



2025 BLACK MATERNAL HEALTH WEEK

Impact Report



About **BMMA & BMHW25**



BMMA, Inc. (Black Mamas Matter Alliance) is a **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. 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 2025

Held annually on April 11–17 to raise awareness, uplift Black Mamas' voices, and inspire action toward maternal health equity. Founded by BMMA, the week aligns with National Minority Health Month and the International Day for Maternal Health and Rights.

The 2025 theme, **“Healing Legacies: Strengthening Black Maternal Health Through Collective Action and Advocacy,”** honors Black-led efforts to address systemic oppression, reproductive injustice, and health inequities. BMHW25 focused on healing, collaboration, and community power—celebrating the leadership of Black organizations and advancing sustainable solutions. ***This week underscored the necessity of unity and the power of community to create a future where Black Mamas, families, and communities thrive!***



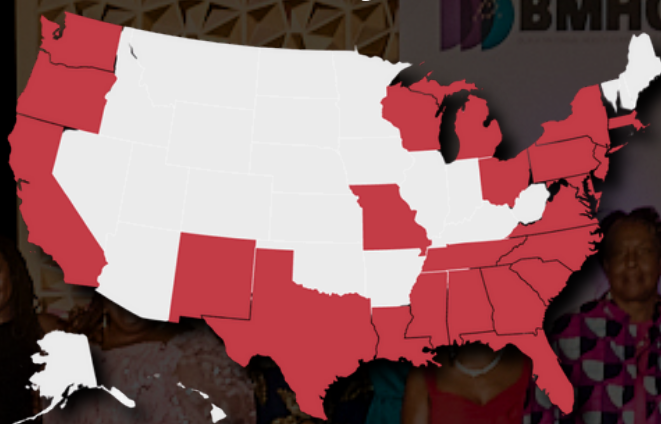
“Thank you for this very informative webinar. This is magnificent progress of this organization.”

- Attendee of Digital Programming, *Healing Legacies: Using Data to Improve Black Maternal Health Outcomes*

neighbourhood.doulas So much joy ❤️ Grateful for you and the ripples that have crossed the pond. We are celebrating the 6th annual Black Maternal Health Awareness Week UK thanks to you and @fivexmore_ 🔥🔥

BLACK MATERNAL HEALTH

In Your Neighborhood!



During BMHW25, partners in our Alliance led over **60 powerful events nationwide**—from policy forums and community gatherings to advocacy days and reproductive justice trainings. These events reflect the movement in motion. Explore the full list of local activations from the week [here](#).



Source: Mamatoto Village —
Bring a Friend for a Cause
Brunch



Source: Oshun Family Center —
Birth worker Brunch and Retreat



Source: The 1rth App —
Billboards LIVE across the U.S.



Source: SisterSong —
#BlackMaternalHealthWeek Mixer



Source: Black Mothers' Breastfeeding
Association — Breastfeeding Peer
Counselor Graduation



Source: Jamaa Birth Village —
2nd Annual Missouri Black
Maternal Health Summit



Source: Mothering Justice —
Lobby Day

BMHW25 PROGRAMMING SCHEDULE

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

Friday, April 11 - International Day of Maternal Health and Rights; **BMHW25 Virtual Pep Rally: Black Maternal Health in Your Neighborhood & Pan African Care: The Global Movement for Black Maternal Health** — an Instagram Live with the Foundation for Advancement of Haitian Midwives (FAHM) honoring global solidarity and the International Day for Maternal Health and Rights.

Saturday, April 12 - **2025 ATL Black Maternal Health Walk & Block Party, Atlanta, GA**

Monday, April 14 – **Healing Legacies: Using Data to Improve Black Maternal Health Outcomes** — a webinar spotlighting the power of data in advancing maternal health equity.

Tuesday, April 15 - **Funding Black Mamas: Why We Invest in Black Maternal Health** - and Instagram Live focusing on the vital role of philanthropy and sustainable investment in advancing Black maternal health with GE Healthcare Foundation President. We also hosted the **Black Maternal Health Professionals' Networking Event, Atlanta, GA**

Wednesday, April 16 - **Mama's Milk: Nourishing Families Through Community Milk Sharing** - an enriching YouTube Live dialogue with BLKBRY on lactation justice, cultural traditions, and community-led nourishment for Black families.

Thursday, April 17 - **Thriving in Black Maternal Health Through Policy and Advocacy** — a webinar featuring state legislators and advocates discussing key state-level policy trends and priorities.



shafiamonroe Thank you to leadership for getting midwives where they should, with families to bring positive birth outcomes..#blackmamasmatter



malawionaire ❤️❤️❤️ So much fun 🎉 and very educational

6w 2 likes Reply

"Such valuable information presented today. Stay encouraged and thanks for all that you do for Black mamas and families!"

- Attendee of Digital Programming, Healing Legacies: Using Data to Improve Black Maternal Health Outcomes

LAUNCH OF THE OFFICIAL BLACK MATERNAL HEALTH WEEK WEBSITE

BMMA launched the official **Black Maternal Health Week website**—a central hub designed to inform, engage, and mobilize our community. The site featured BMHW25 resources, events, partner spotlights, and advocacy tools, making it easier than ever for supporters across the country to plug in and take action. This digital launch marked a major step in expanding the reach and visibility of the campaign.

CLICK **HERE** TO
VISIT OUR
BMHW
WEBSITE!



**CHECK OUT
THIS YEAR'S
WELCOME
VIDEO!**



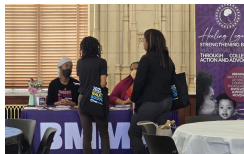
BMHW25 STATE & LOCAL *GOVERNMENT* ENGAGEMENT

Black Maternal Health Week 2025 (BMHW25) saw historic momentum across government and community spaces. **Fifteen states** and **eight cities** introduced official resolutions and/or proclamations recognizing BMHW25. In collaboration with **State Innovation Exchange** and the **National Organization of Black Elected Legislative (NOBEL) Women**, BMMA engaged with **26 Black Maternal Health State Legislative Champions** nationwide who are leading the efforts to advance critical maternal health equity-informed legislation in their state.

In Atlanta, Georgia, BMMA participated in the the City of Atlanta's Mayor's Office of Equity Diversity and Inclusion's Healing, Advocacy & Action: Black Maternal Health Lunch + Learn and Resource Fair. The event brought together community members, local leaders, and advocates, including BMMA, Inc.'s Executive Director Angela Aina and Georgia State Representative Carolyn Hugley, for a panel discussion on maternal wellness, equity, and advocacy.

At the event, Senator Kim Jackson's Chief of Staff, Erin Cassel, announced the historic passage of Georgia's Black Maternal Health Week Resolution—the first Black Maternal Health bill to pass in the state. Additionally, the City of Atlanta formally recognized the Black Maternal Health Week campaign with an official proclamation, marking a significant milestone as the city's second declaration of the campaign.

These historic wins reflect the growing recognition of BMHW's importance and the power of collective advocacy at the state and local levels.



Source: The City of Atlanta's Mayor's Office of Equity Diversity and Inclusion's Healing, Advocacy & Action: Black Maternal Health Lunch + Learn and Resource Fair, April 2025

POLICY IN ACTION: ADVANCING BLACK MATERNAL HEALTH

We celebrate key policy wins from coast to coast, from the first-ever Black Maternal Health Caucus Summit in Pennsylvania to over **20 BMHW25 proclamations** and resolutions introduced this year across the nation (and even *Toronto, Canada*). These milestones reflect the power of collective advocacy and our continued fight for Black-centered policy change at every level.



Source: PA Black Maternal Health Caucus – Black Maternal Caucus' Black Maternal Health Week Summit



Source: Bloom Collective – Signing of BMHW Proclamation in Maryland



Source: Oshun Family Center – Rooted in Care Advocacy Day with Philadelphia City Council



Source: Perinatal Health Equity – Assembly Commendation from State of New Jersey



Source: Mothering Justice – Michigan House of Representatives adopted HR 59, officially declaring April 11-17 as Black Maternal Health Week

2025 BLACK MATERNAL HEALTH WALK AND BLOCK PARTY

This year, **BMMA, Inc.** proudly partnered with the **City of Atlanta Mayor's Office of Constituent Services (OCS)** and **4Kira4Moms** to co-present the **2025 ATL Black Maternal Health Walk & Block Party**—a powerful celebration of Black Mamas, families, and community. The event was held at Selena S. Butler Park and the M.L. King Jr. Recreation and Aquatics Center in Atlanta, GA.

This impactful event brought together over **1,000 registrants** for a vibrant day of wellness and movement activities, health education, live entertainment, food, music, games, and prizes. Attendees engaged with doulas, midwives, medical professionals, and local organizations, building community and sharing knowledge to advance Black maternal health across the U.S.



chanel0271_ It was a wonderful event. I cant wait to volunteer again next year.



BLACK MATERNAL HEALTH PROFESSIONALS' EVENT

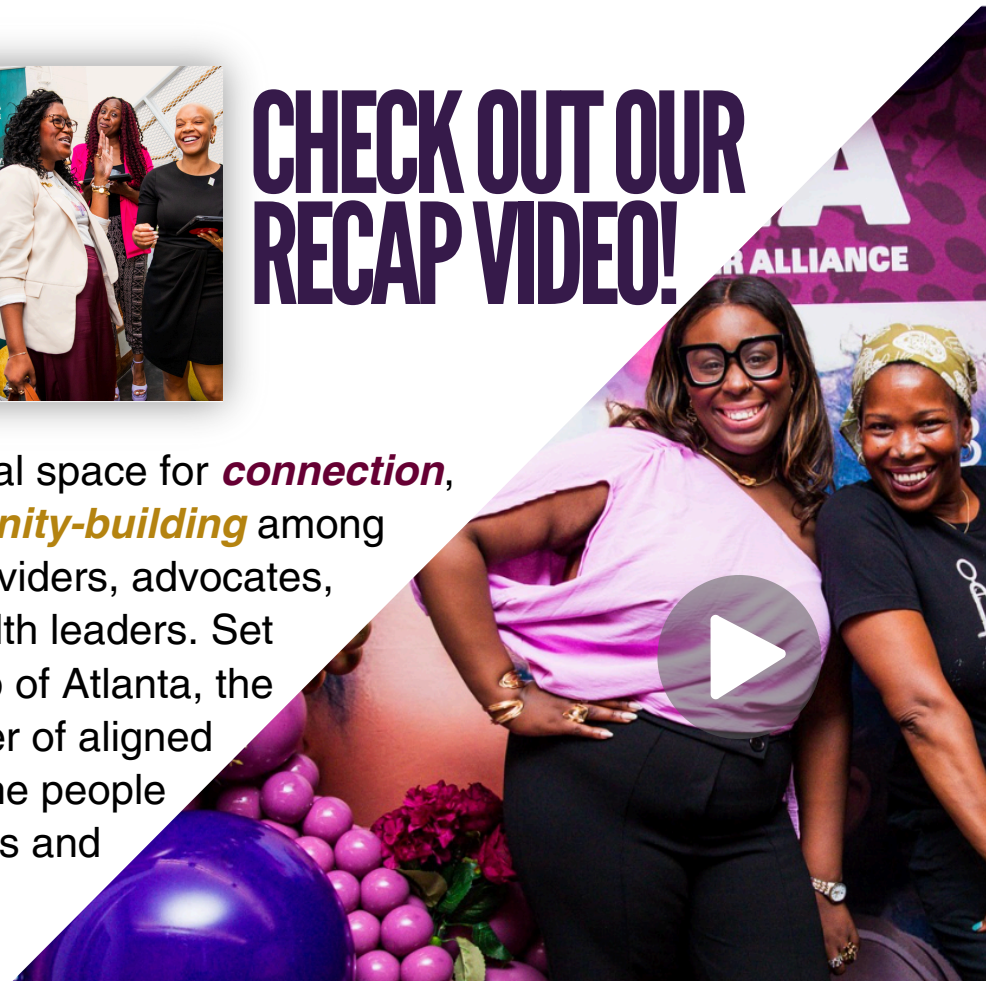


BMMA hosted an exclusive ***Black Maternal Health Professionals' Networking Event***—a milestone gathering during BMHW25 that brought together a dynamic group of stakeholders and professionals dedicated to advancing Black maternal health.



CHECK OUT OUR RECAP VIDEO!

This event created intentional space for **connection**, **collaboration**, and **community-building** among birthworkers, healthcare providers, advocates, researchers, and public health leaders. Set against the vibrant backdrop of Atlanta, the event underscored the power of aligned leadership and celebrated the people working daily to shift systems and support Black Mamas.



THANK YOU FOR POWERING BLACK MATERNAL HEALTH WEEK 2025

With sincere gratitude, we recognize the generous sponsors and partners who made **#BMHW25** possible. Their investment helped us **raise over \$162,500** to execute a week of impactful national programming—supporting virtual and in-person events, digital learning experiences, policy conversations, resource dissemination, and the coordination of staff and volunteers across the country.

In a time of growing threats to maternal health equity, this campaign reached thousands, uplifted Black-led organizations, and amplified the call for Black maternal health, rights, and justice. This work would not be possible without the philanthropic, partner support, and corporate champions who continue to stand with us.

Presenting Sponsor: Pampers

Changemaker: California Healthcare Foundation, Merck for Mothers

Upholder: Robert Wood Johnson Foundation, Actively Black, Baby Dove, Planned Parenthood Federation of America

Advocate: MomsRising, Evelyn & William Blythe Advocates for Health Equity, ACOG, March of Dimes

Supporter: BLKBRY, Postpartum Support Network, National Partnerships for Women and Families, CareQuest Institute for Oral Health, The Center for Reproductive Rights

In Solidarity: Cradle of Kalamazoo, SEIU United Healthcare Workers West, Planned Parenthood of Greater New York

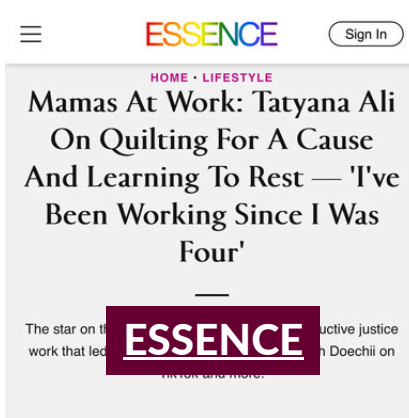
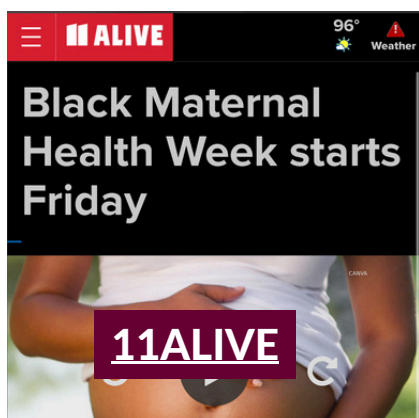
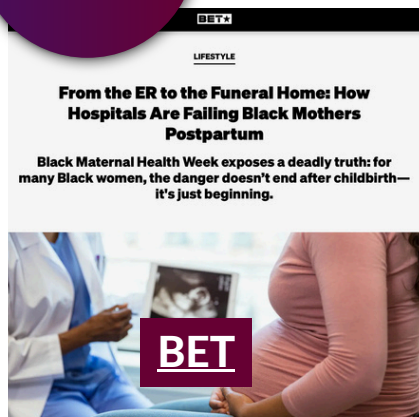


California
Health Care
Foundation



#BMHW25 WAS FEATURED IN *45+ MEDIA ARTICLES*

CLICK EACH
ARTICLE TO
READ MORE!



528M
PEOPLE REACHED VIA
MEDIA ARTICLES

BMMA and Black Maternal Health Week were highlighted across major media and news outlets leading up to and during the campaign with at least 45 pieces of coverage that collectively had an estimated reach of 3.24M views, 14.1K engagements and an audience of nearly 528 million people. Some of the outlets that wrote original articles include The Guardian, Care.com, Essence, The Grio, BET, Black Enterprise, CBS News, NBC4 Washington, Fox5 DC, 11Alive, and more. (Source: CoverageBook)



170K+

dollars raised, with the majority of contributions from sponsors and individual donors during the campaign week

#BMHW25 content garnered over

2.5M

views

2,200+

REGISTRANTS

across BMMA events

199K+

views for this year's official Black Maternal Health Week Video

BMHW25 BY THE NUMBERS



59+

sign-ons in support of the BMHW25 Federal Resolution letter

500+

BMHW25 events hosted by Black-led perinatal entities nationwide



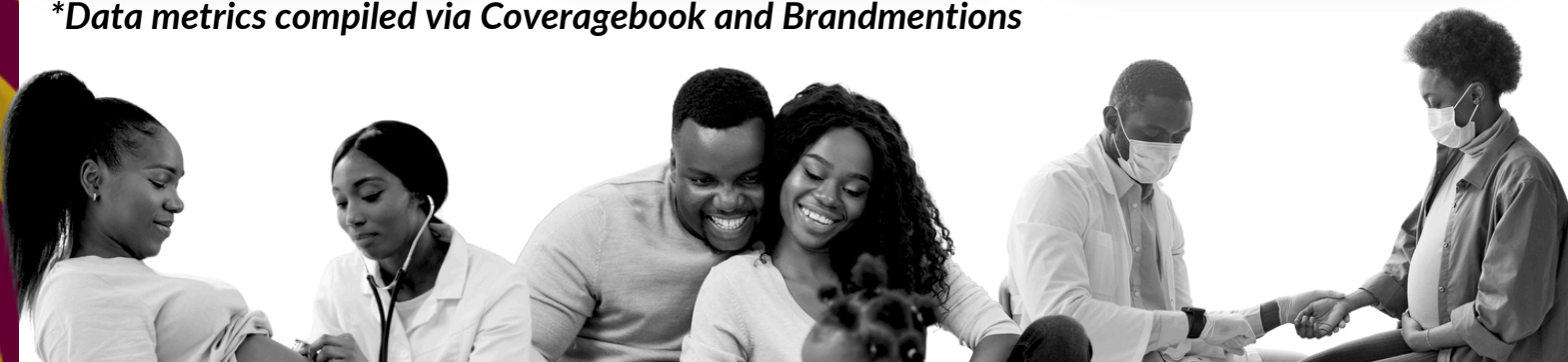
2.1M

interactions & mentions of BMMA and campaign hashtags

80K+

people (including moms, children, & families) served with resources and engaged as part of BMHW25 events nationwide

**Data metrics compiled via Coveragebook and Brandmentions*



BLKMATERNALHEALTHWEEK.COM

Thank You!

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BLACKMAMASMATTER.ORG**

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