

BLACK MATERNAL HEALTH WEEK 2023 IMPACT REPORT



APRIL 11- 17



WWW.BLACKMAMASMATTER.ORG

About **BMMA** & **BMHW23**

The Black Mamas Matter Alliance (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 operate at the national, state, and local levels and collaborate to advance policy, promote holistic maternity care, cultivate research, and uplift culture to advance Black Maternal Health - rooted in birth and reproductive justice, respectful maternity care, and the human rights frameworks.

BLACK MATERNAL HEALTH WEEK 2023

Founded by BMMA in 2018, Black Maternal Health Week is a week of awareness, activism, and community-building aimed at amplifying the voices of Black Mamas, and centering the values and traditions of the reproductive and birth justice movements. BMHW is held annually in April during National Minority Health Month and is intentionally kicked off on April 11th in recognition of the International Day for Maternal Health and Rights. Through digital events and community engagement, BMHW uplifts Black women-led organizations to focus on the root causes of poor maternal health outcomes, while engaging Black voices to lead immediate conversations around community-driven policies and programs.

Each year the theme for Black Maternal Health Week is carefully selected by BMMA, including the Alliance partners, to ensure that it sufficiently captures the ethos and spirit behind our collective efforts to amplify the voices, perspectives and lived experiences of Black women and birthing people. Our **2023 theme**, **“Our Bodies Belong to Us: Restoring Black Autonomy and Joy,”** offered opportunities to engage in activities and conversations that honor the values and traditions of the reproductive and birth justice movements. **Here is a snapshot of this year’s programming schedule:**

Thank You!

#BMHW23 SPONSORS

Thanks to the generosity and active support of our #BMHW23 Sponsors, BMMA raised over \$220,000 during the course of this year's campaign! These funds help towards costs associated with campaign personnel time, community-based programming, essential parent items, and other expenses to implement this initiative. We are deeply grateful for their contributions and amplification of our efforts and wish to thank all of our BMHW23 Sponsors!

Changemaker: BabyDove, Merck for Mothers, First Response, Pampers, California Health Care Foundation (CHCF), Robert Wood Johnson Foundation

Movement: Funders for Birth Justice & Equity, Every Mother Counts, Mahmee, National Institute for Children's Health Quality/Healthy Start TA & Support Center



Champion: Planned Parenthood of Greater New York, Just Birth Network at Providence Swedish, The American College of Obstetricians and Gynecologists, Earth Mama Organics, Forward Together, Happiest Baby, Healthline Media, Lansinoh, Moms Rising, Hint Health

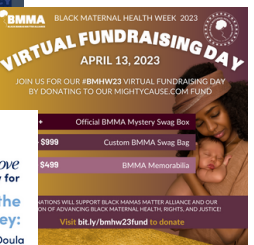


Upholder: Values Partnerships, Shades of Divinity, Soul 2 Soul Sisters, Reproductive Health Initiative for Telehealth Equity & Solutions, Generate Health, Provide Inc, Postpartum Support International, PeriGen, Nurturely, National Association to Advance Black Birth, Mothers Out Front, Maryland Patient Safety Center, Lactation Education Resources, Healthy Mothers Health Babies Georgia, Fit 4 Mom, Center for Reproductive Rights, CareQuest Institute for Oral Care, BLKBRY, Black Feminist Future, SEIU United Healthcare Workers West, Abortion Care Network, The Society of Family Planning, PeriGen, The Women's & Infant Center at Barnes Jewish Hospital

Black Maternal Health Week 2023 Virtual Programming Schedule

"Our Bodies Belong to Us: Restoring Black Autonomy and Joy"

- **Tuesday April 11** - International Day of Maternal Health and Rights; [#BMHW23 Tweet Chat](#)
- **Wednesday April 12** - [Virtual Policy Day Rally](#); Release of BMMA's Policy Agenda
- **Thursday April 13** - Virtual Fundraising Day; "Celebrating the Birthing Journey" [Virtual Panel Co-Presented by BMMA and Baby Dove](#)
- **Friday April 14** - "Restoring Black Autonomy and Joy through Innovative Research" [Virtual Panel](#)
- **Saturday April 15** - 2nd Annual "Black Maternal Health Walk" (Atlanta, GA)
- **Sunday April 16** - [Black Maternal Health \(BMH\) in Your Neighborhood](#)
- **Monday April 17** - [An Ode to Black Mama Joy](#); "Birthing Justice" Instagram Live Discussion



2nd Annual Black Maternal Health WALK



For the second year in a row, BMMA partnered with SisterSong, Inc. and Atlanta Doula Collective to present the Black Maternal Health Walk, which was held at Westside Park in Atlanta, GA. This year's Black Maternal Health Walk included a combination of wellness and movement activities, health education, music, games, and prizes for Black mamas and families from the Atlanta community. With over 230 participants, attendees connected with the community around information about doulas, midwives, and medical professionals and gained other key information around improving Black maternal health in the U.S.

[Using our Black Maternal Health Walk 2023 Participant Guide](#), people across the country were invited to join us by taking a walk in their own communities and sharing their activities online using our hashtags #BMHW23 and #BMHW23Walk.



BMH IN YOUR NEIGHBORHOOD: LOCAL BMHW23 EVENTS

Every year BMMA encourages, celebrates, and amplifies partners and collaborators to host local events specific to the needs of their immediate community. During BMHW23, our Alliance Partners hosted over 36 events across the nation! Event types ranged from discussions around chronic illnesses impacting Black maternal health and wellness to virtual summits. **Find the full slate of local events that were organized throughout the week [here](#).**

2023 Black Maternal Health Week = BMHW

Using Black Feminism and Trauma Responsive Care to Address Sexual Abuse in Care Settings




Inas-Khalidah Mahdi, MPH
@blackmamahirthingwellness

Jennie Joseph, LM, CPM
@iamjenniejoseph

Monday | 17 April 2023 | 1:00 pm EST

Scan to register





MOBILE MIDWIFE CLINIC

A PROGRAM OF SOUTHERN BIRTH JUSTICE NETWORK

PRESS CONFERENCE

MIDWIVES & DOULAS



Join us for Black Maternal Health Week as we celebrate the Official Launch of the Mobile Midwife Clinic!

April 15th, 2023 at 9:00 AM-10:30 AM EST

RSVP: bit.ly/mobilemidwifecelebration

#BMHW2023 #mobilemidwife



2023 BLACK MATERNAL HEALTH WEEK

Redefining Family

ACCURATELY CAPTURING BLACK STORIES



APRIL 12, 2023
4PM EASTERN / 1PM PACIFIC
VIRTUAL

In this workshop, attendees will reframe the ways they collect data from Black families through a decolonized Black feminist lens in order to capture more robust and accurate stories of Black birthing people, families, and communities.

KHYE TYSON
FACILITATOR



↑ SIGN UP HERE! ↑




Plan to Orgasm

Plan to Orgasm is a Black women's masterclass that is packed with expert strategies to help you better define your sexuality, close the orgasm gap, and develop better sex communication skills.

Hosted By
Dr. Donna Oriowo



Thursday, April 13
6:00 - 7:30 pm

got edges

Birmingham Central Marketplace
1601 Morris Avenue
Friday, April 14
12:30-2pm



Black Family Birth Fair

Oasis Birth Center
Birth/Postpartum Doulas
Midwives
Breastfeeding Counselors
Community Resources
Cooking Demo




Hosted by
Baobab Birth Collective

BMH IN YOUR NEIGHBORHOOD: LOCAL BMHW23 EVENTS



The 2023 BMH Network is hosting a one-day conference for Black Maternal Health Week on April 12th, 2023.

WILL INCLUDE:
 • Virtual 1-on-1 cohort opportunities
 • Virtual appearances: Agatha (former Reproductive Justice Advocate), Cultural Performance, and a virtual 1-on-1 cohort of "All My Babies" vendors and community organizations.

CONFERENCE ITINERARY
 • Celebration of our work: 7:00am - 8:00am
 • The history of birth in America: 9:00am - 12:30pm
 • Convening of our elders: 12:30pm - 2:30pm
 • Empowering a Wom: Swedish: 2:30pm - 4:30pm

CONFERENCE INFORMATION
 April 12th 2023 7:00am to 4:30pm
 Olofson Auditorium
 Swedish First Hill
 747 Broadway
 Seattle, Washington 98122

CONTACT INFO: southeast.kangberg@swedish.org **REGISTER:** <https://forms.office.com/e/1e0yqpl4#0>

Black Maternal Health Week

Our Bodies Belong to Us:
Restoring Black Autonomy and Joy

TUESDAY, APRIL 11TH
 Screening of the Documentary: Birthing Justice

WEDNESDAY, APRIL 12TH
 Restoring Black Joy and Autonomy in Black Maternal Health: Networking and Panel Discussion

THURSDAY, APRIL 13TH
 Centering Black Perinatal Health and Reproductive Justice Community Building

FRIDAY, APRIL 14TH
 Joy and Autonomy Healing Suite for Black Birthing and Reproductive Health & Justice Practitioners

SATURDAY, APRIL 15TH
 Black Maternal Health Week Community Walk

SUNDAY, APRIL 16TH
 Mutual Aid Support Day

Join CBWW and Georgia Watch as we discuss Advocacy 101, Maternal and Child Health in GA, and the power of Storytelling!

**April 12, 2023
6:30pm
Held on Zoom**

Receive a \$15 meal gift card for attending!

RSVP here!
<https://tinyurl.com/3z6984jr>

For questions contact:
slantum@cbww.org

Black Maternal Health Week 2023

OUR BODIES BELONG TO US

Restoring Black Autonomy and Joy

The Time is Now: Lessons from Roe Era in Real-Time
April 17 | 3:30 pm ET

The fight for personal bodily autonomy is deeply rooted in the continued trauma the Black and Indigenous communities experience as a result of white supremacy and patriarchy. This intergenerational conversation discusses the urgency for sustainable policy changes to advance and protect maternal & reproductive health and create an environment where all, but especially Black families, can thrive.

birthequity.org/BMHW23

HEAL THE WOMB HEAL THE WORLD - THE REVOLUTION IS IN THE WOMB

FRONTLINE DOULAS

BLACK MATERNAL HEALTH WEEK EVENTS

TUESDAY APRIL 11 - MONDAY APRIL 17, 2023

Tuesday, April 11
 10 a.m. - 11 a.m. PT:
Doula Who? Doula How? Doula What?
 The Transformative Power of Community Doulas
 Virtual Panel w/ L.A. Public Library
INFO:
lapl.org/maternal-family-health

Wednesday, April 12
 4 p.m. - 6 p.m. PT:
Black Women for Wellness Presents:
 Restoring Black Mothers:
 Restoring JOY
 In-person demonstrations, panel discussion + Q&A with doulas and birthing professionals
Location:
 Charles Drew University
 Maternal House

Thursday, April 13
 7 p.m. PT:
Uplifting Cosmic Joy Through Womb Sovereignty: A Virtual Experience on the Sacred Cycles of Life - Birth - Death - Rebirth
REGISTER:
frontlinedoulas.com/healthwomb

Saturday, April 15
 1:30 p.m. PT:
California Black Women's Health Project
 Black Birthwork Networking Celebration
Location:
 Kaiser Baldwin Hills
 Conference Center
INVITE & RSVP ONLY

FRONTLINEDOULAS.COM/HEALTHWOMB

BMHW²³

BY THE NUMBERS

Across BMMA's digital and social media platforms, impactful discussions took place leading up to and throughout #BMHW23. During this period, our campaign reached an average of **118.1 Million**, with approximately 198,000 interactions and engagements. Top highlights include:

- This year's official [Black Maternal Health Week Welcome Video](#) garnered more than **101,000 views on Twitter** and over **151,000 views on Instagram**.
- #BMHW23-related posts and engagements had an average of **8,400 shares** and **186,000 likes** across platforms.
- Our #BMHW23 Tweet Chat became a Top 10 Trending Topic on Twitter.
- BMMA and Black Maternal Health Week were highlighted across major media and news outlets leading up to and during the campaign, with at least 79 pieces of coverage that collectively had an estimated reach of **6.62 Million views, 34,000 engagements**, and an audience of nearly **1 Billion people**. Some of the outlets that wrote original articles include [The Nation](#), [Washington Post](#), [Essence Magazine](#), [HealthLine](#), [Atlanta Journal-Constitution](#), [11Alive](#), and more.
- In addition to raising more than \$225,000, this year's Fundraiser Day and social media activation campaign yielded positive impact and engagements, reaching over 7million accounts, more than 1,000 social and web mentions, and over 28,000 interactions and engagements.
- The online and in-person events hosted by BMMA, including the 2nd Annual Black Maternal Health Walk, attracted more than 1,500 combined registrants and over 1,100 attendees for our BMHW23 virtual webinars.

(Source: CoverageBook, Brand Mentions)





BMHW23 BY THE NUMBERS

Over

79

BMHW23
media articles



Media reach of
nearly

1 Billion
people



Approximately

1,500

registrants across two
webinar series
(and over 1100
attendees)



More than

193K

Interactions &
mentions of BMMA
and campaign
hashtags



172K

Total Likes of
BMMA's content



More than

200

Events hosted by
BMMA partners and
collaborators
nationwide



Over

200

Participants in the
BMHW23 Walk in
Atlanta, GA



Over

100

Organizational and
individual sign-ons in
support of the BMHW23
Federal Resolution letter



#BMHW23 BUZZ

#BMHW23 was trending this year! See what people had to say about the week!



tatyanaali • Follow
Original audio

tatyanaali • Happy #BlackMaternalHealthWeek! Looking at the stats alone, Black women should be centered in conversations around maternal health. Unfortunately, what we mostly encounter is racial bias. Even after we have educated ourselves on the issues and are ready to make choices to support our safety and the safety of our babies, we go through many more hurdles in order to find the right village to support our maternal journey.

During my lactation journey, I found myself in a room of Reproductive Justice activists, midwives, doulas and researchers convening about ways to keep Black women safe and healthy and it changed my life. Following the trauma I experienced during the birth of my eldest baby, I recognized that access to Black midwives, Black doulas, and Black scholarship will save lives and drastically reduce what has become generations of trauma.

This week I will be sharing breaking news and resources that I encourage you to share. Feel free to ask me questions in the

Adrienne Bosh
@MrsAdrienneBosh

Join us & @blkmamasmatter in taking part in this year's #BlackMaternalHealthWeek! Come engage in unforgettable activities & conversations aimed at shifting the state of Black Maternal Health in the U.S. Learn more: blackmamasmatter.org/bmhw #BlackMamasMatter #BMHW23

BMMA

APRIL 11-17, 2023
BLACK MATERNAL HEALTH WEEK

Visit blackmamasmatter.org/bmhw

WEDNESDAY, April 12 | BMH Policy - Virtual Rally
THURSDAY, April 13 | Support the BMH Movement
FRIDAY, April 14 | BMH Data + Innovation
SATURDAY, April 15 | BMH Walk - Atlanta, GA
SUNDAY, April 16 | BMH in Your Neighborhood

BLACK MATERNAL HEALTH WEEK 2023

Join on April 11-17 for a week of activism and community building to Black Maternal Health and the International Day for Maternal Health and Rights. Black Maternal Alliance founded BMHW to create awareness, inspire activism, and strengthen organizing for Black maternal health.

Congresswoman Jennifer McClellan
@RepMcClellan

A1: I'm joining @blkmamasmatter today for #BMHW23!

As a mother & the first Black woman to represent Virginia in Congress, I will fight for legislation to support Black Mamas & address health gaps that contribute to maternal health disparities.

#BlackMaternalHealthWeek

Hip Hop Caucus
@HipHopCaucus

Hip Hop Caucus tuning in from Prince Georges County, MD! 🤙🤙

#BlackMaternalHealthWeek #BlackMamasMatter

The Womxn Project
@WomanProjectHQ

THANK YOU to @BlkMamasMatter for leading this conversation and all of your work to improve health, ensure dignity and promote joy and liberation for Black mamas and pregnant people! #BMHW23 — Follow & support Black Mamas Matter: blackmamasmatter.org.

Melanated Maternity Essentials
@Melanated_ME

Shout out to the @BlkMamasMatter family. 🙌💚 The work that you are doing inspires and informs the work of soo many CBO, including us here at MME. Cheers to better outcomes for families & communities #BMHW23 #ENDMaternalMortality #MelanatedMaternityEssentials

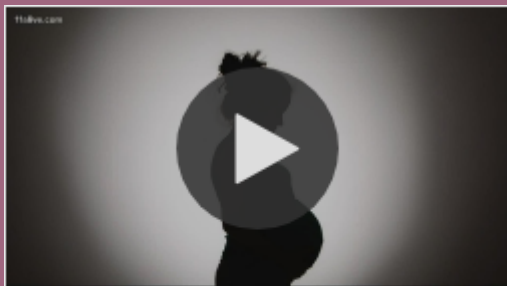
Black Maternal Health Caucus @BMHCaucus - Apr 10
Black Maternal Health Week starts tomorrow! #BMHW23
twitter.com/CDC_DRH/status...

11 · Trending
#BMHW23
Trending with #BlackMaternalHealthWeek

6:50 PM · Apr 10, 2023 · 1,091 Views

#BMHW23 IN THE NEWS

*#BMHW23 was trending this year!
See what people had to say about the week!*



Two Black women-led organizations fighting for policy changes in Georgia's maternal...

Data shows Black women are three times more likely to die during and after pregnancy than non-Hispanic white women.



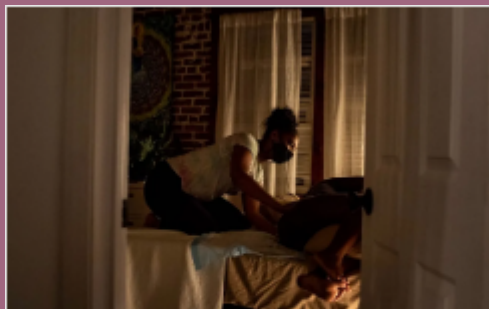
Perspective | Black maternal health takes center stage this week

An annual event evokes decades of reproductive



The Disruptors: Angela Doyinsola Aina Is Pushing Back Against White Supremacist...

The Black Mamas Matter Alliance, which she co-founded, has been sounding the alarm since 2017 on the maternal health crisis in this country.



Want to Solve the Maternal Health Care Crisis? Listen to Black Birth Workers

"We are the solutions. We need more investment. And the way that we practice birthing, pregnancy, and reproductive health care in our overarching wellnes..."



FOR MORE INFORMATION, SIGN-UP FOR OUR E-NEWSLETTER!

BLACKMAMASMATTER.ORG/CONNECT



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