

BLACK MATERNAL HEALTH WEEK

# 2022 SOCIAL MEDIA TOOLKIT

This official toolkit contains key messaging, social shareables, and other materials related to BMHW22.



**BMMA**  
BLACK MAMAS MATTER ALLIANCE

[WWW.BLACKMAMASMATTER.ORG](http://WWW.BLACKMAMASMATTER.ORG)



Thank you for joining the **Black Mamas Matter Alliance (BMMA)** in observing the 5th Annual **Black Maternal Health Week 2022 (#BMHW22)**!

Founded by BMMA, *Black Maternal Health Week* is a week of awareness, activism, and community-building aimed at amplifying the voices of Black Mamas, bringing visibility to Black-led maternal health initiatives, and centering the values and traditions of the reproductive and birth justice movements.

BMMA has created this internal social media toolkit as a resource to assist our partners with amplifying BMHW22 across your networks and channels. The toolkit includes messaging guidance around this year's theme, **"Building for Liberation: Centering Black Mamas, Families, and Systems of Care,"** along with sample social media messages, shareable graphics, a list of national digital activities, and other information to help you engage with the campaign and our partners.

# About **BMMA**

The Black Mamas Matter Alliance, Inc. (BMMA) is a national network of Black women-led organizations and multi-disciplinary professionals who work to ensure that all Black Mamas have the rights, respect, and resources to thrive before, during, and after pregnancy. BMMA honors the work and historical contributions of Black women's leadership within their communities and values the need to amplify this work on a national scale.

For this reason, **BMMA does not have chapters.** The alliance is composed of existing organizations and individuals whose work is deeply rooted in reproductive justice, birth justice, and human rights frameworks.

# THEME, STATISTICS & MESSAGING

## “Building for Liberation Centering Black Mamas, Black Families & Black Systems of Care”

BMMA is excited to be celebrating the fifth anniversary of *Black Maternal Health Week*! The 2022 theme is **“Building for Liberation: Centering Black Mamas, Black Families, and Black Systems of Care,”** which reflects BMMA’s work in centering Black women’s scholarship, maternity care work, and advocacy across the full-spectrum of sexual, maternal, and reproductive health care, services, programs, and initiatives. Additionally, this year’s theme reflects the critical need for learning about Black Feminist and womanist approaches in strengthening wellness structures within our communities and across the Diaspora as a revolutionary act in the pursuit of liberation, and in the global fight to END maternal mortality.

## KEY TERM

BMMA uses the phrase **“BLACK MAMAS”** to represent the full diversity of our lived experiences that includes birthing persons (*cis women, trans folks, and gender-expansive individuals*) that are people of African descent across the diaspora (*Afro-Latinx, African-American, Afro-Caribbean, Black, and African Immigrant*). Black Mamas are taking control and building towards their liberation unapologetically. Whenever intentional change has been fostered, we have been on the frontlines, and now we are focusing on our own freedom and right to live and thrive. The work is not done until Black Mamas are **liberated, respected, and protected**. When investing in Black Mamas, we are pouring into the roots that act as the foundational strength of Black families and systems of care. 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.





# KEY BLACK MATERNAL HEALTH FACTS

Outlined below are key statistics pertaining to various aspects of Black Maternal Health, along with a corresponding list of partners and collaborators who are working in each area:

## MATERNAL MORTALITY

- According to the Centers for Disease Control and Prevention, approximately 700 women die each year in the United States as a result of pregnancy or delivery complications. (Source: [CDC](#))
- In 2020, Black women were most disproportionately affected with a mortality rate of 55.3 deaths per 100,000 live births, compared to 19.1 deaths per 100,000 live births, and 18.2 deaths per 100,000 live births for White and Hispanic women, respectively. (Source: [CDC](#))
- The U.S. has an infant mortality rate of 5.6 per 1000 live births in 2019, with a health disparity among Black babies at a rate of 10.8 deaths per 1,000 live births in 2018. (Source: [CDC](#))
- Black women are 3 - 5 times more likely to have a maternal death than White women in the United States. (Source: [AJMC](#))

## MATERNAL MENTAL HEALTH

- Black mothers are more likely to suffer from PMADs (Perinatal Mood and Anxiety Disorders) like postpartum depression, in silence, and without clinical help. (Source: [NCBI](#))

**BMMA Partners Making a Difference:** [Shades of Blue Project](#), [Center for Black Women's Wellness](#)

# KEY BLACK MATERNAL HEALTH FACTS

## BREASTFEEDING

- About 75.5% of Black infants are breastfed compared to more than 85% of White and Latinx moms. (Source: [CDC](#))
- Among all infants, Black infants had a significantly lower rate of exclusive breastfeeding at age 3 months (39.3%) than did White infants (50.6%); at age 6 months, the rates of any breastfeeding were 49.3% among black infants and 60.0% among White infants. (Source: [CDC](#))
- Hospitals in areas with higher percentages of Black residents were less likely to provide recommended maternity care practices supportive of breastfeeding. (Source: [CDC](#))

**BMMA Partners Making a Difference:** [Black Mother's Breastfeeding Association](#), [Black Girls Breastfeeding Club](#), [Chocolate Milk Cafe](#), [Perinatal Equity Foundation](#), [Mamatoto Village](#)

## REPRODUCTIVE RIGHTS & JUSTICE / ACCESS TO CONTRACEPTION

- Black women are more likely than white women to report using a contraceptive method associated with lower efficacy (e.g., withdrawal, condoms) or no contraception at all. (Source: [AMA Journal of Ethics](#))
- Black women disproportionately lack necessary reproductive health care—including contraception, abortion, STI screenings, and reproductive cancer screenings. This leaves them vulnerable to many risk factors around pregnancy. Recent improvements in maternal and infant health across the 20th century are due, in part, to expand contraceptive access and use. (Source: [CAP](#))

# KEY BLACK MATERNAL HEALTH FACTS

## QUALITY OF CARE/ BIRTH JUSTICE

- People from some racial and ethnic minority groups are more likely to be uninsured than non-Hispanic whites. (Source: [NCBI](#))
- Research indicates that 22% of Black women receive a lower quality of care than white women and are subject to discrimination in the healthcare field. (Source: [NCBI](#))
- In 2008, only 6.4% of obstetrician-gynecologists practiced in rural settings. (Source: [ACOG](#))
- Perinatal community-based models of care offer enhanced care and support throughout the pre-pregnancy to postpartum spectrum, including doula and midwifery childbirth services to pregnant women who face barriers to care. (Source: [IMI](#))

**BMMA Partners Making a Difference:** [National Birth Equity Collaborative](#), [Ancient Song](#), [National Black Midwives Alliances](#), [Southern Birth Justice Network](#), [ROOTT](#), [National Perinatal Task Force](#), [Common Sense Childbirth](#)

# KEY BLACK MATERNAL HEALTH FACTS

## COVID-19

- African-Americans comprise only 13 percent of the total U.S. population, however, they make up 30 percent of the COVID-19 cases. (Source: [CDC](#))
- Multisystem inflammatory syndrome in children (MIS-C) is a rare but severe condition that occurs approximately 2–4 weeks after the onset of COVID-19 in children and adolescents. MIS-C disproportionately affects children and adolescents from racial and ethnic minority groups. More than 70% of reported cases have occurred among children who are Hispanic or Latino or non-Hispanic Black. (Source: [CDC](#))
- Pregnant people with COVID-19 are at an increased risk for severe illness from COVID-19—including illness that results in ICU admission, mechanical ventilation, and death—compared with non-pregnant people. Additionally, pregnant people with COVID-19 might be at increased risk for other adverse outcomes, such as preterm birth. (Source: [CDC](#))



# KEY BLACK MATERNAL HEALTH FACTS

## BLACK MATERNAL HEALTH POLICY

- The Black Maternal Health Momnibus Act includes historic policies and investments in Black Mamas, families, and systems of care. Written by and for Black Mamas, the Momnibus invests in community-based organizations and the perinatal workforce addresses social determinants of health and the effects of climate change, promotes representative Maternal Mortality Review Committees and maternal mental health equity, and more.
- Mandatory and permanent postpartum Medicaid coverage for one year fills a major coverage gap in Black maternal health. One-third of pregnancy-related deaths occur between one week and one year postpartum, with 12 percent of pregnancy-related deaths occurring after six weeks postpartum. Despite this reality, Medicaid currently provides coverage for only 60 days postpartum, with the temporary option for states to extend coverage to a year granted in the American Rescue Plan of 2021. This coverage gap is particularly dire for Black communities, especially given that nearly half of births in the United States and approximately two-thirds of Black births are covered by Medicaid. (Source: 1, 2)

# Key TALKING POINTS

- The Black Mamas Matter Alliance (BMMA) is a national network of organizations and leaders from the maternal health, human rights, and reproductive justice fields. We believe that every woman deserves access to quality and holistic health care.
- Founded by BMMA, *Black Maternal Health Week* is a week of awareness, activism, and community-building aimed at amplifying the voices of Black Mamas, and centering the values and traditions of the reproductive and birth justice movements. BMHW is held annually in April during National Minority Health Month.
- BMHW22 is, above all, a week dedicated to educating and advocating for Black Mamas. Through a series of digital events and community engagement, BMHW uplifts Black women-led organizations to focus on the root causes of poor maternal health outcomes, while engaging Black voices to lead immediate conversations around community-driven policies and programs.
- The #BMHW22 theme is “Building for Liberation: Centering Black Mamas, Black Families, and Black Systems of Care,” which reflects BMMA’s work in centering Black women’s scholarship, maternity care work, and advocacy across the full-spectrum of sexual, maternal, and reproductive health care, services, programs, and initiatives. Additionally, this theme reflects the critical need for learning about Black Feminist and womanist approaches in strengthening wellness structures within our communities and across the Diaspora as a revolutionary act in the pursuit of liberation, and in the global fight to END maternal mortality.
- Black Mamas have always been the guide and bridge for families, communities, movements, and waves of change. The time is now to invest in the advancement in the movement for racial and birth justice. The historical atrocities we work against are deeply rooted in racial and reproductive oppression bent on controlling Black liberation and must be countered with community activation and prioritizing Black Mamas across the African Diaspora.



# SOCIAL MEDIA AMPLIFICATION

What follows is a list of key hashtags, #BMHW22 Tweet Chat questions, sample social media posts, shareable images, and partner/collaborator social media handles to help build awareness around Black Maternal Health Week 2022 and to provide helpful tools and resources with your audiences.

## Key Hashtags

#BMHW22

#BlackMamasMatter

#BlackMaternalHealthWeek

#ReproJustice

## Secondary Hashtags

#BirthJustice

#MaternalEquity

#BlackMaternalHealth

#BirthEquity

#EndMaternalMortality

#BlackWomenLead



# BMHW22 TWEET CHAT

## #BMHW22 TweetChat: Question Guide

Wednesday, April 13th @ 3:30 PM EDT

Thank you for being part of our upcoming Tweetchat! Here are a few tips to help guide your participation:

1. Be sure to tag us on Twitter at **@blkmamasmatter** in all of your responses!
2. Space permitting, use the hashtag **#BMHW22** in your posts.
3. When submitting your answers, always mark it with A (for answer) and the number of the original question so others know which questions you're responding to (for example, if you are responding to Question 1, Q1, begin your tweet with A1 or A1:).



**BLACK MATERNAL HEALTH WEEK**  
APRIL 11-17, 2022

**#BMHW22**

WED., APRIL 13TH @ 3:30PM EST

**Join Us for a TweetChat!**

Let's discuss what it means to **Build Towards Liberation Centering Black Mamas, Black Families & Black Systems of Care** as we work to advance Black Maternal Health, Rights, and Justice. Use **#BMHW22** to join the conversation!

**BLACKMAMASMATTER.ORG**

**BMMA**  
BLACK MAMAS MATTER ALLIANCE





# BMHW22 TWEET CHAT

Wednesday, April 13th @ 3:30 PM EDT



## TweetChat Questions & Schedule

(3:30 pm EST) **Q1:** Hello! Thanks for joining today's official #BMHW22 tweetchat! First, quick roll call--who is here and where are you from? Shout out and tag a Black Mama building for liberation centering Black Mamas, families, and systems of care! #BlackMaternalHealthWeek #BlackMamasMatter

(3:35 pm EST) **Q2:** Why are you participating in #BlackMaternalHealthWeek #BMHW22? #BlackMamasMatter

(3:40 pm EST) **Q3:** This year's theme is "Building for Liberation Centering Black Mamas, Black Families & Black Systems of Care." Why do you think it is important to focus on #BuildingOurLiberation in efforts to improve #BlackMaternalHealth outcomes? #BMHW22



# BMHW22 TWEET CHAT

**Wednesday, April 13th @ 3:30 p.m. EDT**

## **TweetChat Questions & Schedule**

(3:45 pm EST) **Q4:** So, Black Mamas, tell us: How do you use your voice to demand #ReproductiveJustice? #BMHW22 #BlackMamasMatter

(3:50 pm EST) **Q5:** What type of policies, supports or resources would enable Black Mamas to build towards our liberation throughout their entire reproductive lives? #BMHW22

(3:55 pm EST) **Q6:** The Pregnant Workers Fairness Act (PWFA) empowers Black pregnant and postpartum workers to receive accommodations in the workplace. What impact would you believe this policy would have on Black Mamas?

(4:00 pm EST) **Q7:** Share some community building practices/ techniques that can be used to uplift and unify Black Mamas across the African Diaspora, Black women's voices, perspectives, and thought-leadership on matters related to #BlackMaternalHealth

(4:05 pm EST) **Q8:** Share a story of how Black perinatal workers, Doulas, and/or midwives have contributed to your positive birth outcome/ story.

(4:10 pm EST) **Q9:** Share a personal experience/ story of how you or a friend has centered a Black Mama, family, and/or system of care in your daily life! We want to hear from you! #BMHW22



# BMHW22 TWEET CHAT

Wednesday, April 13th @ 3:30 p.m. EDT

## TweetChat Questions & Schedule

(4:15 pm EST) **Q10:** After today's Tweet chat, how do you--advocates, providers, policymakers, community leaders--plan to ensure that you are centering Black Mamas and families in your everyday work? #BMHW22

(4:20 pm EST) **Q11:** What are some ways that Black Systems of Care can be uplifted, supported, and prioritized? #BMHW22

(4:25 pm EST) **END:** Thanks for joining our #BlackMaternalHealthWeek (#BMHW22) tweetchat! Find more ways you can participate in #BMHW22 by visiting us at: <https://blackmamasmatter.org/bmhw> #BlackMamasMatter



*Sample*

# FACEBOOK LANGUAGE



- This year marks the fifth anniversary of Black Maternal Health Week, which will be held from April 11-17, 2022! In order to uplift Black women and their families, we at [INSERT ORG NAME] are joining forces with @BlackMamasMatter (BMMA) to center Black women's scholarship, maternity care work, and advocacy across the full-spectrum of sexual, maternal, and reproductive health care, services, programs, and initiatives. Join us today! Learn more at [blackmasmatter.org/bmhw](https://blackmasmatter.org/bmhw) #BMHW22
- The purpose of #BMHW22 is to highlight efforts led by @BlackMamasMatterAlliance (BMMA), and collectively work toward a future where ALL Black Mamas have the rights, respect, and resources to thrive throughout their lives-including in their reproductive years. This year's theme is "Building for Liberation: Centering Black Mamas, Black Families, and Black Systems of Care." Please be on the lookout for our Mightycause fundraising link and make a donation to [blackmasmatter.org](https://blackmasmatter.org) and help us reach our \$50,000 BMHW22 fundraising goal. With your investment, we were able to share the challenges impacting Black birthing people, celebrate the innovation of Black-led models of holistic maternal and reproductive health care, as well as amplify the voices of Black Mamas to shift the narrative to center our joy, activism, and creativity.





*Sample*

# FACEBOOK LANGUAGE

- This #BMHW22, we are claiming the right to live and thrive despite racism, poverty, and structural policies that affect our access to quality and equitable reproductive health care. We are incorporating the frameworks of human rights, social justice, and feminist theories of intersectionality into our activism, outreach, and scholarship. This #BlackMaternalHealthWeek, support us and @BlackMamasMatterAlliance in the movement for better maternal, reproductive, and birth outcomes for Black Mamas.
- Come join us to celebrate the 5th anniversary of #BlackMaternalHealthWeek and the movement to change the state of #BlackMaternalHealth! Founded and led by the Black Mamas Matter Alliance, #BMHW22 is an exciting week of activism, awareness, and community-building. Learn more at [blackmasmatter.org/bmhw](https://blackmasmatter.org/bmhw) and get involved today!



# Sample **TWITTER**

## **LANGUAGE**

- Join us & @blkmamasmatter in commemorating the 5th anniversary of #BlackMaternalHealthWeek! Take part in unforgettable activities & conversations aimed at shifting the state of Black Maternal Health in the U.S. Learn more: [blackmamasmatter.org/bmhw](https://blackmamasmatter.org/bmhw) #BlackMamasMatter #BMHW22
- We @[INSERT YOUR ORG HERE] are joining @BlkMamasMatter to celebrate Black Maternal Health Week for its fifth anniversary! Join us for a week centering Black women's scholarship, maternity care work, and advocacy. [blackmamasmatter.org/bmhw](https://blackmamasmatter.org/bmhw) #BMHW22
- #BlackMamas are building liberation & centering Black women, Black families, & Black systems of care in the fight for better #BlackMaternalHealth outcomes! RT and share how you/your organization are uplifting & empowering Black Mamas. We want to hear from you! #BMHW22
- How are you engaging in #BMHW22? Share with us what events you are most excited about – online or in-person! <https://blackmamasmatter.org/bmhw/>



# SOCIAL SHAREABLES

## “Building for Liberation Centering Black Mamas, Black Families & Black Systems of Care”

All shareables can be found here: [bit.ly/3tar1To](https://bit.ly/3tar1To)

### THEME GRAPHICS



# SOCIAL SHAREABLES

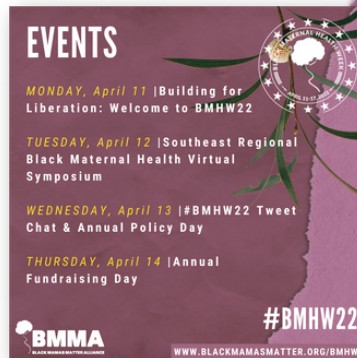
All shareables can be found here: [bit.ly/3tar1To](https://bit.ly/3tar1To)



## THEME GRAPHICS



## INTRODUCTORY/ ITINERARY GRAPHICS



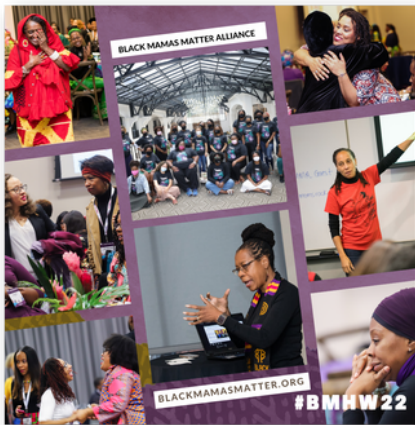


# SOCIAL SHAREABLES

All shareables can be found here: [bit.ly/3tar1To](https://bit.ly/3tar1To)



## IMAGE-BASED SHAREABLES



# SOCIAL SHAREABLES

All shareables can be found here: [bit.ly/3tar1To](https://bit.ly/3tar1To)



## SLOGAN GRAPHICS





# DIGITAL EVENTS

## “Building for Liberation Centering Black Mamas, Black Families & Black Systems of Care”

All shareables can be found here: [bit.ly/3tar1To](https://bit.ly/3tar1To)

### DIGITAL EVENT GRAPHICS



JOIN US FOR A VIRTUAL PANEL DISCUSSION:

**BUILDING FOR LIBERATION**

**MONDAY, APRIL 11, 2022**

We will kick off the fifth anniversary of the Annual Black Maternal Health Week with a virtual panel. We will be discussing Global Black midwifery with beloved partners and speakers across the globe to commemorate the mark of International Day for Maternal Health and Rights

Follow along with us on  
Instagram and Facebook: @blackmamasmatter  
Twitter: @blkmamasmatter

[www.blackmamasmatter.org/bmh](https://www.blackmamasmatter.org/bmh)



JOIN US FOR A VIRTUAL SYMPOSIUM:


**SOUTHEAST REGIONAL BLACK MATERNAL HEALTH SYMPOSIUM**

**TUESDAY, APRIL 12, 2022**

Join us for a virtual symposium rooted in sharing the latest resources, materials, and other newly released resources and products focused on BMMA's research and policy activities.

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Instagram and Facebook: @blackmamasmatter  
Twitter: @blkmamasmatter

[www.blackmamasmatter.org/bmh](https://www.blackmamasmatter.org/bmh)



JOIN US FOR A SOCIAL MEDIA ACTIVATION CAMPAIGN:


**ANNUAL POLICY DAY**

**WEDNESDAY, APRIL 13, 2022**

Engage with us on Twitter and across our socials as we highlight BMMA's policy wins, milestones, and legislative champions in the past five years and continue to also uplift new policy products and publications. We will continue to center the voices of Black Mamas and the community as we work for a better future for Black families.

Join us Live on Twitter (@blkmamasmatter)

[www.blackmamasmatter.org/bmh](https://www.blackmamasmatter.org/bmh)



JOIN US FOR A VIRTUAL FUNDRAISING CAMPAIGN:

**FUNDRAISING DAY**

**THURSDAY, APRIL 14, 2022**

For Black Maternal Health and Black Mamas, we will look to the past while investing in the future. We will be engaging in a social media campaign highlighting the impact of the Black Mamas Matter Alliance in the movement for Black Maternal Health, Rights, and Justice over the past five years while actively working to achieve our fundraising goals for the future.

Follow along with us on  
Instagram and Facebook: @blackmamasmatter  
Twitter: @blkmamasmatter

[www.blackmamasmatter.org/bmh](https://www.blackmamasmatter.org/bmh)



# DIGITAL EVENTS

## “Building for Liberation Centering Black Mamas, Black Families & Black Systems of Care”

All shareables can be found here: [bit.ly/3tar1To](https://bit.ly/3tar1To)



JOIN US FOR A VIRTUAL PANEL DISCUSSION:

**BLACK MATERNAL HEALTH X CLTR: NATAL**



**FRIDAY, APRIL 15, 2022**

Join us for BMMA's second annual BMH X CLTR signature event featuring Season 2 of the NATAL Podcast. We will be speaking to the masterminds behind the NATAL podcast as well as special guest speakers featured in their newly released second season. We will highlight the importance of Black storytelling and prioritizing the experiences and voices of the Black community.

Follow along with us on  
Instagram and Facebook: @blackmamasmatter  
Twitter: @blkmamasmatter

[www.blackmamasmatter.org/bmhw](https://www.blackmamasmatter.org/bmhw)



**CENTERING BLACK FAMILIES:  
BMMA X SISTERSONG  
BLACK MATERNAL HEALTH  
WALK**



**SATURDAY, APRIL 16, 2022**

Black Mamas are hitting the streets! We are working towards enhancing community organizing on Black Maternal Health with our beloved partners, The SisterSong Women of Color Reproductive Justice Collective. We will be marching across Atlanta while connecting the community with information about Doulas, Midwives, birthing options with the Atlanta Doula collective, and gain other key information.

Follow along with us on  
Instagram and Facebook: @blackmamasmatter  
Twitter: @blkmamasmatter

[www.blackmamasmatter.org/bmhw](https://www.blackmamasmatter.org/bmhw)



**JOIN US FOR A SOCIAL MEDIA  
ACTIVATION CAMPAIGN:  
GET TO KNOW THE  
ALLIANCE**



**SUNDAY, APRIL 17, 2022**

As Black Maternal Health Week comes to an end, we continue to take a trip down memory lane highlighting the impact of BMMA over the past five years. We will also be hosting a social media activation campaign highlighting the impactful work our beloved alliance and continuing to bridge the necessary and impactful work of our beloved partners to Black Mamas everywhere.

Follow along with us on  
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Twitter: @blkmamasmatter

[www.blackmamasmatter.org/bmhw](https://www.blackmamasmatter.org/bmhw)





# THANK YOU

FOR ADDITIONAL COMMUNICATIONS INQUIRIES,  
EMAIL: [COMMS@BLACKMAMASMATTER.ORG](mailto:COMMS@BLACKMAMASMATTER.ORG)

[WWW.BLACKMAMASMATTER.ORG](http://WWW.BLACKMAMASMATTER.ORG)

