

2024 PARTICIPANT GUIDE



Black Mamas Matter Alliance, City of Atlanta, and 4Kira4Moms Present The

2024 BLACK MATERNAL HEALTH WALK & BLOCK PARTY

Saturday April 13, 2024 | ATLANTA, GA

Time: 8:00 a.m. to 3:00 p.m.



LEARN MORE & REGISTER: bit.ly/BMHWALKBLOCKPARTY



ABOUT THE 2024 BLACK MATERNAL HEALTH WALK & BLOCK PARTY

Thank you for your interest in participating in and supporting the **2024 “Black Maternal Health Walk and Block Party”** organized by the **Black Mamas Matter Alliance, Inc. (BMMA)**, **City of Atlanta Mayor's Office of Constituent Services (OCS)**, and **4Kira4Moms** Happening on Saturday, April 13th, from **8:00 a.m. to 3:00 p.m.** at **Selena S. Butler Park and the M.L. King Jr. Recreation and Aquatics Center**, the "Black Maternal Health Walk & Block Party" takes place during BMMA's national Black Maternal Health Week (#BMHW24) campaign and promises a dynamic fusion of fun and engaging activities, food, live entertainment, vendors and more, ensuring an enriching experience for the entire family.

This year's walk will include a combination of wellness activities, maternal and reproductive health education sessions, music, and prizes for Black mamas and families from the Atlanta community. BMMA and 4Kira4Moms are also encouraging people in other cities and regions across the country to participate by walking a mile in support of Black Maternal Health!

ABOUT BLACK MATERNAL HEALTH WEEK (#BMHW24)

Founded by BMMA, **Black Maternal Health Week (BMHW24)** intentionally coincides with National Minority Health Month and the International Day for Maternal Health and Rights. Black Maternal Health Week is a week of awareness, activism, and community building intended to:

- Deepen the national conversation about Black maternal health in the US;
- Amplify community-driven policy, research, and care solutions;
- Center the voices of Black Mamas, families, and stakeholders;
- Provide a national platform for Black-led entities and efforts on maternal health, birth and reproductive justice; and
- Enhance community organizing on Black maternal health.

The #BMHW24 theme is ***“Our Bodies STILL Belong to Us: Reproductive Justice NOW!”***

This year's theme speaks to our strength, power and resilience, and our unassailable right to live freely, safely, and joyfully. The events and programming being planned throughout #BMHW24 will fully embody this theme and offer opportunities to engage in activities and conversations that honor the values and traditions of the reproductive and birth justice movements. **Learn more at blackmamasmatter.org/bmhw**

2024 BLACK MATERNAL HEALTH WALK PARTICIPANT GUIDE



Whether you're planning to walk with us in-person in Atlanta, or would like to walk a mile in support of Black Maternal Health from where you are, we've created this official Participant Guide with key information as a supportive resource.

Read further for suggestions on how you can take part in this year's Black Maternal Health Walk. We've also prepared a few sample social media posts and shareable graphics to encourage others in your network to come along!

WAYS TO PARTICIPATE

Want to walk a mile (or more) in support of Black Maternal Health? Here are a few ideas:

- **Coordinate a group walking activity**
- **Take your dog on a stroll around the neighborhood or to the local dog park**
- **Organize your co-workers and take a walk during your lunch break**
- **Take a walk along a local hiking trail**
- **Hop on the treadmill and walk for 1 mile or more**
- **If you live a mile or less away, consider walking to work and/or school**
- **As an alternative to walking, do some simple body movement activities such as stretching and/or breathing exercises**

*Be sure to take photos and live or pre-recorded video of yourself engaging in any of the above activities and tag the official hashtags **#BMHW24** and **#BMHW24Walk**!*



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WAYS TO PARTICIPATE

Interested in inspiring your online community to join in? Below is some sample messaging you can use to motivate your social media audience(s), along with shareable graphics! Be sure to use the official hashtags: **#BMHW24** and **#BMHW24Walk**!

CLICK HERE FOR DOWNLOADABLE IMAGERY

Twitter

- I'm thrilled to be joining @BlkMamasMatter and @4kira4moms for the 2024 "Black Maternal Health Walk & Block Party" on 4/13! If you're in ATL and want to participate, register now at bit.ly/BMHWALKBLOCKPARTY #BMHW24Walk
- Walk to support #BlackMaternalHealth! If you live in ATL or elsewhere in the U.S., join me, @BlkMamasMatter and @4kira4moms for the 2024 "Black Maternal Health Walk & Block Party" taking place 4/13 during #BMHW24! Learn More: bit.ly/BMHWALKBLOCKPARTY #BMHW24Walk

Facebook & LinkedIn

- I'm thrilled to be joining the Black Mamas Matter Alliance (BMMA) and 4Kira4Moms for the 2024 "Black Maternal Health Walk & Block Party" on Saturday, April 13th in Atlanta during #BMHW24! If you're in ATL and would like to participate, register now at bit.ly/BMHWALKBLOCKPARTY. #BMHW24Walk
- Let's walk to support Black Maternal Health! Whether you live in the Atlanta area or elsewhere in the U.S., join me, Black Mamas Matter Alliance (BMMA) and 4Kira4Moms for the 2024 "Black Maternal Health Walk & Block Party" taking place on Saturday, April 13th during #BMHW24! Learn More: bit.ly/BMHWALKBLOCKPARTY #BMHW24Walk



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Instagram

- I'm thrilled to be joining @blackmamasmatter and @4kira4moms for the 2024 "Black Maternal Health Walk and Block Party" on Sat., April 13th in Atlanta during #BMHW24! If you're in ATL and would like to participate, register now until 4/13 through the link in our bio! #BMHW24Walk #BlackMaternalHealthWeek #BlackMaternalHealth #MaternalHealth #BirthJustice #ReproductiveJustice #Reproductive Health #ReproductiveRights #BlackMamasMatter #PublicHealth
- Let's walk a mile to support #BlackMaternalHealth! Whether you live in ATL or elsewhere in the U.S., join me, @blackmamasmatter and @4kira4moms for the 2024 "Black Maternal Health Walk" taking place on 4/13 during #BMHW24! Visit our bio to learn more information, register and to access our 2024 "Black Maternal Health Walk" Participant Guide. #BMHW24Walk #BlackMaternalHealthWeek #BlackMaternalHealth #MaternalHealth #BirthJustice #ReproductiveJustice #Reproductive Health #ReproductiveRights #BlackMamasMatter #PublicHealth

Thank you for your dedication to advancing Black Maternal Health! We look forward to seeing all of your photos and videos as you walk with us to support better maternal and reproductive health outcomes for Black women and birthing people. Be sure to follow and tag us in your posts for the chance to be reposted or highlighted in our IG Stories!

Onward,

Black Mamas Matter Alliance, Inc. (BMMA)

City of Atlanta Mayor's Office of Constituent Services (OCS)

4Kira4Moms

