



# BLACK MATERNAL HEALTH CONFERENCE 2021 IMPACT REPORT

APRIL 16 - 17, 2021

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# BMHC21 PROGRAMMING

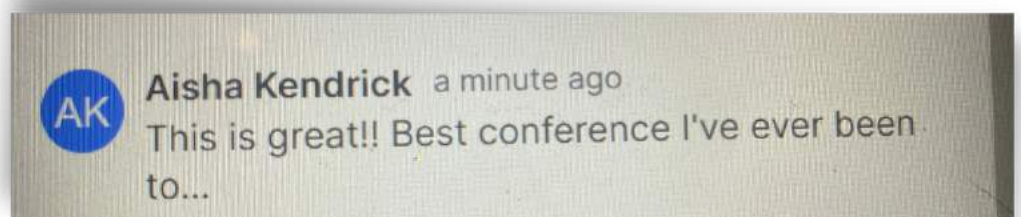
## CLAIMING OUR POWER, RESILIENCE, AND LIBERATION

Founded and led by the Black Mamas Matter Alliance (BMMA), the Black Maternal Health Conference (BMHC) is the premiere assembly for Black women, clinicians, professionals, advocates, and other stakeholders working to improve maternal health using the birth justice, reproductive justice, and human rights frameworks. This year's virtual conference will offer a national space for learning, rich discussions, and mobilization to transform Black maternal health, rights, and justice. We need a place to be in community together, to vision and dream, and to celebrate each other.

Dorothy E. Roberts is an American scholar, public intellectual, and social justice advocate. She writes and lectures on gender, race, and class in legal issues. Her concerns include changing thinking and policy on reproductive health, child welfare, and bioethics. Dr. Roberts joined us for an interactive live discussion to offer a national space for learning, rich discussions, and mobilization to transform Black maternal health, rights, and justice.



Black Mamas Matter Alliance was also greatly excited to welcome Kelis as the guest speaker for day 2 of #BMHC21. Kelis Rogers is an American singer, songwriter, and chef. We also shared a myriad of roundtable discussions within BMMA's internal network discussing the past, present, and future of Black Maternal Health.



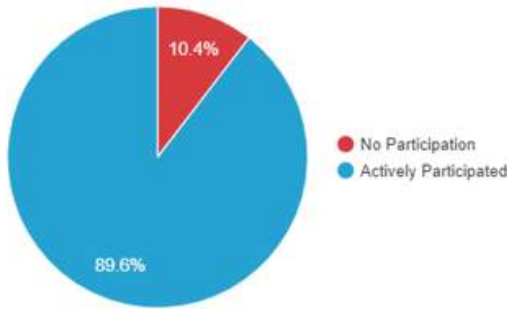
# BMHC21 PROGRAMMING

## CLAIMING OUR POWER, RESILIENCE, AND LIBERATION

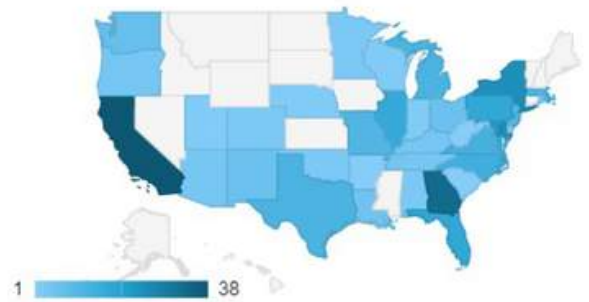
### Attendance and Participation

The Black Maternal Health Conference 2021 had an 89.6% participation rate on the virtual platform. The individuals that attended represented 38 different states with the largest number of attendees from the state of California, Georgia right behind at 33%, and subsequently followed by New York at 24%. From the 93 recorded sessions, there were 19,338 views and 7,911 favorites selected. The two live sessions drew 940 attendees on Friday, April 16th, and 683 attendees on Saturday, April 17th for a total of 9,922 hours of online engagement.

Participation Rate



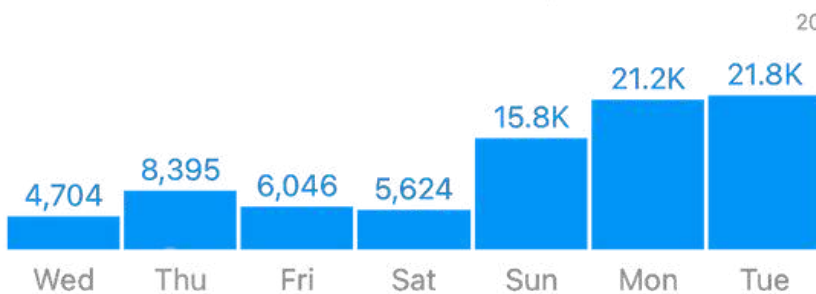
User States



### Social Media Engagement Reach

38,982 accounts

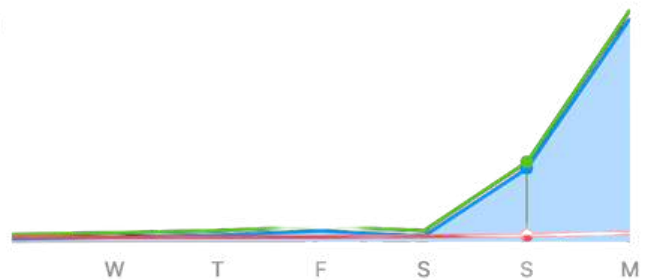
+212.6% vs Mar 30 - Apr 5



Accounts reached from Apr 6 - Apr 12

3000

2000



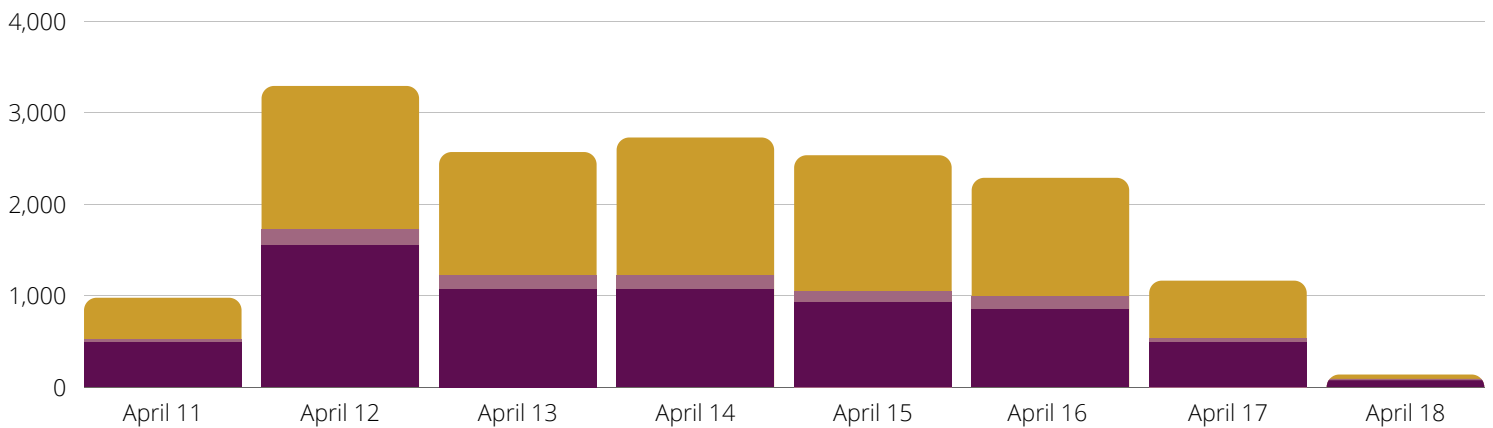
# A PLATFORM FOR BLACK MAMAS TO RELCAIM THEIR POWER

## SENTIMENTS AND REACH

We have received more than **9,600 positive messages** shared off of social media.

We have received more than **10,305 neutral messages** shared off of social media. Neutral messages showcases neutral messaging including and utilizing our social media toolkit, partners, and sponsors. These messages also encompass informational content.

We have received more than **1,150 negative messages** shared off of social media. **PLEASE NOTE:** It is important to note that negative comments are more so related to followers sharing their stories that described their negative experiences in terms of their treatment and interaction within the health care system.



## SUMMARY OF REACH



## ENGAGEMENT (IMPRESSIONS) BY COUNTRY

USA	5735
UK	123
CANADA	56
PORTUGAL	33
NIGERIA	25

# Thank You **TO OUR SPONSORS**

**PARTNERSHIP FOR GREATER REACH**

## CHANGE MAKERS



*the little market*

## MOVEMENT MAKERS



## CHAMPIONS



# Thank You!

The Black Mamas Matter Alliance's (BMMA) 2021 Black Maternal Health Week (#BMHW21) and Black Maternal Health Virtual Conference (#BMHC21) was a transformative experience because of incredible speakers, experts, affiliated partners, sponsors, and supporters like you who rose to the occasion.

Thank you for joining us in celebrating our 2021 theme - *Black Mamas Matter: Claiming Our Power, Resilience & Liberation.*

With your participation, we successfully provided a platform where we shared the challenges impacting Black birthing people, celebrated ingenuities of Black-led models of holistic maternal and reproductive health care, as well as amplified the voices of Black Mamas to shift the narrative to center our joy and liberation. We, at BMMA, are deeply grateful for your commitment to this year's joint campaign.



With sincere gratitude,

*Angela D. Aina*

Angela D. Aina, MPH

Co-Founder & Executive Director



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