



# BLACK MATERNAL HEALTH WEEK 2020

Centering Black Mamas: The Right to Live & Thrive

## BLACK MATERNAL HEALTH WEEK EXTENDS ITS REACH AND IMPACT

The inaugural Black Maternal Health Week (BMHW) was founded in 2018 by the Black Mamas Matter Alliance (BMMA) to raise awareness, inspire activism, and strengthen organizing for Black Maternal Health. Since that first year, BMHW has been held in April, recognized in the U.S. as National Minority Health Month, and has started on April 11th in solidarity with the International Day for Maternal Health and Rights.

Success from previous campaigns has meant that more people are aware of the Black Maternal health crisis. Yet, Black Mamas are often left out of the framing for solutions. That is why BMMA and its members selected the theme “Centering Black Mamas: The Right to Live and Thrive” for the 2020 campaign. “Centering Black Mamas” was an opportunity to recognize the strengths of Black Mamas—their motherhood, scholarship, leadership, and research—and seek to further empower them in all facets of their lives.

This year, more than ever, the Black Maternal Health Week campaign captured the nation’s attention (see, “BMHW20: By the Numbers”). The arrival of the novel coronavirus and associated COVID-19 has shone a light on health inequities and systemic issues within the U.S. healthcare system, with potentially dire consequences for Black Mamas.

Of course, this global challenge impacted BMMA’s campaign planning and execution. In-person activities planned for #BMHW20 included an Atlanta Black Maternal Health Regional Summit, the first annual Black Maternal Health Walk in collaboration with SisterSong Inc, and a closing #BMHW20 community event intended to highlight the way artists, activists, and Atlanta-based organizations center Black women and girls to live and thrive through their advocacy and direct services. We anticipated reaching over 500 people with our #BMHW20 in-person events.

Using the lack of in-person engagement as an opportunity, we at BMMA considered the many ways we could deepen our impact in the digital space. Despite changes to our schedule and programming, BMHW20 was an opportunity to foster deeper dialogue, inspire conversations, and highlight critical issues of deep importance to the black maternal health crisis, all while Centering Black Mamas as the campaign theme promised.

This year of the campaign, Black Maternal Health Week extended its reach and influence. This report takes a look at some of the campaign actions and how the collective efforts this past April 11-17 made a reverberating impact across the nation and beyond.





# #BMHW20 BY THE NUMBERS

BLACK MAMAS MATTER ALLIANCE

**17,883**

unique visits to  
BMMA website



**15,854**

Number of times  
BMHW20 page was  
viewed

Over  
**10,000**

webinar series  
registrants

**199**

individual campaign  
donations



**34%**

Total sponsorship  
increase compared  
with 2019

More than

**30**

events hosted by  
BMMA and Members



Nearly

**\$10,000**

raised by individual  
donors



More than

**770k**

Social media  
impressions

**23**

Number of senators to  
reintroduce a resolution  
designating April 11-17  
as Black Maternal  
Health Week



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# A PLATFORM TO CENTER BLACK MAMAS

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 birthworkers to policymakers and community leaders, the #BMHW20 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

Sen. Cory Booker @SenBooker · Apr 13


Black mothers are more than 3 times as likely to die from complications related to pregnancy than white mothers. This Black Maternal Health Week we need to shine a light on the rampant racial disparities in our health care system—this is a crisis we must address. #BMHW20



23 200 420

Lucinda Carty PhD, CNM, Certified Nurs... · Apr 17


Artwork Still Healing. Women who have life-threatening complications during childbirth experience trauma. Some women are still recovering mentally. Some women reported health care providers were a source of trauma. We have to be a source of support. #BMHW20 #CenteringBlackMamas



1 2

AMCHP @DC\_AMCHP · Apr 17


AMCHP's Women and Infant Health team here to remind us how to #CenterBlackMamas in all of our work! 🌟🌟🌟 #BMHW20



3 11

In Our Own Voice @BlackWomensRJ · Apr 13


Did you know that Black women are 2 to 3 times more likely to die from pregnancy-related cause than white women? Stop medical racism and sexism now! #BlackWomensRJ #BMHW20 #BlackMaternalHealthWeek



13 22

AWHONN @AWHONN · Apr 14

#BlackMaternalHealthWeek serves to amplify the voices of black mothers and center the values and traditions of the reproductive and birth justice movements. #BMHW20 #AWHONN



9 13

Center for Reproductive Rights @ReproRights · Apr 17

Congratulations to @BlkMamasMatter on a successful Black Maternal Health Week! We must center the voices and experiences of Black women to effectively address the U.S. maternal health crisis. #BMHW20 #CenteringBlackMamas

4 13

Tim Kaine @timkaine · Apr 17

Black Maternal Health Week serves as a critical reminder to listen to and trust Black women. From disproportionate maternal mortality rates that Black women face to the systemic bias they experience in the health care system, we must address this inequity. #BMHW20

20 74 229


Lola @TCP\_Lola · Apr 17

This week is Black Maternal Health Week, which focuses on raising awareness of the disparities in maternal mortality amongst black mothers in the United States #BMHW20

4 9

Cityblock Health @cityblockhealth · Apr 19

New post from our own @poajknehta on why we should be #CenteringBlackMamas -- and not just during Black Maternal Health Week. #BMHW20




Pregnant during the Pandemic: Centering Black Mamas to Catalyze C... As the Black Mamas Matter Alliance wraps their third Black Maternal Health Week, we wanted to share how we are following BMMA's...

womenshealth.gov @womenshealth · Apr 15

Join @NIH health experts for a workshop to discuss research on #maternalmortality and #morbidity. Get more info & register here: go.usa.gov/vd8d @NICHD\_NIH @nih\_mhri @NIHprevents @NIH\_ORWH #BMHW20

NIH Virtual Workshop on Causes of MATERNAL MORBIDITY & MORTALITY May 19-20, 2020 Register to participate or Watch on NIH Videocast #MaternalHealthNICHD



8 9

WIN Network Detroit @WINNDetroit · Apr 16

93% of #DetroitWINNER babies are born full-term because we center black mamas. Our babies thrive thanks to Community Health Worker support, Midwifery care, and a focus on social needs and support! 200+ healthy babies born, hundreds more to go! #BMHW20 @BlkMamasMatter

Center on Budget @CenterOnBudget · Apr 15

#GreatReads from our Ife Floyd on @TeamTANF\_CBPP: The #COVID19 pandemic has disproportionately impacted Black homes & neighborhoods. Read more to see how cash assistance can improve Black maternal health. #BlackMamasMatter #BMHW20

Scientific American @sciam · Apr 16


Black Maternal Health Week: Racial disparity is one of the most striking takeaways from examining data on maternal mortality in the U.S. The factors that typically protect people during pregnancy are not protective for black women bit.ly/34FqldG (By @mclemoremr) #BMHW20

Avery Desrosiers @adesrosiers23 · Apr 13

We can't prioritize what we don't measure. Data informs policy and that translates into budget investments. The #MOMnibus puts stake in investing in black mamas by committing to improve data capacity, collection and quality measures for black maternal health. #BMHW20


1 22 51

“I commend the Black Mamas Matter Alliance for their leadership during Black Maternal Health Week, and for their ongoing and tireless efforts to ensure that Black women have healthy pregnancies, births, and thrive as mothers. The persistent, glaring disparities in maternal health outcomes in the United States are unacceptable. Together, we can and must take swift and serious action to promote equity and save moms.”



CONGRESSWOMAN LAUREN UNDERWOOD (IL-14)

“Listening can be a revolutionary act, and the Black Maternal Health Caucus knows that we can revolutionize the quality and delivery of healthcare if we listen to black women. If our healthcare industry centers and listens to black women, we can and will close the mortality gap between black and white moms.”



CONGRESSWOMAN ALMA ADAMS (NC-12)

# PARTNERING FOR GREATER REACH

**BMHW20 Helps BMMA Deepen Existing Partnerships and Fuel New Relationships**



For the 2020 campaign, one goal was to make a greater impact by leveraging our connections and deepening our existing partnerships, both in terms of programming and sponsorships. For example, BMMA worked with members of the **Black Maternal Health Caucus** to provide quotes and perspectives to be highlighted on social media and in BMMA's webinar focused on black maternal health policy. In a partnership with the recently-released **NATAL** podcast, BMMA served as a thought-partner, providing guidance on how to frame the series and connecting podcast producers to BMMA members to be featured in the podcast.

To further amplify the campaigns reach, a call for sponsors was sent to supporters to help fund the coordination of BMHW20, including BMMA's online digital activities, and BMMA kindred partner community events across the nation. Official sponsorship levels were set as follows: Change Maker level - \$20,000 and above; Movement Builder Level - \$10,000 and above; Champion Level - \$1,000 and above; and Upholder Level - \$500 and above. As part of their support, sponsors were given early access to the official BMHW20 Social Media toolkit, access to Tweet chat questions to enhance engagement, and recognition of their investment on our website and social media communications related to #BMHW20.

*A full list of all 2020 BMHW sponsors and their investment level can be found in the appendix.*



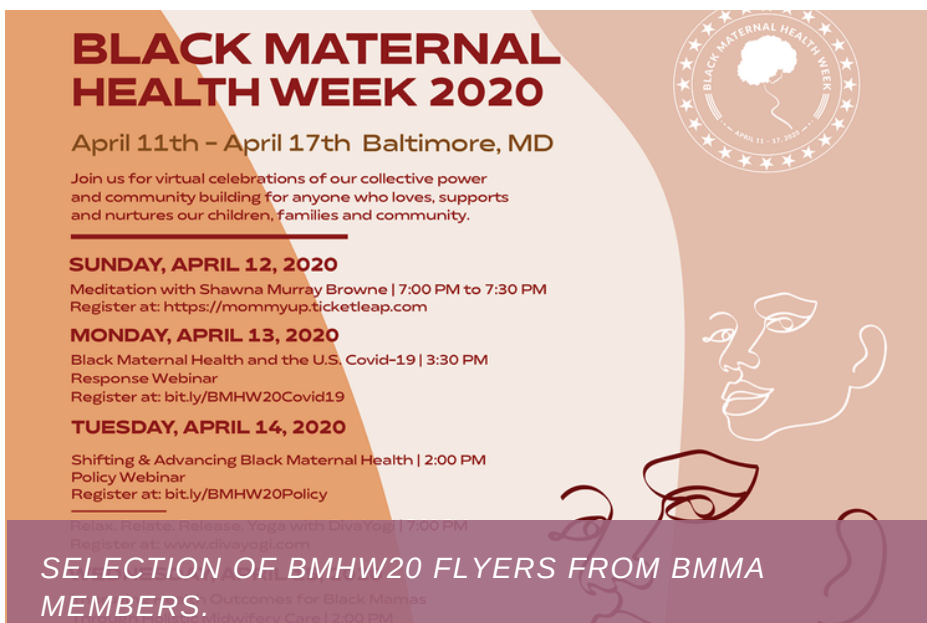


# LIFTING UP BMMA MEMBER EXPERTISE

## OVERVIEW OF MEMBERSHIP ACTIVITIES DURING BMHW20

Beyond providing a platform to engage a broad audience on issues critical to Black maternal health, the BMHW campaign is also an opportunity to spotlight and highlight the alliance and its members. BMMA used the 2020 campaign, especially the webinar series, to showcase the depth and breadth of expertise from within the alliance, inviting members from a diversity of disciplines to participate as speakers on each of the four webinars which attracted more than 10,000 registrants and more than 4,000 attendees.

Despite the impact of COVID-19 and the increased necessity to move formerly in-person events to an online space, BMMA continued to engage black women-led community-based organizations with BMHW. In 2020 our kindred partners and collaborators in nine states across the country (California, District of Columbia, Georgia, Louisiana, Maryland, Michigan, New York, Ohio, Texas) hosted over 30 digital events catered to Black Mamas in their communities. These local events included virtual black doula match ups to aid in the time of COVID19, maternal and reproductive health community educational sessions, full spectrum doula trainings, film screenings and community conversations of Death by Delivery documentary, and multiple academic panel discussions on centering Black Mamas in maternal health efforts and informing state and federal level policy related to maternal and women's health. While previously planned in-person events likely would have reached 2000+ individuals, having easily accessible online events meant exposing their work to an even broader audience.



**BLACK MATERNAL HEALTH WEEK 2020**  
April 11th - April 17th Baltimore, MD

Join us for virtual celebrations of our collective power and community building for anyone who loves, supports and nurtures our children, families and community.

**SUNDAY, APRIL 12, 2020**  
Meditation with Shawna Murray Browne | 7:00 PM to 7:30 PM  
Register at: <https://mommyup.ticketleap.com>

**MONDAY, APRIL 13, 2020**  
Black Maternal Health and the U.S. Covid-19 | 3:30 PM  
Response Webinar  
Register at: [bit.ly/BMHW20Covid19](https://bit.ly/BMHW20Covid19)

**TUESDAY, APRIL 14, 2020**  
Shifting & Advancing Black Maternal Health | 2:00 PM  
Policy Webinar  
Register at: [bit.ly/BMHW20Policy](https://bit.ly/BMHW20Policy)

**WEDNESDAY, APRIL 15, 2020**  
Black Home Births: Yoga with Dina Yogi | 7:00 PM  
Register at: [bit.ly/BMHW20Yoga](https://bit.ly/BMHW20Yoga)

**SELECTION OF BMHW20 FLYERS FROM BMMA MEMBERS.**



**Black Maternal Health Week**  
April 11-17 2020

**The Right to Live and Thrive**

Monday 4/13  
Maternal Mental Health Webinar

Tuesday 4/14  
BMHW Lunch and Latch on IG Live



**Centering Black Mamas: The Right to Live and Thrive**  
ANCIENT SONG DOULA SERVICES

APRIL 14 • TUESDAY • 4:30- 6:00PM EST  
Centering the Privacy Rights of Pregnant People During COVID-19  
w/Khiara Bridges - Law Professor UC Berkley



**A Home Birth Experience**  
A Lost Tradition

**WATCH PARTY**

MRS. KAY BRINGS YOU ON A HOME BIRTHING EXPERIENCE

**FIRST LOOK:**  
INTERVIEWS  
CONTRACTIONS  
HOME BIRTHS  
TIPS & MORE!

**DIRECTED BY**  
DIRECTOR LAFF

*BMMA members hosted more than 30 events during #BMHW20*

# DRIVING THE CONVERSATION



Black Maternal Health Week #CenteringBlackMamas  
The American College of Obstetricians and Gynecologists  
urges Congress to act now to save Black women's lives.

SECTIONS **Rewire.News** **SUBSCRIBE** **DONATE**

YOUR VOICE In Georgia, Black Women Lead the Fight Against High Maternal Mortality Rates and Anti-Choice Legislation A Mother's Work Birth Control is a Choice Birth Control is a Choice Birth Control is a Choice

ANALYSIS **MATERNITY AND BIRTHING**  
**In Georgia, Black Women Lead the Fight Against High Maternal Mortality Rates and Anti-Choice Legislation**  
Apr 13, 2020, 4:51pm · Gloria Gradipio

"Doing this week can weigh heavy—we know that even with all of the work that is being done to uplift issues around Black maternal health, Black mamas are still bearing the brunt of this crisis."

1.5K 258

During Black Maternal Health Week, Rewire.News is joining the national conversation on Black maternal health and sharing stories from the frontlines of the reproductive justice movement.

With COVID-19 disproportionately

**BLACK WOMEN SHARE THE BIRTHING EXPERIENCES THAT INSPIRE THEIR WORK DURING BLACK MATERNAL HEALTH WEEK**

Tina Yawers | Updated Apr 14, 2020 12:08pm EST

Why are so many Black women's birthing experiences traumatic? How is the myth of the "strong Black woman" hurting Black pregnant women? Why does stigma around breastfeeding and postpartum depression exist? Why do things have to reach a crisis point before someone offers a solution? During Black Maternal Health Week, these are some of the questions that advocates are posing as they work toward solutions every day.

## BMHW20 MEDIA HIGHLIGHTS

One of BMMA's key strategic goals is to shift the culture 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 2020 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 123 outlets, representing a potential reach of over 22 million. Specifically, BMMA was cited in national outlets like **Rewire** and the **DailyKos**, local affiliate networks like **NPR**, 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 Root**.

In addition to news media, organizations critical to improving Black Maternal health and eliminating systemic inequities utilized campaign messaging to advocate for policy shifts. For example, the American College of Obstetricians and Gynecologists put out a Black Maternal Health Week resource for Congress, "Black Maternal Health Week #CenteringBlackMamas The American College of Obstetricians and Gynecologists urges Congress to act now to save Black women's lives," to push leaders to action.

ESSENCE | 50 CELEBRITY FASHION BEAUTY HAIR LOVE LIFESTYLE NEWS VIDEOS EVENTS FESTIVAL **SUBSCRIBE**

HOME · HEALTH & WELLNESS  
**Black Maternal Health Matters! 5 Issues Facing Black Mothers Today**

THESE ARE THE COLD HARD FACTS THAT PROVE BLACK WOMEN AND THEIR BABIES AREN'T RECEIVING THE HEALTHCARE THEY DESERVE.

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**Some Worry Coronavirus Will Amplify Racial Disparities In Health Care**

By ARIEL WORTHY • APR 10, 2020

Share Tweet Email



# BMHW20: ACTIVITY SUMMARY



## BMHW20 Activities

- April 11:** Kickoff #BMHW20 With Birth Worker and New Mama Social Media Giveaways
- April 12:** Continued Social Media Activation over Easter Holiday
- April 13:** #BMHW20 Opening Tweet Chat + “Black Maternal Health and the U.S. COVID-19 Response” webinar
- April 14:** “Shifting and Advancing Black Maternal Health Policy” Webinar featuring Congresswoman Lauren Underwood (IL-14) and staff from the Black Maternal Health Caucus
- April 15:** “Improving Health Outcomes for Black Mamas through Holistic Midwifery Care” webinar
- April 16:** “Centering Black Mamas: In Practice” Closing Webinar
- April 17:** NATAL Podcast Social Media Takeover, featuring an Instagram Live Interview with Interim Executive Director Angela Aina



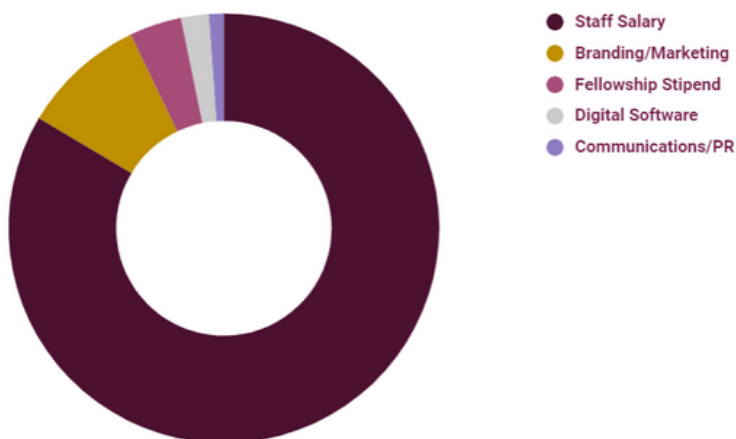
# Appendix

## Sponsors

Changemaker	Movement Builder	Champion	Upholder
\$10,000	\$5,000	\$1,000	\$500
<ul style="list-style-type: none"><li>• United Way of Greater Atlanta</li><li>• Merck for Mothers</li></ul>	<ul style="list-style-type: none"><li>• American College of Obstetricians &amp; Gynecologists (ACOG)</li><li>• CityMatCH</li><li>• Every Mother Counts</li><li>• Vintner's Daughter</li></ul>	<ul style="list-style-type: none"><li>• American College of Nurse Midwives (ACNM)</li><li>• Center for Reproductive Rights</li><li>• CityBlock</li><li>• National Advocates for Pregnant Women</li><li>• New Voices for Reproductive Justice</li><li>• MomsRising</li><li>• State Innovation Exchange (SiX)</li></ul>	<ul style="list-style-type: none"><li>• Abortion Care Network</li><li>• Birthing Hands Midwifery and Birth Services LLC</li><li>• Feminist Midwife</li><li>• A Better Balance</li></ul>

## Budget Expenditures

#BMHW20 Costs by Category



Category	SUM of Cost
Branding/Marketing	\$5,684.62
Communications/PR	\$689.00
Digital Software	\$1,278.00
Equipment	\$619.61
Fellowship Stipend	\$2,400
Staff Salary	\$51,092
Grand Total	\$61,763.23

# Appendix

## Itemized Expenses

#BMHW20 Expenses		
Description	Cost	Category
Zoom Webinar Upgrade	\$816.00	Digital Software
Minuteman Press	\$156.76	Branding/Marketing
VistaPrint Promotique	\$1,166.38	Branding/Marketing
Best Buy Camera	\$619.61	Equipment
Minuteman Press	\$2,374.69	Branding/Marketing
Minuteman Press	\$1,986.79	Branding/Marketing
PR Web Press Releases	\$389.00	Communications/PR
Zoom Webinar Upgrade	\$462.00	Digital Software
TrackMyHashtag Download	\$300.00	Communications/PR
#BMHW20 Junior Graduate Fellow	\$2,400	Fellowship Stipend
National Membership Manager (20% of time)	\$10,400	Staff Salary
Communications Manager (40% of time)	\$24,600.00	Staff Salary
Interim Director (15% of time)	\$12,060.00	Staff Salary
Administrative Team (10% of time)	\$4,032.00	Staff Salary
TOTAL	\$61,763.23	

# MOTHER'S DAY CAMPAIGN SUMMARY

## Celebrating and “Centering Black Mamas”

### Activity Summary

Coming on the heels of Black Maternal Health Week 2020 was Mother's Day (May 10, 2020). As a major awareness opportunity for motherhood generally and the Black Maternal health crisis specifically, BMMA determined a set of activities to engage and broaden its audiences. Given the proximity of Mother's Day to BMHW20, BMMA connected the two campaigns by utilizing a similar theme, broadening it to simply, “Centering Black Mamas.”

This theme seemed especially important to focus on in light of the 2020 COVID-19 pandemic and its impacts on maternal health. It is against that backdrop that BMMA continues to shine a spotlight on black motherhood. The campaign included three main strategies, briefly described below: 1) Social Media and Influencer Engagement; 2) External Partner and Member Engagement; 3) #GivingTuesdayNow global fundraising effort.

**Social Media and Influencer Engagement:** BMMA created a set of social media graphics to share in the week leading up to Mother's Day. Brief messages were centered around the theme (“Centering Black Mamas”) and included language such as:

*Whatever #motherhood looks like for you, today (and truly, everyday) we are #CenteringBlackMamas—their strength, their resilience, and their deep love for family and community.*

Specifically for the holiday, the theme language was expanded to “Celebrating and Centering Black Mamas” in recognition of the importance of uplifting, specifically, black motherhood.

In addition to disseminating shareable graphics on its social channels, BMMA made an effort to cultivate relationships with social media influencers in the “Black Motherhood” sphere. Long-term, the goal is to create a community of external “everyday women” supporters who can speak to issues around black maternal health not from a provider or advocate perspective but instead from their specific lens within their community.





Ultimately, this is the beginning of an evolving, long-term strategy to introduce BMMA to a new audience, especially in an effort to expand its base of supporters and drive individual-level giving.

BMMA also received an invitation from Netflix to participate in the global viewing party of Michelle Obama's "Becoming" documentary. Although the film is not directly about motherhood, this was an excellent time to engage BMMA's followers during Mother's Day weekend. Using the hashtag #BecomingBlackMamasMatter, BMMA invited its followers to participate in a chat to discuss the film.

**External Partner and Member Engagement:** Because Mother's Day is an opportunity for most, if not all, of BMMA's partners, including its member organizations, it was also a chance for BMMA to deepen its engagement with various entities. For example, BMMA participated as part of the Steering Committee for the virtual March for Moms. In addition to providing guidance, BMMA supported the March for Moms effort by sharing information about the campaign and activities on its social media channels. Similarly, for BMMA member organization Mothering Justice, BMMA promoted their "Mama's March," an effort to center the voice of Black Mamas in federal advocacy efforts.

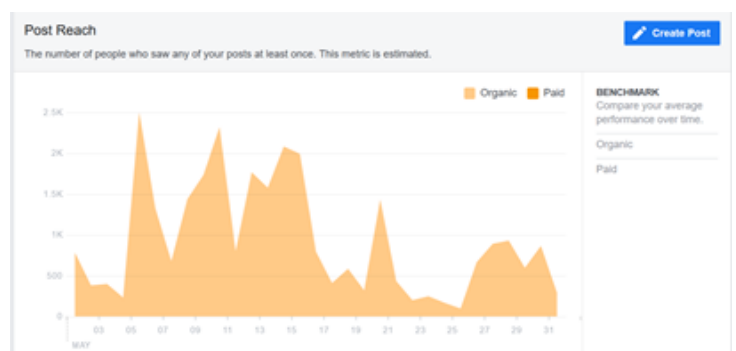
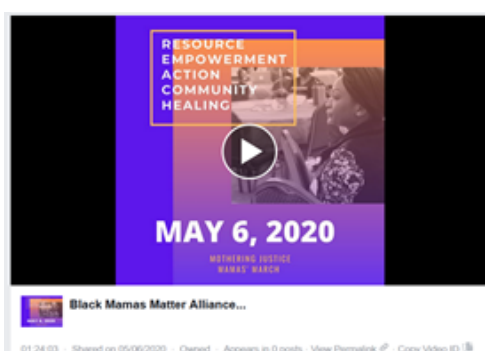
**#GivingTuesdayNow Global Fundraising Effort:** Organized by Giving Tuesday, #GivingTuesdayNow was a global day of giving and unity that was held May 5, 2020 as an emergency response to the unprecedented need caused by COVID-19. Utilizing the theme, BMMA solicited donations via social media and email. Through the month of May, the campaign raised over \$14,000.

## Summary of Reach

**Twitter:** In the week that included Mother's Day (May 3-May 11), BMMA garnered an average of 7.7k twitter impressions per day, including over 32k impressions on the Friday and Saturday before Mother's Day, when the majority of fundraising and social media efforts were made (including participation in the #BecomingBlackMamasMatter film discussion chat).



**Facebook:** Over the course of May 1st to May 15th, BMMA's Facebook page posts garnered a daily reach of about 2.3K. This reach included a livestream of one of BMMA's Kindred Partner virtual events, Mothering Justice's Mama March 2020.



**Instagram:** During the Mother's Day campaign, BMMA shared a total of 10 posts on Instagram. These posts made over 47k impressions.