ABOUT THE BLACK MAMAS MATTER ALLIANCE

Black Mamas Matter Alliance, Inc. (BMMA) is a national network of Black women-led organizations and multi-disciplinary professionals that work across the full spectrum of maternal and reproductive health. We envision a world where Black mamas have the rights, respect, and resources to thrive before, during, and after pregnancy.

BLACK MATERNAL HEALTH WEEK 2022

As the United States continues to reckon with the many structural and systemic inequitable factors that have been further exacerbated by multiple public health emergencies which contribute to poor maternal and reproductive health outcomes for Black women and birthing people, the Black Mamas Matter Alliance (BMMA) moved into the fifth year of the trailblazing, congressionally-recognized Black Maternal Health Week Campaign (#BMHW22).

Founded by BMMA, Black Maternal Health Week is a national initiative that takes place annually from April 11 - 17 during National Minority Health Month, and serves to amplify the voices of Black Mamas, and center the values and traditions of the reproductive and birth justice movements.
In 2022, BMHW provided engaging platforms to celebrate innovations 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.

In celebration of the fifth anniversary of Black Maternal Health Week, our 2022 theme: “Building for Liberation: Centering Black Mamas, Black Families, and Black Systems of Care.” is an opportunity to center Black women’s scholarship, maternity care work, and advocacy across the full-spectrum of sexual, maternal, and reproductive health care, services, programs, and initiatives.

BMHW22 featured riveting conversations during the Global Black Midwifery webinar; the 2nd annual Black Maternal Health x Culture Festival (BMH x CLTR); newly released resources and products focused on BMMA’s research at the virtual symposium; BMMA’s monumental policy day which featured a keynote address from Vice President Kamala Harris, along with panel discussion with legislative representatives on the Momnibus Act; to the social media campaign and virtual fundraiser.

Our affiliated partners, sponsors, donors, supporters and Black Mamas demonstrated their unwavering dedication towards eradicating maternal mortality and advancing grassroots-led initiatives in maternal and reproductive health. This report captures the campaign highlights and how the collective efforts of our alliance partners and supporters made a reverberating impact across the nation and beyond.
BMHW22: PROGRAMMING SCHEDULE

Monday, April 11 | The Global Black Midwifery Panel and Screening

Tuesday, April 12 | Southeast Regional Black Maternal Health Symposium

Wednesday, April 13 | #BMHW22 Tweet Chat x Policy Leaders in Conversation

Thursday, April 14 | Annual Fundraising Day

Friday, April 15 | BMH x CLTR: NATAL Fireside Chat

Saturday, April 16 | Centering Black Families: BMMA x SisterSong Black Maternal Health Walk

Sunday, April 17 | Get to Know the Alliance Spotlight Campaign
BMHW22 BY THE NUMBERS

Over 170 Unique media hits

More than $35K From donors & supporters

Over 10K webinar series registrants

More than 90 Events hosted across the nation by BMMA partners & collaborators

65 Organizational and individual sign-ons in support of the BMHW22 Resolution letter

119 Congressional co-sponsors of the 2022 Black Maternal Health Week Resolution

Over 3500 People reached by BMHW22 programmatic events and services across the nation

Over 100 Black women-led organizations engaged during BMHW22

Over 10 State and local BMH resolutions introduced
Across BMMA's social media platforms, impactful discussions were taking place online and in the public sphere throughout the month of April. During BMHW22, social media campaigns averaged:

- **118.1 MILLION IN TOTAL REACH**
- **OVER 198K TOTAL DIGITAL INTERACTIONS & ENGAGEMENTS**
- **OVER 8.4K SOCIAL MEDIA SHARES & OVER 3K LIKES ACROSS ALL PLATFORMS**
- **GAINED OVER 20K FOLLOWERS**
The 2022 Black Maternal Health Week campaign received more than 170 media hits throughout the U.S., representing a potential reach of 949 Million. Specific media outlets that covered #BMHW22 includes CNN, Parents Magazine, NewsOne, NBC News, and more.
BLACK MAMAS ARE BUILDING OUR LIBERATION

Please enjoy snippets and commentary from every day Black Mamas expressing how they felt about #BMHW22 and the digital events offered throughout the week!

sweetpieceoftime: I’m so happy and excited to have learned about Black Maternal Health Week! Now that I’m a mother, I am so eager to learn about all things motherhood, my health, etc., 💖❤️ ESPECIALLY being a BLACK MAMA! ❤️ I’m sharing the news with EVERYONE!

12w Reply Send

CDC Division of Reproductive Health: We’re using this week (and beyond) as an opportunity to discuss the many factors contributing to the disparities, and action steps that can be taken to better support and care for Black pregnant and postpartum people. @BlkMamasMatter #BMHW22

Creating Life in America: What a week! This year’s #BMHW22 was everything we needed and more! Even though the week is over let’s continue to raise awareness about the maternal mortality health crisis. Black women are still 3 X more likely to die from pregnancy-related causes. #creatinglifeinamerica

sashae_makin_my_dreams_reality: Wow just WOW 😢!! I’m at a loss for words but I’m extremely grateful for stumbling upon this community 🙏🏾🙏🏾🙏🏾🙏🏾
Black Maternal Health Week continues to bring awareness not only for Black birthing people in the United States but also in several countries across the continents of Africa, Asia, and Europe. Outside of the United States, over 18 countries engaged with our content and activities the most.
The Black Mamas Matter Alliance is an alliance of various Black woman-led organizations. BMHW22 serves as an opportunity to encourage supporters to engage with and attend local events hosted by our partners and collaborators to support birth and reproductive justice initiatives, locally. During #BHMW22 we showcased the depth of expertise and diversity of disciplines of our partners from within the alliance. Organizations in the Alliance span across 24 states who’ve hosted over 90 events catered to Black Mamas, children and families in their communities.
Thanks to our sponsors' consistent support, BMMA raised over $150,000 for BMHW22! We are deeply grateful for the continued community support for Black Maternal Health Week 2022.
2022 Sponsors & Partners

Upholder

Balanced Black Girl

NACPM

NEW VOICES

for reproductive justice

CENTER for reproductive rights

AMERICAN COLLEGE of NURSE-MIDWIVES

With women, for a lifetime®

Planned Parenthood of Greater New York

NATIONAL ASSOCIATION TO ADVANCE BLACK BIRTH

provide
In alignment with our narrative change and culture shift body of work, BMMA engaged Actress, Philanthropist, and Advocate Tatyani Ali; and Journalist, TV Host and Author Elaine Welteroth as our official #BMHW22 Culture Shift Influencers. Their videos can be accessed on BMMA’s Youtube page.

ELAINE WELTEROTH
NYT Bestselling Author, Journalist & TV Host
Elaine shared with us what Black Maternal Health Week means to her, and the importance of culturally-competent care. Hear her words of empowerment and advice for Black Mamas and birthing people here.

TATYANA ALI
Actress, Advocate, Philanthropist
Returning for another year as a #BMHW Culture Shift Influencer, Tatyana shared her personal motherhood journey and what Black Maternal Health Week means to her. Hear her special message to all Black Mamas and birthing people here.

Our BMHW22 Culture Shift Influencers reached over 20k Black Mamas, Leaders, Thinkers, and Gamechangers

www.blackmamasmatter.org
Moderated by BMMA Executive Director Angela Aina, the discussion focused on building an international movement for Black midwifery. Guest panelists Midwife Queen Umm Salaamah Abdullah-Zaimah, Midwife Lodz Joseph-Lemon, Midwife Pandora Hardtman, and Midwife Nafisa Jiddawi shared about their work in Africa and the Caribbean. We also recognized April 11 as International Day for Maternal Health and Rights, a day dedicated to uplifting every person's right to respectful, quality, safe, and comprehensive maternal health care.

I really appreciated the fact that they were so open to share and spread awareness without holding back, they held the space down that was given to them. I can't wait to see more events as such taking place around the world and hopefully bring in those who don't identify with our culture to learn and explore.

MORE THAN 93% RATED THEY ENJOYED THE GLOBAL SCREENING

(please see a review to the right)
BMHW22 PROGRAMMING

BUILDING FOR LIBERATION: CENTERING BLACK MAMAS, BLACK FAMILIES & BLACK SYSTEMS OF CARE

Presented by BMMA, on Tuesday, April 12, 2022, the Black Maternal Health Virtual Symposium showcased newly released resources and products focused on BMMA’s research and policy activities with a concentration on the southeast region for our 5th annual BMHW campaign.

A newly released publication titled, Black Women’s and Birth Workers Experiences of Disrespect and Abuse in Maternity Care in Atlanta, was showcased. In partnership with Columbia University’s Averting Maternal Death and Disability Program or AMDD, BMMA conducted focus group discussions with Black Mamas and birth workers to better understand issues related to maternity care in Atlanta, Georgia.

BMMA also highlighted Maternal Mortality Review Committees and their engagement with community stakeholders. Alliance members who have worked with MMRCs came together to create this issue brief which includes a call to action and recommendations for MMRCs to re-evaluate and think differently about their processes and goals.
BMMA joined the nation’s top policymakers, experts, and advocates who are leading the fight to end the maternal mortality crisis in the United States. This event is a continuation of the White House proclamation supporting Black Maternal Health initiatives that advance health equity.

The event featured a keynote address from Vice President Kamala Harris, along with remarks and panel discussions featuring U.S. Department of Health and Human Services Secretary Xavier Becerra, Rep. Alma Adams, Rep. Lauren Underwood, Rep. Ayanna Pressley, Senator Cory Booker, and others.

BMMA Co-Founding Executive Director Angela D. Aina spoke to a panel with Representatives Alma Adams and Ayanna Pressley on the importance of the Black Maternal Health Momnibus Act and postpartum Medicaid coverage for one year.

**BMHW22 PROGRAMMING**

**BUILDING OUR LIBERATION: CENTERING BLACK MAMAS, BLACK FAMILIES & BLACK SYSTEMS OF CARE**

**Wednesday, April 13th |**

**Policy Day: Policy Leaders in Conversation during #BMHW22**

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**32.1M**

Total reach and views across social channels and web activity

**Over 1762**

Registrants

**Over 78.5k**

interaction and engagements across social channels and web

**Annual Tweet Chat**

In continuation of Policy Day, BMMA and supporters held a digital conversation on all things Black maternal health. With a specific focus on this year’s theme, supporters discussed the importance of building liberation and supporting Black systems of care. This event allowed BMMA to hear from everyday Black Mamas and birthing people, community leaders, and advocates who want to see more happen to address inequities.

**Over 2k**

Social and web mentions

**Over 61.7k**

Interaction and engagements across social channels and web
The Annual Fundraising Day highlighted the impact of BMMA in the movement for Black maternal health, rights, and justice over the past five years while actively working to raise funds to continue championing the cause of birth equity and reproductive justice. With community support we were just shy of our goal of $50,000. This year’s Fundraiser Day and social media activation campaign yielded positive impact and engagement.

We took a walk down memory lane to reflect on all that we’ve accomplished together in the past five years while also investing in the future to continue in this critical work. Highlighting past work included the first Congressional Hill Briefing on Black Maternal Health and Reproductive Justice in Washington D.C. in 2017, BMMA’s first annual Black Maternal Health Conference and Training Institute in 2018, as well as Alliance Partnership Convenings.
The conceptualization of a campaign rooted in our values as an organization, guided by our 2022 theme and fueled by BMMA’s spirit of innovation led to the creation of BMMA’s signature #BMHW event: “Black Maternal Health x Culture Festival” (BMH x CLTR). 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.

We welcomed NATAL executive producers, hosts, and parent storytellers to the BMH x CLTR: Fireside chat to highlight the importance of Black storytelling and prioritizing the experiences and voices of the Black community, specifically living in rural areas.

We welcomed over 120 attendees and guided discussions around systems and communities of care, reclaiming the birthing process through radial storytelling and NATAL’s Season Two focus on Black families living in rural America. The Fireside chat covered many topics from honoring ancestral communal practices of post-partum support and care to the importance of birthing partners to advocating alongside their Black Mamas during pregnancy and delivery.

Attendees engaged with guest speakers to hear more about the power of storytelling and the ways in which it supports Black mamas and communities. Some interactive highlights include discussing postpartum depression among the partners of birthing people and the importance of community building through a Black libratory lens.
The only in-person event during #BMHW22, BMMA partnered with SisterSong Women of Color Reproductive Justice Collective to welcome the first annual Black Maternal Health Walk. Black Mamas were hitting the streets while working towards enhancing community organizing on Black Maternal Health.

The 2022 Atlanta based Black Maternal Health Walk included a combination of wellness activities, maternal and reproductive health education sessions, music, and prizes for Black mamas and families from the Atlanta community. Attendees learned about local doulas, midwives, medical professionals and gained other key resources on maternal and reproductive health services.

In preparation of the Walk, all attendees over the age of 18 were required to register with over 65 in-person attendees. Ages ranged from under 1 year old to over 65. Attendees who indicated pregnancy or breastfeeding were given special accommodations such as being accompanied by a community health worker during the walk, along with first priority meals during lunch. Representatives of BMHW22 Sponsor, Pampers joined the community in support of the Black Maternal Health Walk.
The final day of BMHW22 highlighted the impactful and powerful work of our Alliance. The Get to Know the Alliance spotlight campaign featured several partners and organizations. It is through the necessary and life saving work of our Alliance partners that Black Maternal Health Rights and Justice expands into a global movement.

BMHW22 PROGRAMMING
BUILDING FOR LIBERATION: CENTERING BLACK MAMAS, BLACK FAMILIES & BLACK SYSTEMS OF CARE

Sunday, April 17th | Get to Know the Alliance Spotlight

The final day of BMHW22 highlighted the impactful and powerful work of our Alliance. The Get to Know the Alliance spotlight campaign featured several partners and organizations. It is through the necessary and life saving work of our Alliance partners that Black Maternal Health Rights and Justice expands into a global movement.
The Black Mamas Matter Alliance’s (BMMA) 2022 Black Maternal Health Week campaign continues to be a transformative initiative in the larger work of ending maternal mortality and amplifying solutions to address a serious public health issue. Through incredible speakers, experts, affiliated partners, sponsors, and supporters like you we were able to celebrate the fifth anniversary of this campaign with the theme of *Building for Liberation: Centering Black Mamas, Black Families, and Black Systems of Care.*

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 healthcare, as well as amplified the voices of Black Mamas to shift the narrative to center our liberation. We, at BMMA, are deeply grateful for your commitment and support of this year’s BMHW campaign.

With Sincere Gratitude,

*Angela D. Aina, MPH*
*Co-Founder & Executive Director*
REFERENCES

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THANK YOU!

THE BLACK MAMAS MATTER ALLIANCE IS A NATIONAL NETWORK OF BLACK WOMEN-LED AND BLACK-LED, BIRTH AND REPRODUCTIVE JUSTICE ORGANIZATIONS AND MULTIDISCIPLINARY PROFESSIONALS, WORKING ACROSS THE FULL-SPECTRUM OF MATERNAL AND REPRODUCTIVE HEALTH.

WWW.BLACKMAMASMATTER.ORG/BMHW