

Mamas Day **IMPACT**

MAY 9, 2021

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

#BLACKMAMASDAY



BLACKMAMASMATTER.ORG

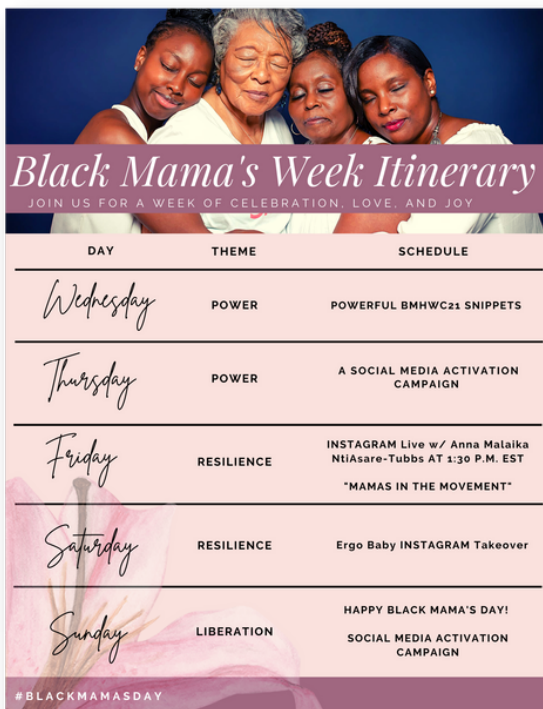


BMMA
BLACK MAMAS MATTER ALLIANCE

MAMAS DAY IMPACT REPORT

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



Black Mama's Week Itinerary
JOIN US FOR A WEEK OF CELEBRATION, LOVE, AND JOY

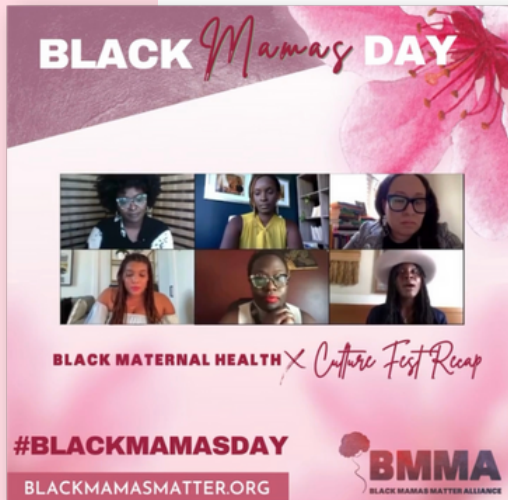
DAY	THEME	SCHEDULE
Wednesday	POWER	POWERFUL BMHC21 SNIPPETS
Thursday	POWER	A SOCIAL MEDIA ACTIVATION CAMPAIGN
Friday	RESILIENCE	INSTAGRAM Live w/ Anna Malaika Kilgus-Tabbs AT 1:30 P.M. EST "MAMAS IN THE MOVEMENT"
Saturday	RESILIENCE	Ergo Baby INSTAGRAM Takeover
Sunday	LIBERATION	HAPPY BLACK MAMA'S DAY! SOCIAL MEDIA ACTIVATION CAMPAIGN

#BLACKMAMASDAY

The itinerary for the Black Mamas week-long campaign was rooted in the BMHC21 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.

MAMAS DAY IMPACT REPORT

Programming: Power and Liberation

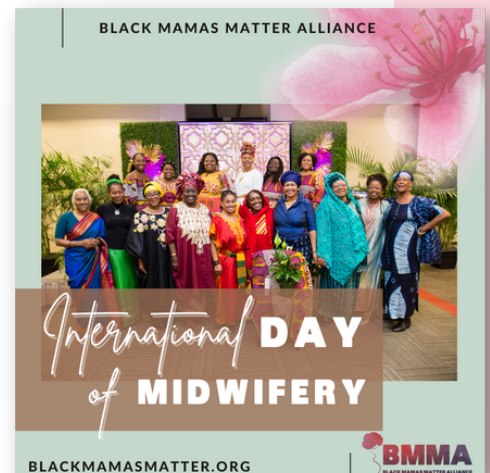


Spotlight Snippets

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.



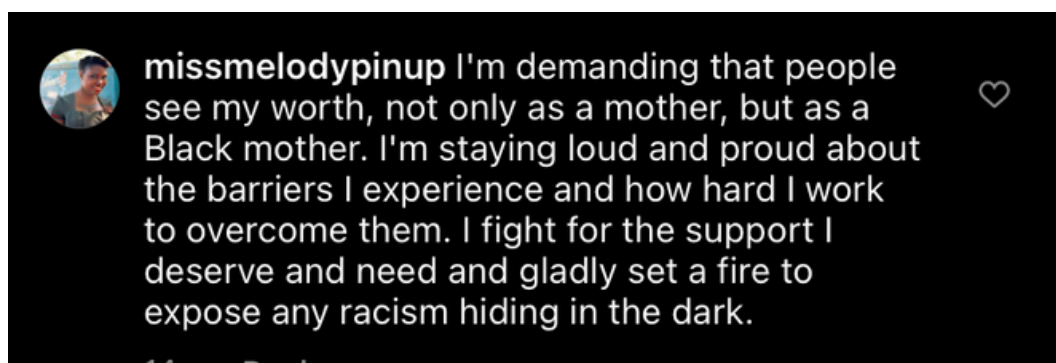
MAMAS DAY IMPACT REPORT

Programming: Liberation

Social Media Activation Campaign



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.



LOVE

To all of our

KINDRED PARTNERS

**Sister
Song**

Women of Color Reproductive
Justice Collective



CinnaMoms



**mothering
JUSTICE**



NATIONAL
BIRTH EQUITY
COLLABORATIVE



VILLAGE
BIRTH
INTERNATIONAL



Commonsense Childbirth
because every woman deserves a healthy baby



Jamaa
Birth Village



Restoring Our
Own Through
Transformation

Shafia Monroe
consulting **Birthing CHANGE**



The
Perinatal
Health Equity
FOUNDATION

MommyUP

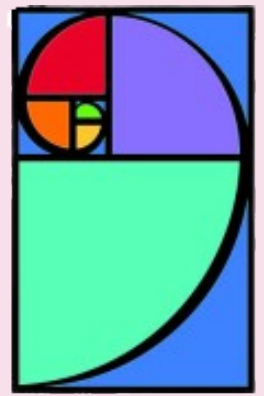


National Perinatal Task Force

**BLACK GIRLS
BREASTFEEDING CLUB**



Center for Black Women's
Wellness



SisterLove



BLACK WOMEN'S
HEALTH IMPERATIVE

SHADES of BLUE
PROJECT

DEM BLACK



Mama1010 Village



BLACK WOMEN
FOR WELLNESS

THE AFIYA CENTER

To all of our

KINDRED PARTNERS

Chocolate
MILK CAFÉ
NATIONAL



Thank You!

The Black Mamas Matter Alliance's (BMMA) 2021 Black Mamas Day 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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