web1)

**Official Hashtags:** **#BlackMaternalHealthWeek, #BMHW19 and #BlackMamasMatter**

**Monday, April 15th @ 3:00 PM EDT: #BMHW19 Webinar #2**

During this webinar we will be outlining BMMA's policy priorities for Black Mamas and hear from our Kindred Partner organizations working on Black Maternal Health policy issues in their state.

**REGISTER NOW:** [bit.ly/BMHC19Web2](http://bit.ly/BMHC19Web2)

**Official Hashtags:** *#BlackMaternalHealthWeek, #BMHW19 and #BlackMamasMatter*

**Wednesday, April 17th @ 1:00 PM EDT: Prioritizing Black Maternal Health: Breastfeeding, Media and Public Health**

Live from Oakland, BMMA will be streaming this #BMHW19 finale event hosted by the California Breastfeeding Coalition, which will discuss current efforts to support and increase Black breastfeeding rates in California and throughout the country.

**TUNE IN:** [fb.me/blackmamasmatter](https://fb.me/blackmamasmatter)

**Official Hashtags:** *#BlackMaternalHealthWeek, #BMHW19 and #BlackMamasMatter*

## #BMHW19: SHAREABLE SOCIAL CONTENT

*Throughout the week, we encourage you to participate in the conversations happening online by sharing out images, videos, infographics and other important content across all of your social networks. To make things easier for you, we've compiled some sample posts that are appropriate for each platform with a simple copy-and-paste!*

FIND AND DOWNLOAD GRAPHIC IMAGES [HERE](#)

## SAMPLE FACEBOOK & INSTAGRAM POSTS

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**On April 11th to 17th, the Black Mamas Matter Alliance is leading the 2nd Annual Black Maternal Health Week!** This year's theme is "Decolonizing Research to Develop Meaningful Policy for Black Maternal Health." Sign up for BMMA's e-newsletter and stay up-to-date on ways that you can mobilize to support Black Mamas during #BMHW19 <http://bit.ly/BMHW19>

How can we help change the trajectory of Black women's maternal and reproductive health? Join the Black Mamas Matter Alliance -- a Black women-led cross-sectoral alliance committed to advancing maternal health, rights and justice -- on April 11th to 17th as they host the 2nd annual Black Maternal Health Week #BMHW19 to amplify community-driven policy, research, and care solutions. Learn more: <http://bit.ly/BMHW19>

It's important to see my and other Black mamas' voices and perspectives elevated around issues that impact US. Join the Black Mamas Matter Alliance to amplify effective maternal health policies and solutions for Black mamas as part of the 2nd Annual Black Maternal Health Week #BMHW19, taking place on 4/11-4/17 <http://bit.ly/BMHW19>

This Black Maternal Health Week (April 11-17) I'm proud to join the Black Mamas Matter Alliance and Black women across the U.S. to amplify and promote maternal health, rights and justice for all Black mamas. Learn about #BMHW19 events and activities happening in your city and community by visiting <http://bit.ly/BMHW19>

## SAMPLE TWITTER POSTS

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On 4/11-17 @BlkMamasMatter is leading the 2nd Annual #BlackMaternalHealthWeek! This year's theme is "Decolonizing Research to Develop Meaningful Policy for Black #MaternalHealth." Find out ways you can mobilize to support Black Mamas during #BMHW19 at <http://bit.ly/BMHW19>

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## #BMHW19: Text to Take Action!

In conjunction with our in-person and online events, Black Mamas Matter Alliance encourages you to become a mobile subscriber! This will allow you to stay up-to-date on all the latest news and developments related to BMMA, our campaigns, and ways to get involved in your area.

**To opt-in, just text UNITE to 90975!**



# THANK YOU!

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The Black Mamas Matter Alliance and our kindred partners and collaborators appreciate your support in the movement to ensure better health, rights, and justice for all Black Mamas! Please continue to support this work by signing up for our mailing list at

[BlackMamasMatter.com/connect](https://BlackMamasMatter.com/connect)

