



# 2026 BLACK MATERNAL HEALTH WEEK

## *Impact Report*



**BMMA**  
BLACK MAMAS MATTER ALLIANCE

[BLKMATERNALHEALTHWEEK.COM](http://BLKMATERNALHEALTHWEEK.COM)



# About **BMMA & BMHW26**



BMMA, Inc. (Black Mamas Matter Alliance) is a **network of Black-led and Black women-led organizations and multidisciplinary professionals** whose work is deeply rooted in reproductive justice, birth justice, and the human rights framework. Our mission is to ensure that all Black Mamas have the rights, respect, and resources to thrive before, during, and after pregnancy — bringing together midwives, OB/GYNs, nurses, doulas, birth workers, lawyers, academics, artists, and public health researchers working to END maternal mortality.

## BLACK MATERNAL HEALTH WEEK 2026

*Black Maternal Health Week (BMHW) is an annual week-long campaign founded by BMMA in 2018, held each April during National Minority Health Month. The week opens on April 11 in recognition of the International Day for Maternal Health and Rights. BMHW26 marks the 9th year of the campaign, falling within BMMA's 10th anniversary of establishing the Global Black Maternal Health Movement.*

The 2026 theme, "**Rooted in Justice & Joy,**" honors the fullness of this movement, the fight for structural change and accountability, and the healing, cultural traditions, and community care that have always sustained Black families. **Justice and joy are not separate. They are the roots of everything we do.**



**"This is so beautiful! Well done BMMA team! Happy BMHW26 sisters!"**

- Attendee of Digital Programming, BMHW26 Virtual Pep Rally: Black Maternal Health In Your Neighborhood



blkbyllc Thank you so much for having us on the Virtual Pep Rally!! We love BMMA so much, and are thankful for the whole team!! Folks don't realize how much work y'all put in behind the scenes to make these opportunities happen for us, and truly we are thankful for y'all!!!



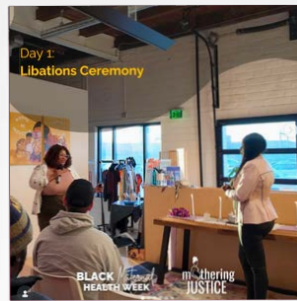


# BLACK MATERNAL HEALTH

## *In Your Neighborhood!*



Source: Black Women for Wellness LA —Rooted in the Womb Event



Source: Mothering Justice – Libations Ceremony



Source: Jamaa Birth Village – 3rd Annual Missouri Black Maternal Health Summit



Source: Sankofa Reproductive Health & Healing Center/Sankofa Reproductive Health & Healing Center – Community Baby Shower



Source: Oshun Family Center – Advocacy Day



Source: Mamatoto Village – 5K Walk



Source: Sisters in Loss – Black Maternal Health Week Panel

During BMHW26, partners across our Alliance organized **events, programs, and activities nationwide**—spanning policy forums, community gatherings, advocacy days, and reproductive justice trainings. This is the movement at work. Explore the full list of local activations from the week [here](#).

# BMHW26 PROGRAMMING

## ROOTED IN JUSTICE & JOY!

**Saturday, April 11 — Black Maternal Health & Birth Justice Across Regions — Virtual** In recognition of the International Day for Maternal Health and Rights, this program brought together Black maternal health and birth justice advocates from across the global diaspora to reflect on the movement's growth and the shared work happening in communities worldwide.

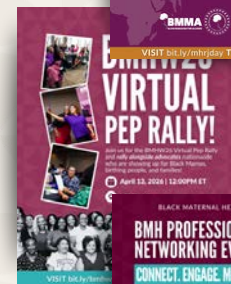
**Saturday, April 11 — The Black Maternal Health WALK & COMMUNITY FAIR, Atlanta, GA** A community-centered day bringing together Black mamas, families, birth workers, and advocates for a morning walk followed by family-friendly activities, food, live entertainment, and community resources — all rooted in this year's theme of justice and joy.

**Monday, April 13 — BMH In Your Neighborhood Virtual Pep Rally — Virtual** This community-centered kickoff connected Alliance partners and stakeholders from across the country leading work in their communities, with a focus on how to get involved locally and nationally in advancing Black maternal health equity.

**Wednesday, April 15 — BMH Professionals' Networking Event, Atlanta, GA** An exclusive gathering during BMHW26 for doulas, midwives, maternal health advocates, medical professionals, and community organizers to connect, share knowledge, and build collaborations that advance Black maternal health.

**Thursday, April 16 — Beyond the Binary: Black Trans Family Building in a World Not Built for Us — Virtual** This conversation centered how Black trans families build, protect, and sustain themselves within systems not designed for their existence — highlighting joy, chosen kin, and the strategies families use to navigate policy, surveillance, and erasure.

**Friday, April 17 — Community Remembrance and Healing Vigil, Atlanta, GA** An intimate gathering to honor Black families lost to maternal mortality and hold space for grief, remembrance, and renewal — with ritual elements including foot washing, affirmation showers, and community altar building.



advancinghealthequity One of the most important weeks of the year! #BMHW26

“This conversation is so needed! #BMHW26”

- Attendee of Digital Programming, Beyond the Binary—Black Trans Family Building in a World Not Built for Us

# POLICY & ADVOCACY IN ACTION

BMHW26 continued to build momentum at the state and local levels, with **9 states** and **5 cities** and **counties** issuing official resolutions and/or proclamations recognizing the week. States included **Vermont, Georgia, Pennsylvania, Illinois, New York, Michigan, Delaware, Louisiana, and Tennessee**. Cities and counties recognizing BMHW26 included **Denver, CO; Pasadena, CA; Anne Arundel County, MD; and the City of Toronto, Canada**, marking the first time the campaign received international recognition through a formal proclamation. The **New York City Department of Health** also publicly celebrated BMHW26, reflecting the campaign's growing reach across major urban centers.

A notable milestone this year was the introduction of the BMHW resolution in the Georgia House for the first time, continuing the state-level legislative momentum building around Black maternal health. To support advocates nationwide, BMMA made its **BMHW State Resolution Template Guide** available as a resource, **downloaded more than 190 times**.

At the federal level, the BMHW26 resolution was championed by **Congresswoman Alma Adams, Congresswoman Lauren Underwood, and Senator Cory Booker**, with **81 organizations and individuals signing on** in support.



Source: BMMA, Inc. – Black Maternal Health Advocacy Day (Introduction of BMHW Resolution at the Georgia State Capitol)



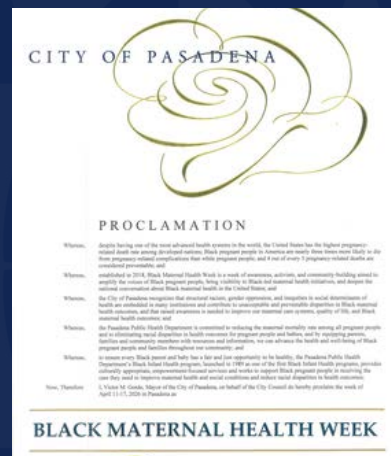
Source: BMMA, Inc. – Black Maternal Health Advocacy Day (Introduction of BMHW Resolution at the Georgia State Capitol)



Source: New York City Health Department – NYC Health Department Celebrates Black Maternal Health Week



Source: BMMA, Inc. – Black Maternal Health Advocacy Day (Introduction of BMHW Resolution at the Georgia State Capitol)



Source: City of Pasadena – Official Proclamation Recognizing Black Maternal Health Week 2026

# 2026 BLACK MATERNAL HEALTH WALK & COMMUNITY FAIR

This year, BMMA, Inc. presented the **2026 Black Maternal Health WALK & COMMUNITY FAIR** at Candler Park, Atlanta, GA — a community day rooted in connection, care, and collective joy. The day drew 645 registrants and 320+ attendees.

The day opened with a mini pep rally before the walk, with Justice and Joy Captains leading the charge and bringing the energy that carried the morning forward. Their leadership also supported BMMA's BMHW fundraising effort, with funds raised supporting BMMA's year-round work.

Following the walk, attendees took part in a full lineup of activations, including free health screenings and resources, yoga, face painting, children's storytime, and line dancing. In the Mama's Village, 15 community-based organizations and Alliance partners tabled alongside merchants, offering resources, products,



and community connection throughout the day. Attendees had access to food and giveaways throughout the event.



nationalperinataltaskforce Thank you so very much for being so welcoming to NPTF staff on this day and within the Alliance! We love you!



# BLACK MATERNAL HEALTH PROFESSIONALS' EVENT



Now in its second year, BMMA's **Black Maternal Health Professionals' Networking Event** returned during BMHW26 as a dedicated space for professionals across the field to connect, share knowledge, and strengthen the Black maternal health network



Held on Wednesday, April 15 in Atlanta, GA, the evening brought together doulas, midwives, maternal health advocates, medical professionals, researchers, and community organizers, with giveaways and prizes adding to the celebration of the people doing this work every day.

**CHECK OUT OUR RECAP VIDEO! →**





# HONORING BLACK MAMAS, CENTERING BLACK BIRTH WORKERS



As BMHW26 drew to a close, BMMA gathered in Atlanta for an intimate space dedicated to honoring Black families lost to maternal mortality and affirming the healing and joy that sustains this movement.



The **'Honoring Black Mamas, Centering Black Birth Workers: A Community Remembrance and Healing Vigil'** was designed specifically for those who carry the weight of this work — birth workers, doulas, midwives, nurses, physicians, public health professionals, and lactation consultants. Participants engaged in ritual elements including foot washing, affirmation showers, and community altar building, collectively holding space for grief, remembrance, and renewal.



# BMHW26 SPONSORS, PARTNERS & COMMUNITY SUPPORTERS

We appreciate the sponsors, partners, and community supporters who made **#BMHW26** possible. Together, sponsors and funders contributed **\$97,000** to support a week of national programming, spanning virtual and in-person events, digital programming, policy conversations, and resource dissemination across the country.

This year, five BMMA supporters stepped up as Justice and Joy Captains, fundraising on behalf of BMMA and collectively raising \$2,666 from 42 donors, surpassing their \$2,500 goal. Their efforts reflect the community's investment that sustains BMMA's year-round work.

## Black Maternal Health Week 2026 — Sponsors

**Upholder:** California Healthcare Foundation, Planned Parenthood Federation of America, Baby Dove, Robert Wood Johnson Foundation

**Advocate:** HOPE for Georgia Moms, American College of Obstetricians and Gynecologists (ACOG)

**Supporter:** SEIU United Healthcare Workers West, MomsRising, Postpartum Support International (PSI)

**In Solidarity:** BLKBRY, National Partnership for Women & Families

## Black Maternal Health WALK & COMMUNITY FAIR — Sponsors & Supporters

**Presenting Sponsor:** Pampers

**Media Sponsor:** 98 The Beat, iHeartRadio

**Station Sponsor:** Anisa International

**Supporter:** Emory Healthcare

**In-Kind Donors:** Elaine Sterling Institute, The Black Coffee Company, Happiest Baby, My Signature Scent, Black Girl Vitamins, Coca-Cola



California  
Health Care  
Foundation

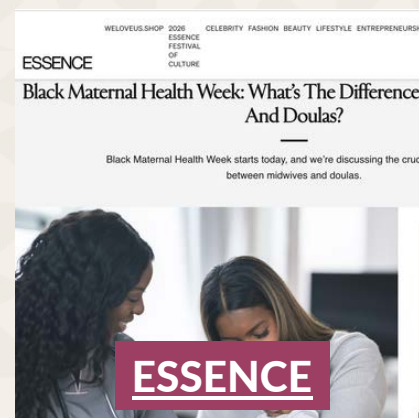
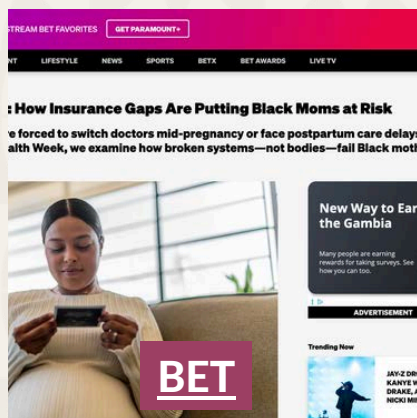


This campaign reached communities across the country and globe, uplifted Black-led organizations, and continued the call for Black maternal health, rights, and justice.

*This work would not be possible without the funders, partners, and community champions who stand with us.*

# #BMHW26 WAS FEATURED IN 25+ MEDIA ARTICLES

CLICK EACH  
ARTICLE TO  
READ MORE!



**111 M**  
PEOPLE REACHED VIA  
MEDIA ARTICLES

BMMA and Black Maternal Health Week were featured across major media and news outlets leading up to and throughout the campaign, with 25 pieces of coverage reaching a combined audience of 111 million people and an estimated 349K views. Outlets covering BMHW26 include Oprah.com, The Guardian, Essence, BET, Axios, FOX 5 Atlanta, BlackDoctor.com, The Miami Times, and more.

(Source: CoverageBook)



# 99K+

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

#BMHW26 content garnered over

# 4.1M

views

# 1,700+

## REGISTRANTS

across BMMA events

# 85K+

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

# BMHW26 BY THE NUMBERS



# 80+

sign-ons in support of the BMHW26 Federal Resolution letter

# 550+

BMHW26 events hosted by Black-led perinatal entities nationwide



# 2.9M

interactions & mentions of BMMA and campaign hashtags

# 90K+

people (including moms, children, & families) served with resources and engaged as part of BMHW26 events nationwide

*\*Data metrics compiled via Coveragebook and Brandmentions*



# Thank You!

**LEARN MORE AT:**

**[BLKMATERNALHEALTHWEEK.COM](http://BLKMATERNALHEALTHWEEK.COM) &  
[BLACKMAMASMATTER.ORG](http://BLACKMAMASMATTER.ORG)**

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