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
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.
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](BLACKMAMASMATTER.ORG/BMHW).
BMH IN YOUR NEIGHBORHOOD: LOCAL BMHW23 EVENTS

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, especially Black families, can thrive.

birthequity.org/BMHW23

Black Maternal Health Week 2023 Events
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:
lpl.org/maternal-family-health

Wednesday, April 12
1 p.m. - 6 p.m. PT
Black Women for Wellness Presents:
Restoring Black Mothers
Reclaiming 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/
healthewomb

Saturday, April 15
1:30 p.m. PT:
California Black Women's Health Project
Black Birth Network Celebration
Location:
Kaiser Baldwin Hills Confidence Center
INVITE & RSVP ONLY
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 7milion 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

<table>
<thead>
<tr>
<th>Category</th>
<th>Numbers</th>
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<tbody>
<tr>
<td>Over 79 BMHW23 media articles</td>
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<td>Media reach of nearly 1 Billion people</td>
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<td>More than 193K Interactions &amp; mentions of BMMA and campaign hashtags</td>
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<td>Over 172K Total Likes of BMMA's content</td>
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<td>More than 200 Events hosted by BMMA partners and collaborators nationwide</td>
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<td>Over 100 Organizational and individual sign-ons in support of the BMHW23 Federal Resolution letter</td>
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#BMHW23 BUZZ

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

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

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

Thank you to @BllkMamasMatter 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

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

Black Maternal Health Caucus - Apr 10
Black Maternal Health Week starts tomorrow! #BMHW23 twitter.com/CDC_DRH/status...
#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 wellness...
FOR MORE INFORMATION, SIGN-UP FOR OUR E-NEWSLETTER!

BLACKMAMASMATTER.ORG/CONNECT