

BLACK MATERNAL HEALTH WEEK



2022

MEDIA KIT

This official kit contains background information, select media coverage, and official press materials for BMHW.



BMMA
BLACK MAMAS MATTER ALLIANCE

WWW.BLACKMAMASMATTER.ORG

About **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.



About

BLACK MATERNAL HEALTH WEEK

Founded and led by the Black Mamas Matter Alliance, Black Maternal Health Week (BMHW) takes place every year from April 11 -17, and was officially recognized by the White House on April 13th, 2021.

The month of April is also recognized in the United States as National Minority Health Month – a month-long initiative to advance health equity across the country on behalf of all racial and ethnic minorities. Additionally, we are joining dozens of global organizations who are fighting to end maternal mortality globally in advocating that the United Nations recognize April 11th as the International Day for Maternal Health and Rights.

The campaign and activities planned throughout Black Maternal Health Week each year serve to amplify the voices of Black Mamas, and center the values and traditions of the reproductive and birth justice movements. Activities held during BMHW are always rooted in and anchored by human rights, reproductive justice, and birth justice frameworks.



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BLACK MATERNAL HEALTH WEEK 2022

This year BMMA is excited to be celebrating the fifth anniversary of Black Maternal Health Week! The 2022 theme is “**Building for Liberation: Centering Black Mamas, Black Families, and Black Systems of Care,**” which reflects BMMA’s work in centering Black women’s scholarship, maternity care work, and advocacy across the full-spectrum of sexual, maternal, and reproductive health care, services, programs, and initiatives.

Additionally, this theme reflects the critical need to learn about Black Feminist and womanist approaches in strengthening wellness structures within our communities and across the Diaspora as a revolutionary act in the pursuit of liberation, and the global fight to END maternal mortality.



2022 CULTURE SHIFT INFLUENCERS:



Elaine Welteroth

New York Times bestselling author, Award-winning journalist, TV personality



Tatyana Ali

Actress, Advocate, Philanthropist



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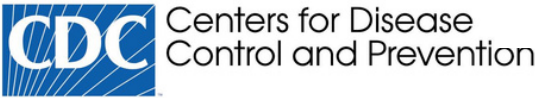
BLACK MATERNAL HEALTH WEEK COVERAGE AT A GLANCE

Check out some of the press highlights on our
Black Maternal Health Week Campaign over the years (click the logos)



The New York Times

People



Planned Parenthood



ESSENCE

Forbes

NEWSONE



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BLACK MATERNAL HEALTH WEEK COVERAGE AT A GLANCE

Check out some of the press highlights on our Black Maternal Health Week Campaign over the years (click the logos)

EBONY



The Black Wall Street Times

- Access Is The New Civil Right -

Bloomberg



**KDKA
CBS Pittsburgh**



Chicago Tribune



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Social Media



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SOCIAL MEDIA HASHTAGS

Key Hashtags

#BMHW22

#BlackMamasMatter

#BlackMaternalHealthWeek

#ReproJustice

Secondary Hashtags

#BirthJustice

#MaternalEquity

#BlackMaternalHealth

#BirthEquity

#EndMaternalMortality

#BlackWomenLead



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BMHW22

Press Release

FOR IMMEDIATE RELEASE

April 11, 2022

MEDIA CONTACT:

press@humanimpactsolutions.com

THE BLACK MAMAS MATTER ALLIANCE OFFICIALLY LAUNCHES ITS ANNUAL “BLACK MATERNAL HEALTH WEEK” CAMPAIGN (APRIL 11-17TH)

Organization Announces a Series of National and Local Events To Be Held Throughout the Week - Including an April 13th Policy Convening Featuring Keynote Speaker Vice President Kamala Harris

Journalist, Host & Author Elaine Welteroth, and Actress/Advocate Tatyana Ali To Serve as 2022 Black Maternal Health Week Culture Shift Influencers

Atlanta, GA – On April 11-17, 2022 the Black Mamas Matter Alliance will mark the fifth-year anniversary of its national [Black Maternal Health Week](#) campaign — a week-long effort launched by the organization in 2017 to amplify the many Black women nationwide who are working to improve maternal health, rights, and justice for Black mothers and birthing people. Black Maternal Health Week is held annually during National Minority Health Month, and coincides with the International Day for Maternal Health and Rights on April 11th.

Earlier this year, BMMA announced the official 2022 BMHW theme, “**Building for Liberation Centering Black Mamas, Black Families, and Black Systems of Care**,” which centers Black women’s scholarship, maternity care work, and advocacy across the full spectrum of sexual, maternal, and reproductive health care, services, programs, and initiatives. Throughout the week, BMMA and its partners will be hosting a series of virtual and in-person events in cities and states across the nation, along with original content and social media activations, all in an effort to foster dialogue and increase awareness. In 2021, an official proclamation was released by the White House in recognition of the annual week, with Vice President Kamala Harris remarking that, “Black women in our country are facing a maternal health crisis. We know the primary reasons why: systemic racial inequities and implicit bias.”

Download full release here



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THANK YOU!

FOR ADDITIONAL COMMUNICATIONS INQUIRIES,
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