



# **BLACK MATERNAL HEALTH WEEK 2021 IMPACT REPORT**

**APRIL 11- 17, 2021**

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# BLACK MATERNAL HEALTH WEEK 2021

Claiming Our Power, Resilience, and Liberation

## BLACK MATERNAL HEALTH WEEK EXTENDS ITS REACH AND IMPACT

As the United States continues to reckon with the many structural and systemic inequitable factors that have been further exacerbated by the global COVID-19 pandemic which contribute to poor maternal outcomes for Black women and birthing people, the Black Mamas Matter Alliance (BMMA) moves into the fourth year of the trailblazing, congressionally recognized Black Maternal Health Week Campaign (#BMHW21).

Founded by BMMA, the Black Maternal Health Week Campaign (#BMHW, April 11th - 17th) intentionally coincides with National Minority Health Month and the International Day for Maternal Health and Rights. BMHW serves as an opportunity to raise awareness, inspire activism, and strengthen organizing for Black maternal health.

In 2021, BMHW provided engaging platforms to celebrate ingenuities of Black-led models of holistic maternal and reproductive health care, discuss actionable policy solutions to the many challenges impacting Black birthing people's experiences, as well as amplify the voices of Black Mamas to center joy and liberation for themselves and their communities.

Our 2021 theme: "Black Mamas Matter: Claiming Our Power, Resilience, and Liberation" is an opportunity to reclaim the Black narrative, recognize the strengths of Black Mamas—their motherhood, scholarship, activism, leadership, and research—and seek to further empower them in all facets of their lives.

From riveting conversations during the inaugural Black Maternal Health x Culture Festival (BMH x CLTR), BMMA's monumental policy day which saw formal acknowledgement from Vice President Kamala Harris followed by a national Proclamation for Black Maternal Health Week from the White House, to the social media campaign and virtual fundraiser; our members, affiliated partners, sponsors, donors, supporters and Black Mamas demonstrated their unwavering dedication towards eradicating Black maternal mortality and advancing grassroots-led initiatives in maternal health.

This report takes a look at campaign highlights and how the collective efforts of our members, affiliated partners and supporters this past April 11-17 made a reverberating impact across the nation and beyond.



# #BMHW21 BY THE NUMBERS

**20,892**

Unique visits to  
BMMA website



More than

**\$20K**

From individual  
donors

Over

**14K**

New followers  
across social media  
channels

**21.4K**

Mentions of BMMA  
and campaign  
hashtags



**2.9M**

Total  
interactions



More than

**50**

Events hosted by  
BMMA partners and  
collaborators

**384.3M**

Total reach  
worldwide



More than

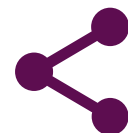
**2.7M**

Likes across social  
media platforms



**158.6K**

Total shares of  
BMMA's content



# Thank You **BMHW21 SPONSORS**

## **PARTNERING FOR GREATER REACH**

### **UPHOLDERS**

**\$500 - \$999**



**Abortion Care Network**  
WE ARE STRONGER TOGETHER



LIFECYCLE WOMANCARE™

MISSISSIPPI  
HEALTH CENTER



### **CHAMPION LEVEL**


**\$1,000 and above**

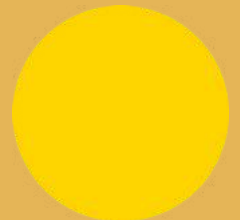
*Shafia Monroe*  
consulting **Birthing CHANGE**

Postpartum Support Virginia  
*Hope and help for new mothers*



  
wolomi

  
national partnership  
for women & families



**Ritual**

**AMCHP**  
ASSOCIATION OF MATERNAL & CHILD HEALTH PROGRAMS

oviahealth™

CENTER *for*  
**REPRODUCTIVE  
RIGHTS**



QUEENS  
VILLAGE 

HealthConnect  One®  
Every Baby Our Baby

 Rhia  
VENTURES

**Tia**

 CITYBLOCK

 NACPM

Mama  Rise  
UP  
Because we are rooting for you

# Thank You **BMHW21 SPONSORS**

BMHW21 IMPACT REPORT

## **MOVEMENT BUILDER**

*\$5,000 and above*



## **CHANGEMAKER**

*\$10,000 and above*



Restoring Our  
Own Through  
Transformation



**MERCK**  
for Mothers

**THANK YOU FOR CONTINUING TO BE AN ALLY OF THE  
BLACK MAMAS MATTER ALLIANCE!**

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.



## Amplifying BMMA Member Expertise

Throughout #BHMW21 we showcased the depth and breadth of expertise and diversity of disciplines of members from within the alliance.

In 2021 our kindred partners and collaborators in 14 states across the country (Florida, Texas, Tennessee, California, Pennsylvania, Georgia, Louisiana, Maryland, Michigan, Oregon, New Jersey, New Mexico, New York, Ohio, Washington D.C.,) hosted over 65 digital events catered to Black Mamas and families in their communities.





# BMHW21: ACTIVITY SUMMARY

## BMHW21 Activities

**Sunday, April 11 | BMH x CLTR Virtual Festival**

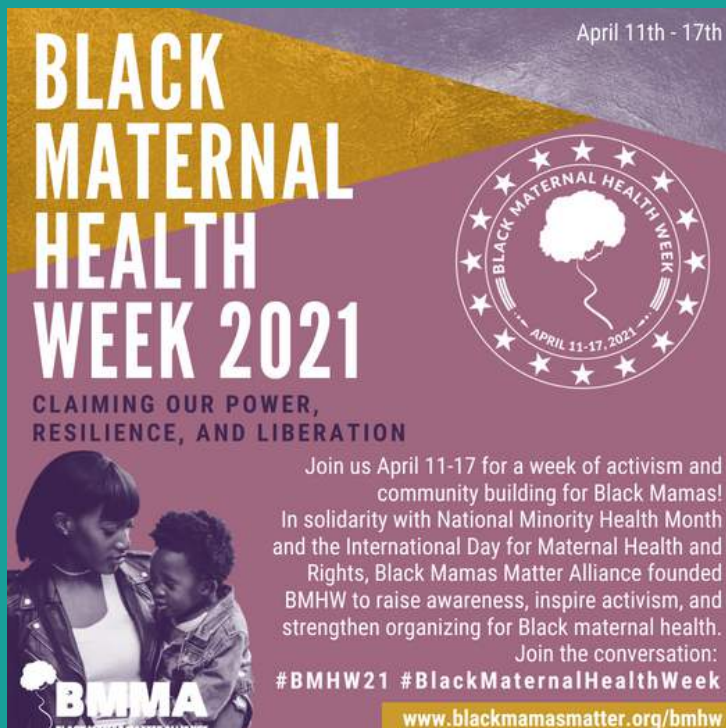
**Monday, April 12 | Advocacy Never Stops: A Call to Action for Black Maternal Health**

**Monday, April 12 | #BMHW21 Tweet Chat**

**Tuesday, April 13 | Social Media Activation Campaign: Black Mamas Claiming Their Power, Resilience, and Liberation**

**Wednesday, April 14 | Birth and Reproductive Justice Virtual Walk**

**Thursday, April 15 | Virtual Fundraising Campaign: Reclaiming the Black Narrative**




# BMHW21 PROGRAMMING

CLAIMING OUR POWER, RESILIENCE, AND LIBERATION

## BLACK MATERNAL HEALTH WEEK

April 11-17

|             |             |             |             |             |             |             |
|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| APRIL<br>11 | APRIL<br>12 | APRIL<br>13 | APRIL<br>14 | APRIL<br>15 | APRIL<br>16 | APRIL<br>17 |
|-------------|-------------|-------------|-------------|-------------|-------------|-------------|



**theomugwobox** We are partnering with black birthworkers and organizations to bring African postpartum traditions to their birthing people! We have partnered with some dynamic folks!

**VIRTUAL  
CONFERENCE**  
April 16-17

### International Day For Maternal Health Rights & Justice

#BMHW21 started on Sunday, April 11th in solidarity with the global movement for maternal healthcare awareness. We wanted to hear about the ways in which our followers advance equitable health outcomes for women in their communities. **Above is a response from a follower who shared their work in preserving African postpartum traditions for birthing people, which goes to further emphasize the importance of BMMA's advocacy for the inclusion of Black maternal health solutions from a global diasporan lens led by community providers and healing modalities rooted in culturally congruent traditions.**



### Black Maternal Health x Culture Festival (BMH x CLTR Fest)

The conceptualization of a campaign rooted in our values as an organization, guided by our 2021 theme and fueled by our spirit of innovation led to the creation of BMMA's signature #BMHW event: "Black Maternal Health x Culture Festival" (BMH x CLTR). (cont. on next page)

# BMHW21 PROGRAMMING

## CLAIMING OUR POWER, RESILIENCE, AND LIBERATION

**(cont.)** BMH x CLTR brings together Black artists, activists, community leaders, and care providers exploring Black Maternal Health through the influence of technology, arts, culture, community, and media. Through a film screening and a series of live panel discussions, attendees are immersed in the visionary work of guest speakers who redirect and reframe the conversation on Black Maternal health to amplify the voices of Black mamas.

### HIGHLIGHTS

**Special Guest: Tatyana Ali:** BMMA's 2021 BMH x CLTR signature event kicked off with a special guest introduction by celebrity activist, actor, singer and Black Mama Tatyana Ali. Tatyana first appeared as a keynote speaker during BMMA's 2018 Black Maternal Health Conference & Training Institute and remains a dedicated supporter of our organization and movement. As part of our ongoing collaboration, Tatyana led the opening remarks for BMH x CLTR which previewed details of her upcoming documentary and conveyed the importance of financial and programming support of Black Maternal Health in the arts.

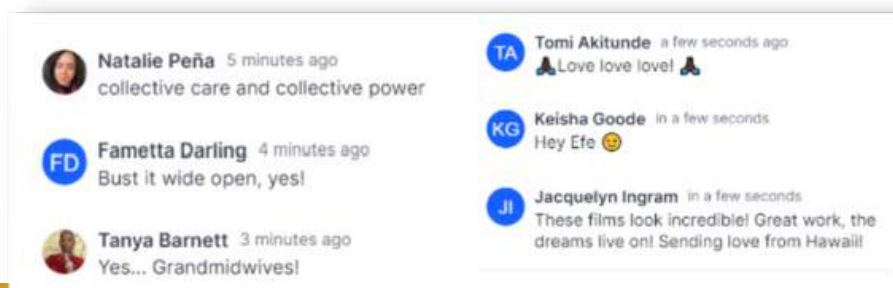


2021 featured films section : For Us, By Us: Black Creators x Black Maternal Health

- Legacy, Power, Voice: Movements in Black Midwifery , National Black Midwives Alliance
- Black Motherhood Through The Lens , Ade Osinubi
- Birthing Of A Nation , Kelly Marshall
- The American Dream: Birth Is A Dream , Jennie Joseph
- MATERNITY Film , Maria Warith Wade & Kendra Mitchell



Featured film trailers explored topics in Black Maternal Health such as infertility, traditional Black birthing practices and Black Midwifery, leaders in the Birth Justice movement, and navigating a complex health system as a Black woman. Speakers were asked about what inspired them to create your film/trailer, and what it means to reclaim the narrative and tell our own stories.



# BMHW21 PROGRAMMING

## CLAIMING OUR POWER, RESILIENCE, AND LIBERATION

WE ALSO HOSTED TWO PANEL DISCUSSIONS WITH OUR PARTNERS:

### I. *For The Culture: Black Mama Online Communities*

For The Culture: Black Mama Online Communities panel included a powerhouse of five Black women founders of virtual online communities with a combined Instagram following of over 600k Black Mama Followers. The highly engaging discussion centered on 1) what it means to create an online community for the culture and for Black Mamas, 2) how organizations have been able to pivot to support their community amid COVID-19 and 3) and the ways in which they continue to empower Black Mamas to “Claim their power resilience and liberation”.

Panelists further captured in their remarks the importance of community and village building for Black mamas navigating pregnancy, childbirth and postpartum and the need to shift the narrative of negative perceptions of Black women, Black children and Black families to accountability on the structural factors that contribute to negative health outcomes.



### II. *Black Maternal Health x Technology (BMH X TECH)*

BMH X TECH panel explored the importance of tech solutions for Black Maternal Health. Panelists such as Kimberly Seals-Allers with the Irth App discussed the importance of intentionality in centering Black engineers, and developers in creating groundbreaking new technology. Topics around raising venture capital funds and navigating the tech space engaged attendees on the continued importance of investing in Black women.



Over  
**1K**  
Web and Social Media  
Mentions

Over  
**500**  
Registrants

# BMHW21 PROGRAMMING

## CLAIMING OUR POWER, RESILIENCE, AND LIBERATION

### Black Maternal Health Policy on the National Stage

Maternal Health policies continue to unfold in light of a global pandemic that has exacerbated health disparities, particularly among Black families. BMMA and other Black Maternal Health and Reproductive Justice leaders let our voices ring high as we claimed, “JUSTICE AND JOY!”, as part of the key takeaway message during The Vanguard: A Conversation with the Black Maternal Health Caucus & Reproductive Justice Leaders virtual policy event for BMHW21.



Because of a continued push for strong comprehensive policy, we saw a national Proclamation for Black Maternal Health Week from the White House accompanied by a fact sheet that focused on maternal health issues in the United States, a live roundtable discussion with maternal justice advocates and the U.S. Vice President, a national resolution recognizing Black Maternal Health Week with bold language and solutions, and nothing short of policy ingenuity from Black advocates, organizers, and leaders on strategies to create change for better maternal health outcomes..

Most importantly, we saw a shift in local policies as state resolutions were issued, laws were signed, and protests rallied for Black Maternal Health from New Mexico, Michigan, New York, to Florida. Grassroots leaders produced real change as they raised their voices for Black Maternal Health Week.

### POLICY DAY HIGHLIGHTS

#### When Black Maternal Health Meets the White House!



- [White House: A Proclamation on Black Maternal Health Week, 2021, April 13, 2021](#)
- [White House: FACT SHEET: Biden-Harris Administration Announces Initial Actions to Address the Black Maternal Health Crisis April 13, 2021](#)
- [Black Maternal Health Roundtable w/ Vice-President Harris, Apr 13, 2021](#)

# BMHW21 PROGRAMMING

## CLAIMING OUR POWER, RESILIENCE, AND LIBERATION

### Social Media Activation: Rooted in Black Feminism, Birth Justice & Reproductive Justice

We hosted lunchtime Instagram (IG) Live programming led by BMMA National Membership Manager, Rose Aka-James & Executive Director Angela Aina which explored the current state of Black Maternal Health through the lens of Black feminism, Birth Justice & Reproductive Justice.

In conversation with Leah Jones, SisterSong Deputy Director, we highlighted the origins of Birth Justice as a derivative of Reproductive Justice. Leah discussed successes and goals from SisterSong's newly established Birth Justice Care Fund, which is a needs-based initiative, for Georgia and North Carolina residents, in response to the social crisis that communities of color are experiencing more critically now due to the COVID-19 Pandemic. The relief funds are intended for Black and other birthing people of color, especially Queer and Trans folks in need of support during their pregnancy and within one year postpartum.



Maylott Mulegeta ( Manager of Networks & Movement Building, Black Feminist Future) shared lessons learned from designing and implementing programs such as Black Womxn Are Essential National Survey & Constellations Network through the lens of Black Feminism which roots liberation and organizing in love and centering the needs of Black women and girls. Angela and Maylott brought to the forefront of their conversation Black feminist principles as the root and basis for Reproductive Justice and connected the importance of Black women's leadership to "Advance Black Maternal Health, Rights and Justice".

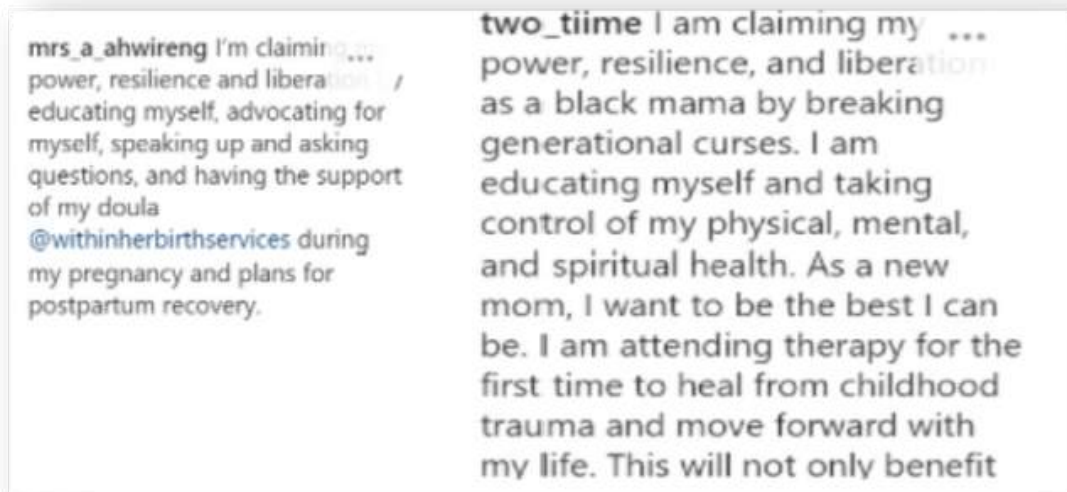


### Elvie Double Breast Pump Giveaway

As part of their sponsorship and ongoing partnership with BMMA, femtech company Elvie hosted a double breast giveaway for BMMA Instagram followers during #BMHW21. Followers were asked to respond to the prompt: " **How you are "Claiming Your Power, Resilience, and Liberation"?**

# BMHW21 PROGRAMMING

## CLAIMING OUR POWER, RESILIENCE, AND LIBERATION



## THANK YOU TO ALL OF OUR DONORS!

### VIRTUAL FUNDRAISING DAY

Over 400 donors during our #BMHW21 Virtual Fundraising Day held on April 15th, helped us raise over \$20,000, which exceeded our initial goal. To show appreciation for their generosity, we sent out custom swag items per donation level to donors.



# BMHW21 MEDIA HIGHLIGHTS

## DRIVING THE CONVERSATION

**E** Ebony Magazine

### Black Maternal Health Week 2021: Here's Why We Need More Doulas in Our Community

This Black Maternal Health Week, we focus on the relationship between Black doulas and their efforts in educating Black ... The Black Mamas Matter Alliance.

1 month ago



**N** NewsOne

### 'Claiming Our Power, Resilience and Liberation': The 4th Annual National Black Maternal Health Week

The week of observation was created by the Black Mamas Matter Alliance, a Black women-led cross-sectoral alliance, which centers Black mother's in order to ...

1 month ago



**S** Slate Magazine

### Toddler ponzi schemes: Slate's parenting podcast.

Then, Jamilah talks to Rose Aka-James, National Membership Director of Black Mamas Matter Alliance, about the work being done to address the systemic racial ...

1 month ago



One of BMMA's key strategic goals is to shift the narrative around Black maternal health—to reframe the conversation, centering Black Mamas and their voices. The annual Black Maternal Health Week national campaign continues to be the cornerstone of this effort and in 2021 BMMA continued to engage the media to both amplify the campaign itself but also, to continue to inform individuals, organizations, communities, and policymakers about the state of Black maternal health in the U.S.

The Black Maternal Health campaign was mentioned in outlets throughout the U.S. For BMMA's part, our direct media outreach included pick-up in 56 outlets, representing a potential reach of over 6 million. Specifically, BMMA was cited in national outlets like [Slate](#) and [NBC News](#), local affiliate networks like [Madame Noir](#), and regional and local news sources. Critical to our mission, BMMA was cited in several stories highlighting the campaign in outlets catering to Black audiences including [Essence](#) and [The Black Wall Street Times](#).

# A PLATFORM FOR BLACK MAMAS TO RECLAIM THEIR POWER

## BLACK MAMAS...

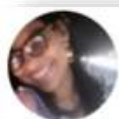
## RECLAIMING OUR POWER, LIBERATION, AND RESILIENCE

Find below snippets and commentary from every day Black Mamas expressing how they were being uplifted throughout #BMHW21 and the digital events offered throughout the week



Jasmine Getrouw-Moore | CodeJGM @CodeJGM · Apr 17

Key takeaway @BlkMamasMatter: we need folx of the community making decisions, in leadership, not simply a go-to for latent advising, extracted by high wealth, vampiristic orgs #BMHC21 #BMHW21



Niesha (she/her) @Niesha\_Denee · Apr 17

"My motherhood is rooted in creativity, healing, and liberation"

Yes!!! So powerful and affirming!! @BlkMamasMatter  
#BMHW21 #BMHC21



Ifeyinwa Asiodu PhD, RN, IB... · 4/16/21

Day 6 of #BlackMaternalHealthWeek! The Black Maternal Health Virtual Conference begins today. Thank you to @BlkMamasMatter for cultivating and hosting this critical space. #BMHC21 #BMHW21 #BMMA



luv\_kels Grand rising everyone 🌻 I am reclaiming my power by making my health a priority, grounding myself, practicing gratitude, praying, and advocating for myself and the women that I serve. 🌻

5w Reply



shamglamwaxlounge I am claiming my power, Resilience and liberation but only accepting my higher self and allowing all good things flow freely to me. Yessssss 🙏🙏🙏🙏

# A PLATFORM FOR BLACK MAMAS TO RECLAIM THEIR POWER

Black Maternal Health Week is a powerful opportunity to engage a range of voices, especially those often left out of the discussion around Black maternal health specifically, and health inequities more broadly. From Black Mamas themselves, researchers and advocates, maternal health care providers, and other birth workers to policymakers and community leaders, the #BMHW21 campaign provided a platform for diverse voices to come together to build community-organizing power and maternal health solutions, all while centering Black Mamas.

## Individuals and Organizations Uplifting Black Mamas



Cory Booker  
@CoryBooker

Not only do we lead the world in maternal mortality rates, but we have the only rate that is RISING. This crisis is getting worse — not better. We must act now. [#BMHW21](#)

8:04 AM · 4/14/21 · Twitter Web App



BlackWomensBlueprint  
@BlackWomensBP

Sexual violence survivors report lasting impact throughout their reproductive life-span & where maternal health is concerned, the long-term effects of trauma experienced by women is directly proportional to the lack of gender-responsive care and intervention. [#SAAM2021](#) [#BMHW21](#)



Brittney George, LPC @Britt... · 4/16/21

Took the day off to attend the [@BlkMamasMatter](#) Maternal Health Conference and feeling so loved, seen, and celebrated with my folk. Black healing spaces. So thankful for Black spaces. [#BMHC21](#) [#BMHW21](#) [#Blackmasmatter](#)



Nicole Clark Consulting @N... · 4/16/21

So excited, so in awe, and SO grateful for BMMA's vision and leadership! [#BlackMamasMatter](#) [#BMHC21](#) [#BMHW21](#)



Rachel Hardeman, PhD, MPH · 4/16/21

Replying to [@RRHDr](#)  
Police brutality is a [#reproductivejustice](#) crisis. We deserve the right to birth and parent our children in safe communities. Ending police violence is an urgent human rights AND public health issue. [#BlackLivesMatter](#) [#BlackMamasMatter](#) 5/5



State Senator Erika Geisler · 4/16/21

"Path to liberation has to be as interlocking as the oppressive systems are."

"Need to imagine new way of caring for each other, supporting each other...so we thrive."

"Black mamas are key to liberation. [#BlackMamasMatter](#) to liberation."  
—[@DrDorothyERoberts](#)

[#BMHC21](#)  
[#BMHW21](#)



ColorOfChange @ColorO... · 4/16/21

Black mothers are 3-4x more likely to die from pregnancy or childbirth-related causes than white mothers. These deaths are PREVENTABLE & their causes are rooted in structural racism, not race.

2 36 124



ColorOfChange @ColorO... · 4/16/21

We're proud to support [@BlkMamasMatter](#) to amplify the voices of [#BlackMamas](#). Text BMHW2021 to 55156 to take action and learn more! [#BMHW21](#) [#BlackMamasMatter](#)



1 22 69



JBS International @JBS\_Inc · 4/16/21

It's Black Maternal Health Week! [#BMHW21](#) is an opportunity to consider solutions to the [#BlackMaternalHealth](#) crisis without fear, blame, or shame. Learn more: [blackmasmatter.org](#) [#BlackMamasMatter](#) [#ListenToBlackWomen](#)



# Thank You!

The Black Mamas Matter Alliance's (BMMA) 2021 Black Maternal Health Week was a transformative experience because of incredible speakers, experts, affiliated partners, sponsors, and supporters like you.

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 innovation 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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