Mama’s Day

IMPACT

MAY 9, 2021

A week dedicated to loving, honoring, and amplifying our Black Mamas.

#BLACKMAMASONLINE

BLACKMAMASMATTER.ORG
Black Mamas are our caregivers, nurturers, and a village. The Black Mamas Day Campaign is a week in which Black Mamas Matter Alliance (BMMA) carves out space to honor the Black Mama figures in our lives in unique, and meaningful ways leading up to Mama’s Day and beyond. Throughout this week, BMMA gives Black Mamas their flowers while amplifying our experiences and voices through our theme of "Claiming Our Power, Resilience, and Liberation."

Programming

The itinerary for the Black Mamas week-long campaign was rooted in the BMHW21 theme of Black Mamas "Claiming Our Power, Resilience, and Liberation." We utilized powerful snippets from our beloved kindred and movement partners, a social media activation campaign, a live interactive Instagram discussion and an Instagram takeover and giveaway with ERGO Baby.
Programming: Power and Liberation

Spotlight Snippets

We spotlighted Black Mamas within our internal network and online communities claiming their power. We showcased snippets from revolutionary thought leaders from Black Maternal Health Week 2021.

International Day of Midwifery

We celebrated Black midwives across the diaspora as Black Mamas Matter Alliance uplifts the works and historical contributions of Black women and femme leadership and maternity care.

We continue to celebrate and revere all Black midwives, past and present, who fight to end maternal mortality. Black Mamas Matter Alliance joined with the White Ribbon Alliance and Black midwives across the globe in the battle to end maternal mortality.
MAMAS DAY IMPACT REPORT

Programming: Resilience

An Instagram Live Discussion

We had a live interactive discussion on Instagram (@blackmamasmatter) on Wednesday, May 26th. We spoke with Anna Malaika Tubbs, critically acclaimed author of *The Three Mothers: How the Mothers of Martin Luther King Jr., Malcolm X, and James Baldwin Shaped a Nation*.

We spoke on how these mothers' revolutionary teachings represent a moment in history and a celebration of Black motherhood. We also hosted a giveaway on Instagram providing copies of The Three Mothers to ten Black Mamas that commented how they are claiming their power, resilience, and liberation.

ERGOBaby Instagram Takeover and Giveaway

We are so incredibly eager and excited to continue our collaborative partnership with ERGOBaby and provided two baby carriers to two Black Mamas. We took over the Instagram story of ERGOBaby sharing the mission, vision and goal of BMMA.
Throughout our Mama's Day campaign, BMMA hosted a social media activation campaign raising awareness and providing insight into the infrastructure and core values of Black Mamas Matter Alliance. This campaign also continued in further empowering and uplifting words of resilience, power, and liberation from Black Mamas, kindred partners, and more.

@missmelodypinup I'm demanding that people see my worth, not only as a mother, but as a Black mother. I'm staying loud and proud about the barriers I experience and how hard I work to overcome them. I fight for the support I deserve and need and gladly set a fire to expose any racism hiding in the dark.
KINDRED PARTNERS

To all of our

Sister Song
Women of Color Reproductive Justice Collective

CinnaMoms

Baobab Birth Collective

Mothering Justice

NBEC National Birth Equity Collaborative

Village Birth International

Commonsense Childbirth
because every woman deserves a healthy baby

Restoring Our Own Through Transformation

Shafia Monroe consulting Birthing CHANGE

Sister Reach

Perinatal Health Equity Foundation

Mommy UP

National Perinatal Task Force

BLACK GIRLS BREASTFEEDING CLUB
To all of our kindred partners.
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, MPH
Co-Founder & Executive Director