



2025 BLACK MATERNAL HEALTH WEEK

Toolkit

This official toolkit contains key messaging, social shareables, and other materials related to BMHW25.

About **BMMA**



BMMA, Inc. (Black Mamas Matter Alliance) is a national network of Black-led/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. BMMA's focus is to build the skills and mobilize the global Black perinatal, maternal, and reproductive health workforce as a means to END maternal mortality.

**WE ARE THE
FOUNDERS
AND LEADERS
OF THE BLACK MATERNAL
HEALTH, RIGHTS, &
JUSTICE MOVEMENT!**



This Year's Theme

The 2025 Black Maternal Health Week (BMHW25) theme, **“Healing Legacies: Strengthening Black Maternal Health Through Collective Action and Advocacy,”** emphasizes the power of Black-led perinatal, maternal, and reproductive health organizations to drive systemic change and foster community healing. The theme acknowledges the persistent legacies of systemic oppression(s), reproductive injustices, and health inequities that have disproportionately affected Black Mamas and people. It emphasizes the need for healing at both individual and community levels while addressing the need for restorative approaches to maternal health care. BMHW25 celebrates the leadership and expertise of Black community-based organizations as the foundation for advancing equity and ensuring transformative, sustainable improvements in Black Maternal Health. Advancing collective action highlights the essential role of collaboration between Black-led organizations, advocates, and communities to lead advocacy efforts, shape policies, and amplify solutions. This week underscores the necessity of Unity and the Power of Community to create a future where Black Mamas, families, and communities Thrive!

Held annually on April 11-17th, **BMHW is a week-long campaign founded and led by the Black Mamas Matter Alliance to build awareness, activism, and community-building to amplify the voices, perspectives and lived experiences of Black Mamas and birthing people.** The week is intentionally held during National Minority Health Month and begins on April 11th annually to join dozens of global organizations in marking this day as International Day for Maternal Health and Rights - **an opportunity to advocate for the elimination of maternal mortality, globally.** The activities and conversations hosted throughout the week intentionally center the values and practices of the birth and reproductive justice movements.



#BMHW25 THEME

HEALING LEGACIES:
STRENGTHENING
Black Maternal Health
**THROUGH COLLECTIVE
ACTION & ADVOCACY**

How To Engage With **BMHW25**

BMHW is about collective action and community engagement. Here's how you can get involved and support the movement:

- **Support Birth & Reproductive Justice organizations** – Find organizations in your area that are celebrating Black Maternal Health Week and engage with their events and initiatives.
- **Connect with Black-led organizations** – Build relationships with your local Black-led or Black women-led perinatal, maternal, or reproductive health organizations.
- **Volunteer & Invest** – Offer your time, skills, or financial support to Black-led organizations working to advance maternal health equity.
- **Amplify the movement** – Use your platform to uplift BMHW (#BMHW25) by sharing key messages, events, and advocacy actions that are outlined in this toolkit.
- **Follow BMMA & Our Partners** – Sign-up for our e-newsletter and follow us and our partners on all social media platforms to be aware of Black Maternal Health in Action in your neighborhood!

Key Term

BMMA uses the phrase “**BLACK MAMAS**” to represent the full diversity of our lived experiences that includes birthing persons (cis women, trans folks, and gender expansive individuals) that are people of African descent across the

diaspora (Afro-Latinx, African-American, Afro-Caribbean, Black, and African Immigrant). Black Mamas are taking control and building towards their liberation unapologetically. Whenever intentional change has been fostered, we have been on the frontlines, and now we are focusing on our own freedom and right to live and thrive. The work is not done until Black Mamas are liberated, respected, and protected. When investing in Black Mamas, we are pouring into the roots that act as the foundational strength of Black families and systems of care. We recognize, celebrate, and support those who care for and mother our families and communities whether they have given birth or not. We stand in solidarity with all Black Mamas.



Key Black Maternal Health Facts

Outlined below are key statistics pertaining to various aspects of Black Maternal Health, along with a corresponding list of partners and collaborators who are working in each area:

MATERNAL MORTALITY & PREGNANCY RELATED-DEATH

- In 2023, the maternal mortality rate for non-Hispanic Black women was 50.3 deaths per 100,000 live births, nearly 3.5 times the rate for non-Hispanic White women. (Source: [CDC, 2025](#)).
- In the U.S., Black women are three times more likely to die from a pregnancy-related cause than White women. CDC notes that more than 80% of pregnancy related deaths are preventable ([CDC, 2024](#)).

HEALTH CONDITIONS IMPACTING REPRODUCTIVE HEALTH

CANCERS

- Black women are more likely to die from cervical cancer than other women in the United States ([CDC, 2024](#)).
- Uterine cancer is one of the few cancers with increasing mortality with death rates have increase by **1.7% per year**, since the mid-2000s. Black women are more likely to die from it ([ACS, 2025](#)).

FIBROIDS

- Fibroids are noncancerous growths located in and around the uterus that can cause multiple symptoms including pain, infertility, and bleeding ([CDC, 2024](#)).
- Black women have a **higher prevalence** of uterine fibroids ([Katon, Plowden, & Marsh, 2023](#)).
- Compared to white women, Black women are almost four times more likely to be hospitalized for fibroid related issues, nearly **seven times more likely** to have surgically remove fibroids, and twice as likely to have hysterectomies ([NIH, 2014](#)).

SICKLE CELL

- Sickle Cell Disease is a group of genetic blood disorders that primarily affects Black or African American people in the United States ([CDC, 2024](#)).
- Sickle Cell Disease is associated with a **higher risk** of severe maternal morbidity in Black pregnant women ([NIH,2023](#)).

BMMA Partners Making a Difference: [The Foundation for Black Women's Wellness](#), [Black Women for Wellness](#), [Black Women's Health Imperative](#), [Feminist Center](#), [Sickle Cell Reproductive Health Education Directive \(SC RED\)](#), [The White Dress Project](#), [ECANA](#)

Key Black Maternal Health Facts

MATERNAL MENTAL HEALTH

- Differences can be observed in how common depressive symptoms are right after giving birth. One study found that Black women were **two times more likely** to report suicidal ideation in the immediate postpartum period, in comparison to their White counterparts in the study. Identifying suicidal ideation through screening and supporting mothers and birthing people for suicidal ideation in the immediate postpartum period can potentially reduce maternal deaths (Tabb et al, 2020).
- In the United States, **29-44%** of Black women experience postpartum depressive symptoms (PDS), yet few are properly identified and/or connected to mental care services (NIH, 2023).

BMMA Partners Making a Difference: Shades of Blue Project, Center for Black Women's Wellness, Sisters in Loss, Diversity Uplifts, Inc., Oshun Family Center

PRETERM BIRTHS

- Preterm birth (delivery before 37 weeks and 0/7 days of gestation) is a leading cause of infant morbidity and mortality in the United States (CDC, 2016).
- The preterm birth rate rose 12% from 2014 to 2022, from **7.74% to 8.67%** (CDC, 2024).
- Despite advances in medical care, racial and ethnic disparities associated with preterm birth persist. In 2022, the rate of preterm birth among Black women (12.34%) was about **1.5 times higher** than the rate of preterm birth among white or Hispanic women (**7.64% and 8.72% respectively**) (CDC, 2024).

BMMA Partners Making a Difference: Center for Black Women's Wellness, Southern Birth Justice Network, Mamatoto Village, Commonsense Childbirth, Perinatal Health Equity, Jamaa Birth Village



Key Black Maternal Health Facts

PERINATAL WORKFORCE DEVELOPMENT

- Research shows that Black perinatal providers are uniquely equipped to provide care that results in improved outcomes among Black women and birthing people ([PNAS, 2020](#)).
- A culturally diverse and congruent, well-trained workforce of Black perinatal health professionals is needed to improve Black maternal and child health nationwide ([National Library of Medicine, 2022](#)).

BMMA Partners Making a Difference: [Shafia Monroe Consulting-Birthing Change](#), [Commonsense Childbirth](#), [Mamatoto Village](#), [Sankofa Reproductive Health & Healing Center](#), [ROOTT](#), [Ancient Song](#), [The Bloom Collective](#), [Black 'Mother's Breastfeeding Association](#)

BREASTFEEDING

- Approximately, one in four women must return to work within 10-14 days after giving birth ([NIH, 2020](#)). The lack of paid leave significantly impacts the ability to bond with one's infant, heal from the birthing experience, and provide human milk.
- Infants in rural areas are less likely to ever breastfeed than infants living in urban areas ([CDC, 2024](#)).
- About **75.4%** of Black infants are breastfed compared to more than **86.2%** of white and **83.4%** of Latinx moms ([CDC, 2024](#)).

BMMA Partners Making a Difference: [Black 'Mother's Breastfeeding Association](#), [Black Girls Breastfeeding Club](#), [Chocolate Milk Cafe](#), [Perinatal Health Equity Initiative](#), [Mamatoto Village](#), [The Bloom Collective](#), [Center for Black Women's Wellness](#), [The Melanated Mammary Atlas](#), [CinnaMoms](#)



Key Black Maternal Health Facts

REPRODUCTIVE RIGHTS & JUSTICE / ACCESS TO CONTRACEPTION

- The impact of restrictive abortion laws and denied abortion care disproportionately affecting Black Mamas, worsened further by structural barriers, such as economic disparities and limited access to quality family planning services (KFF, 2024)
- As of January 2, 2025, 41 states have abortion bans in effect with 12 states having a total abortion ban and 29 states having abortion bans based on gestational duration (Guttmacher, 2025).

BMMA Partners Making a Difference: [CHOICES Memphis Center for Reproductive Health](#), [Feminist Center](#), [SisterSong](#), [SisterReach](#), [SisterLove](#), [The Afiya Center](#)

QUALITY OF CARE/ BIRTH JUSTICE

- Twenty percent of women reported experiences of mistreatment during maternity care in the Morbidity and Mortality Weekly Report (MMWR). **Thirty percent of Black, 29% of Hispanic, and 27% of multiracial women** reported mistreatment (CDC, 2023).
- Perinatal community-based models of care offer enhanced care and support throughout the pre-pregnancy to postpartum spectrum, including doula and midwifery childbirth services to pregnant women who face barriers to care (CAP, 2019).

BMMA Partners Making a Difference: [Kuluntu Reproductive Justice Center](#), [Ancient Song](#), [National Black Midwives Alliances](#), [Southern Birth Justice Network](#), [ROOTT](#), [National Perinatal Task Force](#), [Common Sense Childbirth](#), [Black Women Birthing Justice](#), [Baobab Birth Collective](#), [Atlanta Doula Collective](#), [Jamaa Birth Village](#)



Key Black Maternal Health Facts

MATERNAL VACCINATIONS

- Flu vaccination coverage was **10.1% lower** in the 2023-24 season (47.4%) than pre-pandemic coverage in the 2019-20 season (57.5%) ([CDC, 2024](#)). Similar to findings in previous CDC reports, flu, Tdap, and COVID-19 vaccination coverage was highest among pregnant women with a provider offer or referral for vaccination ([CDC, 2023](#))
- Strategies to promote increased vaccine uptake in Black pregnant populations include provider referrals for vaccinations and culturally relevant communication about the importance of vaccinations, benefits of vaccination and any potential risks ([NIH, 2024](#)).

ENVIRONMENTAL JUSTICE, CLIMATE CHANGE AND BLACK MATERNAL HEALTH

- **Lead pipes:** While lead pipes are present in all 50 states, Illinois, Ohio, New York, New Jersey, Wisconsin, Pennsylvania, and Florida have the highest presence of lead pipes ([NRDC, 2024](#)).

CARDIOVASCULAR HEALTH

- African American women experience the **highest rates of cardiovascular disease**, including stroke, heart failure, her disease, hypertension, and coronary artery disease when compared to women of other ethnicities in the United States. Factors that contribute to disproportionate rates of cardiovascular morbidity and mortality include racism and discrimination, inadequate access to care, and inequities across social determinants of health. ([NIH, 2020](#), [NIH 2022](#), [AHA, 2025](#))



Key Black Maternal Health Facts

FERTILITY AND INFERTILITY ISSUES

- The fertility in the United States has reached a historic low in 2023. Black women have higher rates of infertility than White women (**11.2 vs 7.7% respectively**) (CDC, 2024).
- There are disparities in both access to and usage of assisted reproductive technologies. One study showed that Black women were less likely to have a live birth when compared to white women who also completed IVF (NIH, 2020).

BMMA Partners Making a Difference: [SisterSong Inc.](#)

POLICIES IN MATERNAL & REPRODUCTIVE HEALTH

YOUTH GENDER AFFIRMING CARE:

- As of August 27, 2024, there are 23 state policies in effect that restrict minor access to gender affirming care (KFF, 2024).

MEDICAID COVERAGE:

- **Postpartum coverage:** As of January 2025, **49 states** including DC have a 12-month extension for Medicaid postpartum coverage (Wisconsin limits extended coverage to 90 days, Arkansas is the only state without a postpartum extension) (KFF, 2025).
- **Medicaid expansion:** **41 states** (including DC) have adopted Medicaid expansion. The 10 states that have not adopted Medicaid expansion are (WI, WY, KS, TX, MS, AL, GA, TN, SC, FL). 7 out of 10 of the states that have not implemented the Medicaid expansion are in the South (KFF, 2025).
- **Doulas:** As of April 2024, **43 states** and DC have taken steps towards Medicaid coverage for doula care (CCF, 2024). This is an increase from 21 states in 2022.
- **Medicaid work requirements:** As of January 14, 2025, GA is the only state with work requirements for Medicaid coverage through its Pathways to Coverage program (Commonwealth Fund, 2025).

BIRTH CENTERS:

- As of 2022, birth centers are licensed in **41 states** and the District of Columbia and have deemed licensure in 2 additional states. Five states that do not license or regulate birth centers allow them to operate, but in these states without licensure or other regulation, birth centers are not eligible for Medicaid reimbursement. There are 8 states that have 0 birth centers (NIH, 2022).

Key Black Maternal Health Facts

POLICIES IN MATERNAL & REPRODUCTIVE HEALTH

CHILD TAX CREDITS:

- As of January 2025, **15 states** plus DC have enacted a state-level child tax credit. Eleven states plus DC offer refundable child tax credit programs ([Kiplinger, 2024](#)).

STATES WITH PAID FAMILY AND MEDICAL LEAVE (IDEALLY AT LEAST 12 WEEKS):

- **23 states** including DC have state paid family leave as of August 5, 2024 ([Bipartisan Policy, 2024](#)).

CHILDCARE COST BURDEN:

- People in the United States spend an average of **27%** of their household income on childcare costs for two children ([County Health Rankings, 2024](#)).

MINIMUM WAGE:

- As of January 2025, **10 states** and DC have a minimum wage of \$15.00 or more ([NCSL, 2025](#)).

Key TALKING POINTS

The Black Mamas Matter Alliance (BMMA) is a national network of organizations and leaders from the maternal health, human rights, and reproductive justice fields. We believe that **every person deserves access to quality and holistic health care.**

Founded by BMMA, **Black Maternal Health Week (BMHW)** is an annual weeklong campaign held each April during National Minority Health Month aimed at amplifying the voices of Black Mamas and centering the values and traditions of the reproductive and birth justice movements

The BMHW25 theme, ***“Healing Legacies: Strengthening Black Maternal Health Through Collective Action and Advocacy”***, honors the resilience of Black Mamas while addressing systemic injustices that shape Black maternal health outcomes. Through advocacy, policy change, and community engagement, BMHW25 highlights the power of Black-led perinatal, maternal, and reproductive health organizations in driving systemic change and fostering community healing. This week highlights the necessity of collaboration, policy change, and community-based solutions to advance Black maternal health equity.

Black Mamas have always been at the forefront of movements for justice, bridging families, communities, and change. Investing in racial and birth justice is essential to dismantling systemic oppression and advancing Black liberation.

BMHW25 celebrates the leadership and expertise of Black community-based organizations as the foundation for advancing equity and ensuring transformative, sustainable improvements in Black Maternal Health.

Advancing collective action highlights the essential role of collaboration between Black-led organizations, advocates, and communities to lead advocacy efforts, shape policies, and amplify solutions. This week underscores the necessity of Unity and the Power of Community to create a future where Black Mamas, families, and communities Thrive!

Key TALKING POINTS

Developing a culturally responsive and congruent workforce is critical—one that understands systemic racism, addresses bias, and provides person-centered, respectful, and affirming care for Black women and birthing people. BMHW25 highlights the need for sustainable solutions—ensuring Black Mamas receive high-quality care at every stage, from preconception to postpartum.

By investing in workforce development, healthcare systems can ensure that ALL Black Mamas have access to high-quality care throughout the perinatal and reproductive health continuum. This includes preconception care, prenatal care, labor and delivery, postpartum care, and family planning services.

SOCIAL MEDIA AMPLIFICATION

What follows is a list of key hashtags, sample social media posts, shareable images, and partner/collaborator social media handles to help build awareness around Black Maternal Health Week 2025, and to provide helpful tools and resources with your audiences.

Key Hashtags

PRIMARY HASHTAGS

#BMHW25

#BlackMamasMatter

#BlackMaternalHealthWeek

#BlackMaternalHealth

#ReproJustice

SECONDARY HASHTAGS

#BirthJustice

#MaternalEquity

#BirthEquity

#BlackWomenLead

#EndMaternalMortality

#BMHW2025



Sample

#BMHW25 FACEBOOK/INSTAGRAM POSTS

This year marks the 8th Annual Black Maternal Health Week, which will be held from April 11-17, 2025! In order to uplift Black women and their families, we at [INSERT ORG NAME] are joining forces with @BlackMamasMatter (BMMA) 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. Join us today! Learn more at blackmamasmatter.org/bmhw #BMHW25

The purpose of #BMHW25 is to highlight efforts led by @BlackMamasMatterAlliance (BMMA) and collectively work toward a future where ALL Black Mamas have the rights, respect, and resources to thrive before, during and after pregnancy. This year's theme is **"Healing Legacies: Strengthening Black Maternal Health Through Collective Action and Advocacy!"**

Join me in supporting @BlackMamasMatterAlliance by helping them reach their #BMHW25 fundraising goal at blackmamasmatter.org/donate. With your investment, we will be able to share the challenges impacting Black birthing people, celebrate innovation of Black-led models of holistic maternal and reproductive health care, as well as amplify the voices of Black Mamas to shift the narrative to center our joy, activism, and creativity.

This #BMHW25, we are claiming the right to live and thrive despite racism, poverty, and structural policies that affect our access to quality and equitable reproductive health care. We are incorporating the frameworks of human rights, social justice, and feminist theories of intersectionality into our activism, outreach, and scholarship. This #BlackMaternalHealthWeek, support us and @BlackMamasMatterAlliance in the movement for better maternal, reproductive and birth outcomes for Black Mamas.

This #BMHW25, we're honoring legacies, fostering healing, and taking collective action to strengthen Black Maternal Health! Black Mamas deserve equitable, culturally affirming care and community-driven solutions that drive lasting change. Join us and @BlackMamasMatterAlliance in advocating for policies and practices that ensure Black Mamas, families, and communities thrive!



Sample

#BMHW25 FACEBOOK/INSTAGRAM POSTS

Come join us to celebrate the 8th annual #BlackMaternalHealthWeek and the movement to change the state of #BlackMaternalHealth! Founded and led by the Black Mamas Matter Alliance, #BMHW25 is an exciting week of activism, awareness, and community-building. Learn more at blackmamasmatter.org/bmhw and get involved today!

Sample

#BMHW25 X/BLUE SKY POSTS

Join us & @blkmamasmatter in celebrating #BlackMaternalHealthWeek! Take part in unforgettable activities & conversations aimed at shifting the state of Black Maternal Health in the U.S. Learn more: blackmamasmatter.org/bmhw #BlackMamasMatter #BMHW25

We @[INSERT YOUR ORG HERE] are joining @BlkMamasMatter to celebrate #BMHW25! This week, we're uplifting Black-led organizations, collective action, and community healing to strengthen Black Maternal Health. Join the movement: blackmamasmatter.org/bmhw #BMHW25

#BlackMamas are leading the charge for healing, justice, and transformative change! Join the movement by RTing and sharing how you or your organization are advancing Black Maternal Health. We want to hear from you! #BMHW25

Black Mamas deserve more than survival—they deserve to thrive. This #BMHW25, we're amplifying the power of Black-led organizations, community care, and policy change to create lasting impact. Join us in the fight for Black Maternal Health equity! #HealingLegacies #BlackMamasMatter

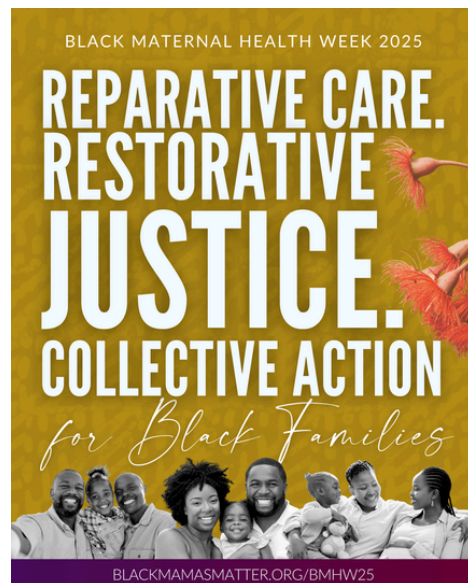
How are you engaging in #BMHW25? Share with us what events you are most excited about – online or in person! <https://blackmamasmatter.org/bmhw/>

SOCIAL SHAREABLES

HEALING LEGACIES: STRENGTHENING BLACK MATERNAL HEALTH THROUGH **COLLECTIVE ACTION AND ADVOCACY!**

Share these social media graphics and tag us!

All shareables can be found [HERE!](#)



STAY ENGAGED!

This toolkit will be updated on a weekly basis leading up to Black Maternal Health Week (April 11-17). Be sure to check back regularly for the latest information on events, activities, and opportunities to get involved.

- Sign up for our e-newsletter at blackmamasmatter.org/connect to receive the latest updates straight to your inbox.
- Visit our Black Maternal Health Week webpage each week for new resources, event details, and ways to engage at blackmamasmatter.org/bmhw25
- **Follow us social media** for real-time updates and advocacy actions.

FOLLOW US ON FACEBOOK:
BLACK MAMAS MATTER ALLIANCE

FOLLOW US ON X/TWITTER:
@BLKMAMASMATTER

FOLLOW US ON BLUESKY:
@BLACKMAMASMATTER

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