



2024 BLACK MATERNAL HEALTH WEEK

Impact Report

2024 BLACK MATERNAL HEALTH WEEK

APRIL 11-17, 2024



OUR BODIES
STILL BELONG
TO US:
REPRODUCTIVE
JUSTICE *NOW!*

#BMHW24



LEARN MORE AT
[BLACKMAMASMATTER.ORG/BMHW](https://blackmamasmatter.org/bmhw)

About BMMA & BMHW24



The Black Mamas Matter Alliance (BMMA) The Black Mamas Matter Alliance, Inc. (BMMA) is a national network of Black women-led organizations and multi-disciplinary professionals who work to ensure that all Black Mamas have the rights, respect, and resources to thrive before, during, and after pregnancy. BMMA honors the work and historical contributions of Black women's leadership within their communities and values the need to amplify this work on a national scale. For this reason, BMMA does not have chapters. The alliance is composed of existing organizations and individuals whose work is deeply rooted in reproductive justice, birth justice, and human rights frameworks.

BLACK MATERNAL HEALTH WEEK 2024

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 and our Alliance members 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 2024 theme, "Our Bodies STILL Belong to Us: Reproductive Justice NOW!" 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:

VIRTUAL PROGRAMMING SCHEDULE

OUR BODIES *STILL* BELONG TO US: REPRODUCTIVE JUSTICE *NOW!*

Thursday, April 11 - International Day of Maternal Health and Rights; [#BMHW24 Tweet Chat](#) [Tweet Chat](#) & [Black Doula Day Virtual Pep Rally](#)

Friday, April 12 - Data & Innovation Day - [Our Journey in Piloting the Black Maternal Health Incubator Hub Initiative](#)

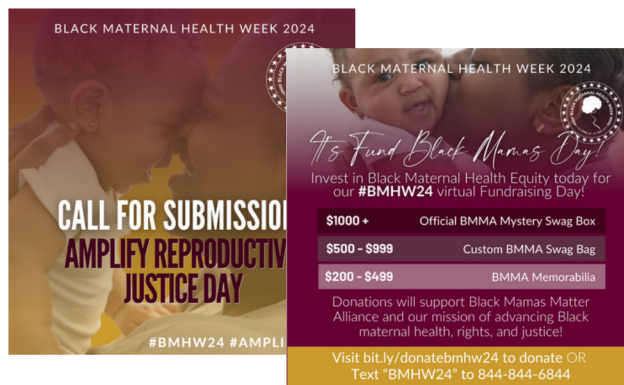
Saturday, April 13 - Black Maternal Health Walk & Block Party - Atlanta, GA

Sunday, April 14 - [Amplify Reproductive Justice Day](#)

Monday, April 15 - [#FundBlackMamas: Mobilizing Capital for Black Maternal Health](#)

Tuesday, April 16 - Policy Day - [Faithful Advocacy: Faith Communities and the Pursuit of Black Maternal Health and Reproductive Justice](#)

Wednesday, April 17 - [BMH in Your Neighborhood](#) & [YouTube Live Discussion: Inequities in Abortion Access](#)



2024 BLACK MATERNAL HEALTH WALK & BLOCK PARTY



After two years of hosting a Black Maternal Health Walk, this year BMMA partnered with the City of Atlanta Mayor's Office of Constituent Services (OCS), and 4Kira4Moms co-present the 2024 "Black Maternal Health Walk & Block Party". Held at Selena S. Butler Park and the M.L. King Jr. Recreation and Aquatics Center in Atlanta, GA.

This year's 2024 Black Maternal Health Walk & Block Party included a combination of wellness and engaging movement activities, health education, live entertainment, food, music, games, and prizes for Black mamas and families from the Atlanta community. 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 2024 Participant Guide](#), with over 800 registrants, 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 #BMHW24 and #BMHWalk24.



BMH IN YOUR NEIGHBORHOOD: LOCAL BMHW24 EVENTS

Every year BMMA encourages, celebrates, and amplifies partners and collaborators to host local events specific to the needs of their immediate community. During BMHW24, our Alliance Partners hosted more than 60 events across the nation! Event types ranged from discussions around obstetric patient safety in US hospitals, and reproductive justice trainings to virtual summits. Find the full slate of local events that were organized throughout the week [here](#).





Thank You!

#BMHW24 SPONSORS

Thanks to the generosity and active support of our **#BMHW24** Sponsors, BMMA raised nearly **\$145,000** during this year's campaign! We are deeply grateful for their contributions and amplification of our efforts and wish to thank all of our Changemaker, Movement, Champion and Upholder Sponsors

Changemaker: Pampers



Upholder: California Healthcare Foundation, Baby Dove, Black Birth Equity Project, Every Mother Counts, March of Dimes, Planned Parenthood of Greater New York

Advocate: MomsRising, American College of Obstetricians and Gynecologists, Healthy Start TA & Support Center, Lansinoh, National Institute for Children's Healthy Quality

Supporter: BLKRY, Planned Parenthood Greater NY, Soul2Soul Sisters, CareQuest, Center for Reproductive Rights, Just Birth Network Providence of Swedish



BMHW24 BY THE NUMBERS

Across BMMA's digital and social media platforms, impactful discussions took place leading up to and throughout **#BMHW24**. During this period, social media campaigns averaged a reach of **107 Million**, with approximately **251,000 interactions** and engagements. Top highlights include:

86K VIEWS

This year's official **Black Maternal Health Week Welcome Video** garnered more than **10,000 views** on Twitter and over **76,000 views** on Instagram.

**458K
SHARES AND LIKES**

#BMHW24 related posts and engagements had an average of **230,400 shares** and **228,300 likes** across platforms.

**353M
PEOPLE REACHED**

BMMA and Black Maternal Health Week were highlighted across major media and news outlets leading up to and during the campaign with at least **99 pieces of coverage** that collectively had an estimated reach of **1.86M views, 4,000 engagements** and an **audience of nearly 353 million people**. Some of the outlets that wrote original articles include ESSENCE, The Griot, Capital B, US News & World Report, Ebony, PopSugar, BET and more. (Source: CoverageBook)

**820
MARKETS NATIONWIDE**

With in-kind paid media support from **#BMHW24** sponsor iHeartMedia, BMMA ran three radio PSA's that were aired across **820 markets nationwide** with an impressions rate of more than **13 million people**.

**140K+
DOLLARS RAISED**

In addition to raising more than **\$144,750.15** during this year's campaign, this year's **#FundBlackMamas Day** and social media activation campaign yielded positive impact and engagements, reaching over **7.4 mill accounts**, more than **620 social and web mentions**, and over **31,700 interactions and engagements**.

**2,300+
REGISTRANTS**

The online and in-person events hosted by BMMA, including the 2024 Black Maternal Health Walk and Block Party, attracted more than **2,300 combined registrants** and over **1,800 attendees**.

BMHW24 BY THE NUMBERS

MEDIA REACH
OF NEARLY

500K

PEOPLE

APPROXIMATELY

1,500

REGISTRANTS
ACROSS THREE
WEBINAR SERIES

MORE THAN

256K

INTERACTIONS &
MENTIONS

228K

TOTAL LIKES OF
BMMA'S CONTENT

AIRED ACROSS

**820 MARKETS
NATIONWIDE**

WITH AN IMPRESSIONS RATE OF
MORE THAN

13 MILLION PEOPLE

60+

EVENTS HOSTED BY
BMMA PARTNERS AND
COLLABORATORS
NATIONWIDE

800+

PARTICIPANTS IN
THE BMHW24 WALK
& BLOCK PARTY IN
ATLANTA, GA

43+

ORGANIZATIONAL AND
INDIVIDUAL SIGN-ONS IN
SUPPORT OF THE
BMHW24 FEDERAL
RESOLUTION LETTER

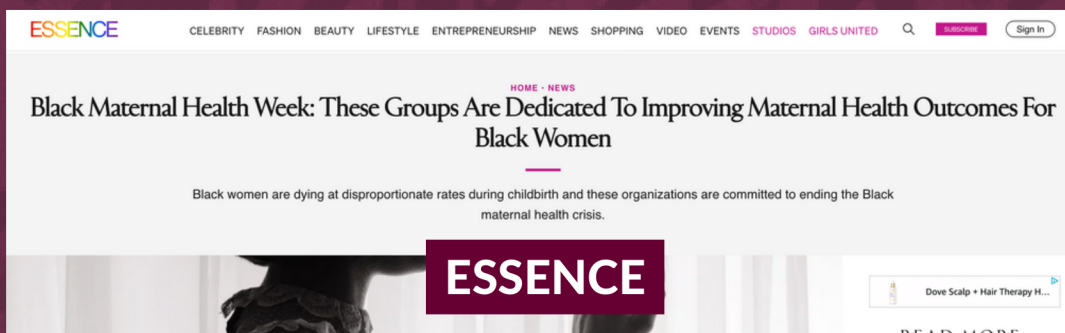
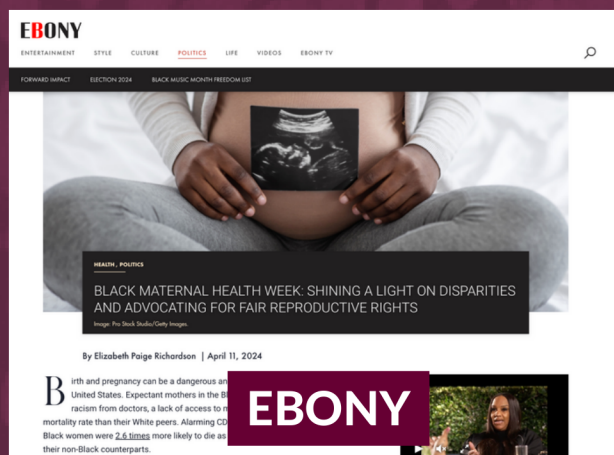
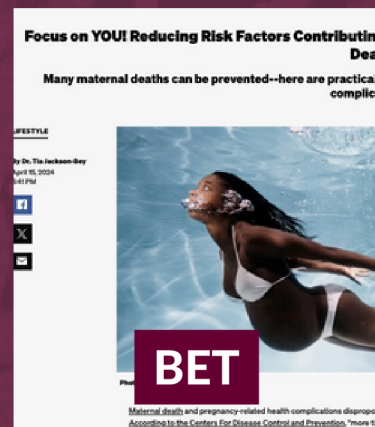
**Data metrics compiled via Coveragebook and Brandmentions*

BMHW24 IN THE NEWS


#BMHW24 WAS FEATURED IN

99+

MEDIA ARTICLES



THANK YOU!

 @blackmamasmatter

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 @BlackMamasMatterAlliance

 @BMHconference

For media inquiries, contact:
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