

BLACK MATERNAL HEALTH WEEK 2022

IMPACT REPORT

APRIL 11 - 17, 2022





Building Our Liberation: Centering Black Mamas, Black Families & Black Systems of Care

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.

BLACK MATERNAL HEALTH WEEK 2022

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



Key Social Media Highlights

Programming Highlights, Traffic & Engagement

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



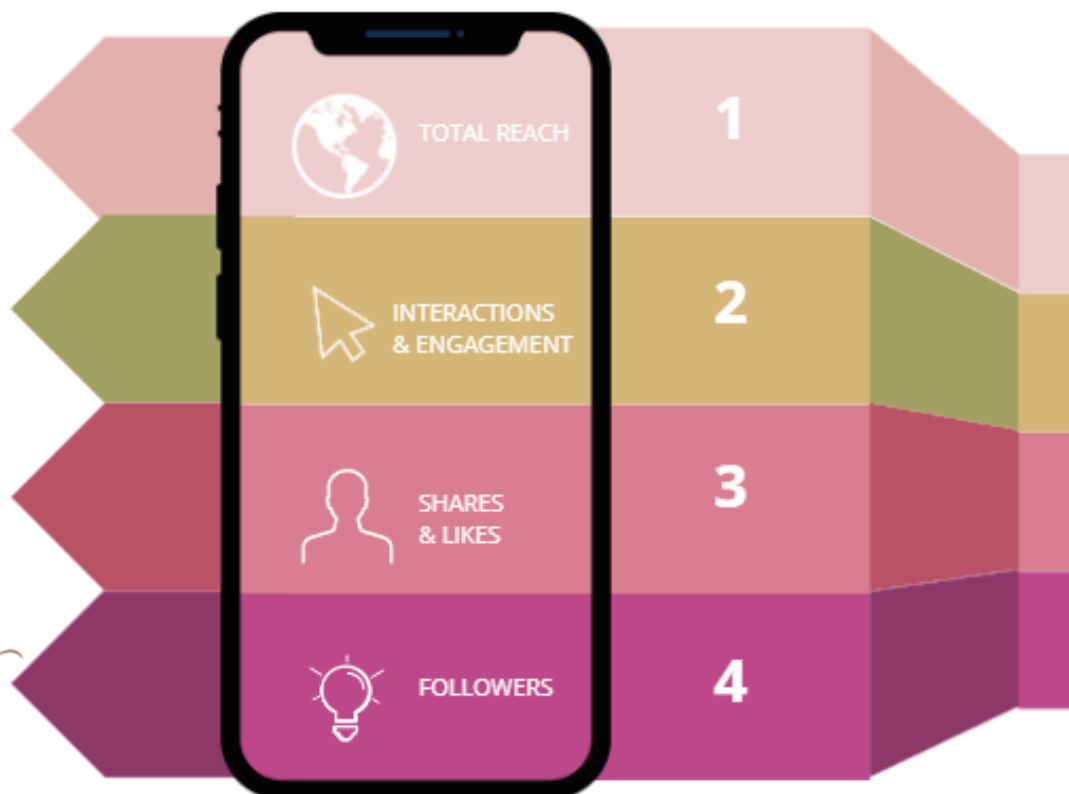
**OVER 198K TOTAL DIGITAL
INTERACTIONS & ENGAGEMENTS**



**OVER 8.4K SOCIAL MEDIA SHARES &
OVER 3K LIKES ACROSS ALL PLATFORMS**



GAINED OVER 20K FOLLOWERS



BMHW MEDIA COVERAGE AT A GLANCE

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.



*[Access the
2022 Media Package Here](#)*

Black women fear the steady rise in abortion restrictions across the US will worsen maternal health crisis

By Maya Brown, CNN
Updated 7:53 AM ET, Sun April 17, 2022



MORE FROM CNN

- 10 major clothing sales we're anticipating for Amazon Prime Day
- Liz Cheney just made an absolutely critical point about Donald Trump's responsibility on...

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Why this ad? ⓘ

We Know Black Parents Are at the Most Risk When Giving Birth—Here's How to Protect Yourself

Considering statistics about the dangers that Black birthing people face when giving birth, they have every reason to be anxious about it—here's what they can do.

By A. Norham Meadows-Perkins Published on April 8, 2022



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



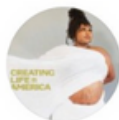
CDC Division of Reproductive Health @CDC_DRH

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](#)



Jennifer McClellan @JennMcClellanVA

A2: I'm participating in [#BlackMaternalHealthWeek](#) [#BMHW22](#) because I'm Black mama who almost died in childbirth and I've been working to address the maternal mortality disparities faced by Black women in the [#VALeg](#). [@blkmamasmatter](#) [#BlackMamasMatter](#)



Creating Life In America @c... · 4/18/22

What a week! This years [#BMHW22](#) was everything we needed and more! Even though the week is over let's continue to raise awareness about the [#maternalmortality](#) health crisis. Black women are still 3 X more likely to die from pregnancy-related causes. [#creatinglifeinamericathefilm](#)



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 🙏🙏🙏🙏🙏

12w Reply Send

GLOBAL REACH

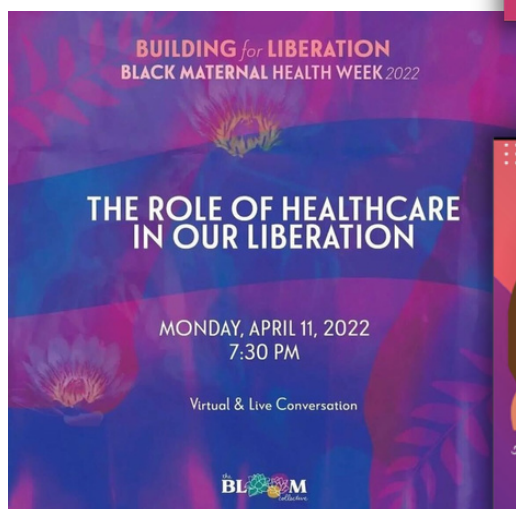
BUILDING OUR LIBERATION: CENTERING BLACK MAMAS, BLACK FAMILIES & BLACK SYSTEMS OF CARE

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.



Amplifying BMMA Partner Expertise

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 #BMHW22 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.



2022 Sponsors & Partners

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.

Changemaker



Movement



2022

Sponsors & Partners

Champion



ACOG
The American College of
Obstetricians and Gynecologists



THE NATIONAL SERVICE OFFICE FOR



2022 *Sponsors & Partners*

Upholder

 Balanced Black Girl



CENTER *for*
REPRODUCTIVE
RIGHTS



2022 Sponsors & Partners

Upholder



**HEALTHY MOTHERS,
HEALTHY BABIES**

Coalition of Georgia



**Planned Parenthood Advocacy Project
Los Angeles County Action Fund**



**POSTPARTUM SUPPORT
INTERNATIONAL**

2022 Sponsors & Partners

Upholder



Wisconsin Alliance for
Women's Health
www.supportwomenshealth.org



Abortion Care Network
WE ARE STRONGER TOGETHER



**Quality Care
& Health Equity**
Planned Parenthood*



2022 Culture Shift

INFLUENCERS

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**

BMHW22 PROGRAMMING

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

Monday April 11, 2022 |

The Global Black Midwifery Panel and Screening

Black Mamas Matter Alliance and National Black Midwives Alliance hosted the Global Black Midwifery Panel and Screening on April 11 at noon EST as an official event of Black Maternal Health Week 2022, while also marking International Day for Maternal Health and Rights. The event featured a report back from the 2022 Zanzibar Cultural Midwifery Exchange from NBMA Director, Midwife Jamarah Amani. A segment of the documentary, Legacy Power Voice: Movements in Black Midwifery, featuring new footage from Zanzibar, was also showcased.



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.

MORE THAN
93%
RATED THEY
ENJOYED THE
GLOBAL SCREENING

(please see a review to the right)

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.

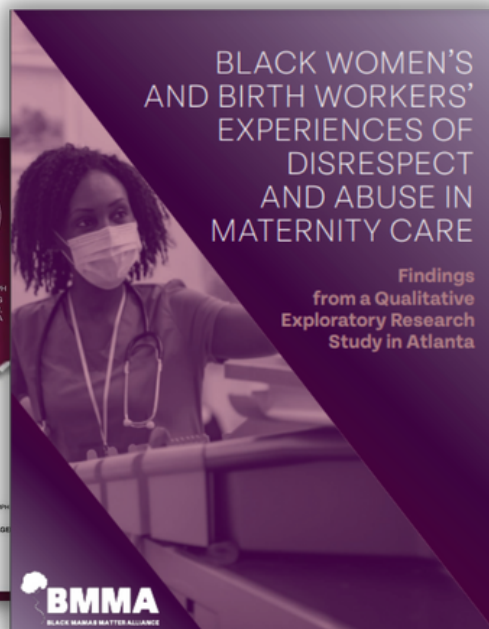
BMHW22 PROGRAMMING

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Tuesday, April 12th |

Southeast Regional Black Maternal Health Symposium

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.

"Fantastic webinar with valuable and pertinent information that I will surely use to share with others and in my certification process to become a Doula of color"

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.

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



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 Omnibus Act and postpartum Medicaid coverage for one year.

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



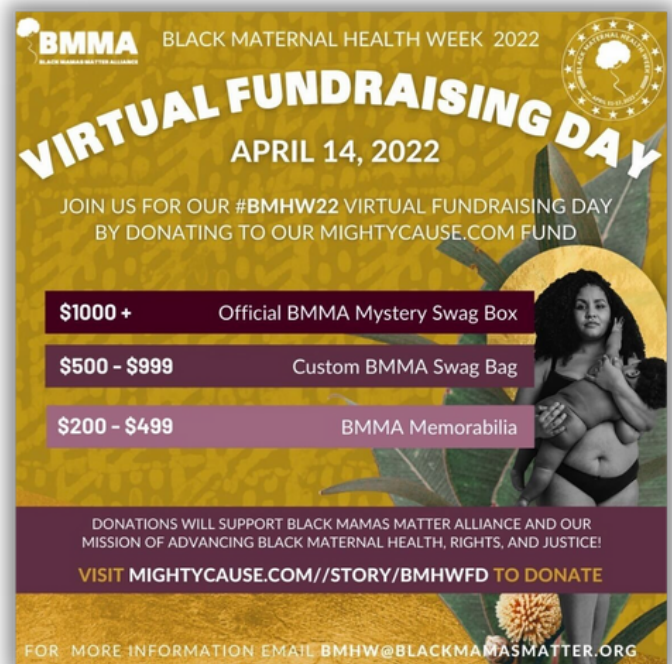
BMHW22 PROGRAMMING

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

Thursday, April 14th | Annual Fundraising Day

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.



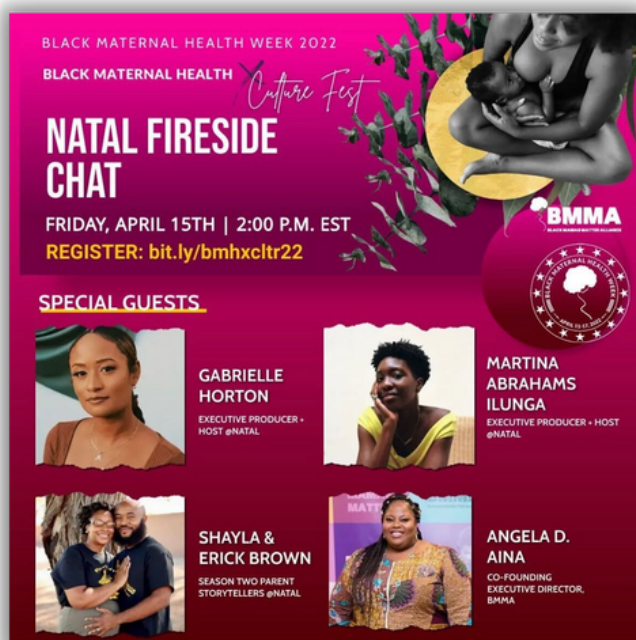
BMHW22 PROGRAMMING

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Friday, April 15th |

Black Maternal Health x CLTR: NATAL Fireside Chat

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.



BMHW22 PROGRAMMING

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

Saturday, April 16th |

Centering Black Families: BMMA x SisterSong Black Maternal Health Walk

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 years 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.



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.

Save the Date!



JOIN US FOR A SOCIAL MEDIA
ACTIVATION CAMPAIGN:
**GET TO KNOW THE
ALLIANCE**

SUNDAY, APRIL 17, 2022

As Black Maternal Health Week comes to an end, we continue to take a trip down memory lane highlighting the impact of BMMA over the past five years. We will also be hosting a social media activation campaign highlighting the impactful work our beloved alliance and continuing to bridge the necessary and impactful work of our beloved partners to Black Mamas everywhere.

Follow along with us on
Instagram and Facebook: @blackmamasmatter
Twitter: @bikmamasmatter www.blackmamasmatter.org/bmhw

BMMA

BLACK MATERNAL HEALTH WEEK 2022

**ALLIANCE
CONVENINGS**




#BMHW22

BMMA
BLACK MAMAS MATTER ALLIANCE

BLACKMAMASMATTER.ORG

BLACK MATERNAL HEALTH WEEK 2022

ALLIANCE SPOTLIGHT



DEM BLACK MAMAS
DEMBLACKMAMAS.COM

“Building our liberation puts the focus on the world we want to create and prevents us from getting stuck in the present fight and sitting in despair. Focusing on liberation forces us to look towards the future. Focusing on liberation in the midst of difficult times forces us to ask ourselves “What do we need to build right now or heal from right now so we experience freedom right now AND be ready to live in the world we are creating?”

#BMHW22 DEMBLACKMAMAS.COM

BMMA

BLACK MATERNAL HEALTH WEEK 2022

ALLIANCE SPOTLIGHT




MAMATOTO VILLAGE
WWW.MAMATOTOVILLAGE.ORG

“BMHW22 not only sheds light the ways white supremacy outcomes in America, it focuses on Liberation. Mamatoto Village is building a collective, supreme gathering to the

#BMHW22 WWW.MAMATOTOVILLAGE.ORG

BLACK MATERNAL HEALTH WEEK 2022

ALLIANCE SPOTLIGHT



**BLACK WOMEN
FOR WELLNESS**
[HTTPS://WWW.WLA.ORG](https://www.wla.org)


“It is important that we continue to inform Black Mamas/Black Families and Black Systems of Care that there is power in our voices, there is power in our bodily autonomy, health care choices and their equity is not just for people of color but those who are most impacted. This may require us to have separate and focus services and policies until the trauma of 400 years ends so that we can not just reduce but eliminate Black maternal/infant morbidity and mortality in the most sacred space - Black pregnancy and birthing.

#BMHW22 BWWLA.ORG/

BMMA

BLACK MATERNAL HEALTH WEEK 2022

ALLIANCE SPOTLIGHT



SISTERLOVE, INC.
WWW.SISTERLOVE.ORG

“Black maternal health (in)equity necessarily lies at the forefront of any mission or effort to create a just world that erases the boundaries of racism, sexism, and other institutionalized forms of prejudice. BMHW is the centerpiece of this focus and creates and sustains a moral momentum that pushes us as an organization, and as a wider society, to address the egregious and undeniable organized violence against Black mothers/birthing persons.

SISTERLOVE.ORG **#BMHW22**

BMMA

Thank You



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

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



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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 MULTI-DISCIPLINARY PROFESSIONALS, WORKING ACROSS THE FULL-SPECTRUM OF MATERNAL AND REPRODUCTIVE HEALTH.

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