

BMHW24 Digital Media Toolkit

About Black Maternal Health Week 2024

As we approach Black Maternal Health Week (April 11 – 17, 2024), CMQCC and CPQCC are proud to stand in solidarity with our esteemed partners in their relentless efforts to uplift and safeguard the health of Black mothers in California and across the nation.

This pivotal week, founded by the Black Mamas Matter Alliance (BMMA), a formidable network of organizations and leaders dedicated to maternal health, human rights, and reproductive justice, serves not only as a time of awareness but as a powerful call to action for all of us to engage in meaningful activism and community-building. This initiative aligns perfectly with BMMA’s mission, as well as ours, to ensure that every birthing person has access to quality, holistic healthcare, especially the most vulnerable among us.

We are thrilled to amplify the Health Resources & Services Administration (HRSA) Maternal & Child Health, who are at the forefront of strengthening Black maternal health. Learn more about how HRSA is enhancing Black maternal health and how you can be a part of this vital cause.

Black Maternal Health Week is not just an event; it's a movement. It's an opportunity for us to come together, amplify the voices of Black Mamas, and honor the values and traditions of the reproductive and birth justice movements.

We strongly encourage our members to actively participate in the upcoming Black Maternal Health Week activities and events related to BMHW. We hope you will participate in our “Celebrating BMHW24 – Equity in Action” photo campaign! We are excited to share that some of our colleagues at CMQCC and CPQCC will be speaking at a few of these upcoming events. Let's use this time to educate ourselves, raise awareness, and take actionable steps towards improving the health and well-being of Black mothers. Your support and involvement are crucial as we strive to create a world where every mother has the chance to thrive.

Upcoming BMHW24 Events

- **Black Maternal Health Week 2024 Tweet Chat** | Thursday, April 11th from 12 to 1pm ET (9 to 10am PT). Hosted by Black Mamas Matter Alliance.
- **Black Doula Day Virtual Pep Rally** | Thursday, April 11th from 2 to 3:30pm ET (11 to 12:30pm PT). Hosted by Black Mamas Matter Alliance. [Register here.](#)
- **California Black Birth Equity Summit Black Maternal Health Week Virtual Gathering** | Thursday, April 11th at 12:00pm PT. Hosted by the California Black Birth Equity Summit. [Register here.](#)
- **Sonoma County MCAH: Screening of Birthing Justice** | Thursday, April 11th from 4:30 to 8pm PT. **Moderator: Dr. Amanda Williams.**
- **Perinatal Equity Conference 2024** | Friday, April 12th from 9:30am to 3:00pm PT. Hosted by Santa Clara County Public Health. [Register here.](#)
Key note: Dr. Lindsay du Plessis
- **Michigan Obstetrics Initiative – Semiannual Meeting** | Friday, April 12th (time)
Key note: Next Steps in California’s Supporting Vaginal Birth Journey: Quality Improvement through an Equity Lens
- **Community Health Fair Jubilee** | Saturday, April 13th (time). Hosted by the Black Wellness & Prosperity Center. Register here. **Speakers: Christina Oldini and Dr. Amanda Williams.** [RSVP here.](#)
- **Black Wellness & Prosperity Center Symposium** | Monday, April 15th. Hosted by the Black Wellness & Prosperity Center. [RSVP here.](#)
- **Black Women’s Health Forum** | Thursday, April 18th from 8am to 3pm PT. Hosted by Jeweld Legacy. [Register here.](#) **Speaker: Dr. Amanda Williams**

Celebrating BMHW24 – Equity in Action Photo Campaign



Dear CMQCC Member Hospitals,

As we recognize and honor Black Maternal Health Week (#BMHW24), we are inspired by the commitment and actions displayed by each one of you towards ensuring equity in maternal health. This year, we are hosting a photo campaign titled "Celebrating BMHW – Equity in Action" and we invite all of you to participate.

We encourage you to capture and share compelling photographs of the activities you've organized for BMHW24. These can be your dedicated teams in action, educational events, community gatherings, or any other endeavor highlighting your contribution towards equity in maternal health.

Please ensure you have obtained the necessary permissions to share these images.

To submit your photos, please follow these steps:

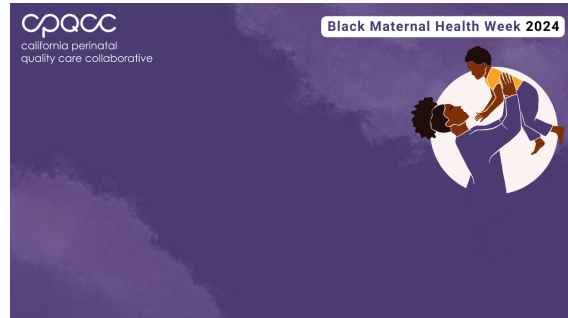
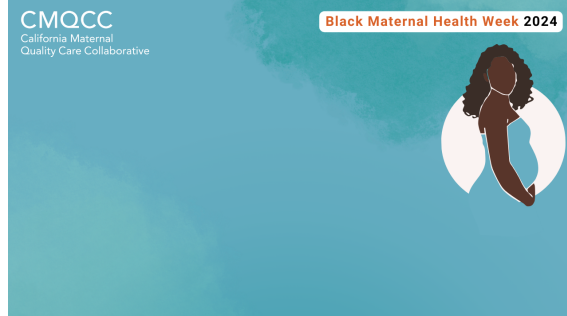
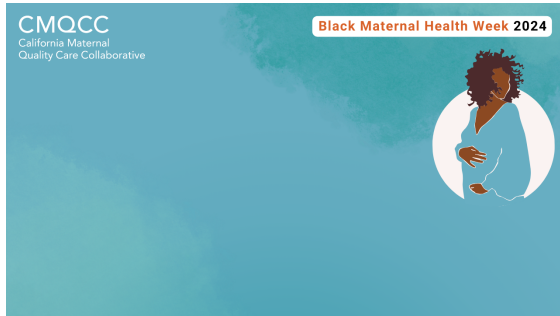
1. Ensure the photograph is at high resolution for optimal quality.
2. Include a brief description or caption for every photograph you're submitting.
3. Email your photographs to arroyoel@stanford.edu.

Your contributions will help us showcase the collective efforts driving equity during this important week. The photos will be shared across our social media platforms, providing recognition and visibility to your incredible work.

In solidarity,
CMQCC & CPQCC

CMQCC & CPQCC Zoom Backgrounds

(Click image to download)



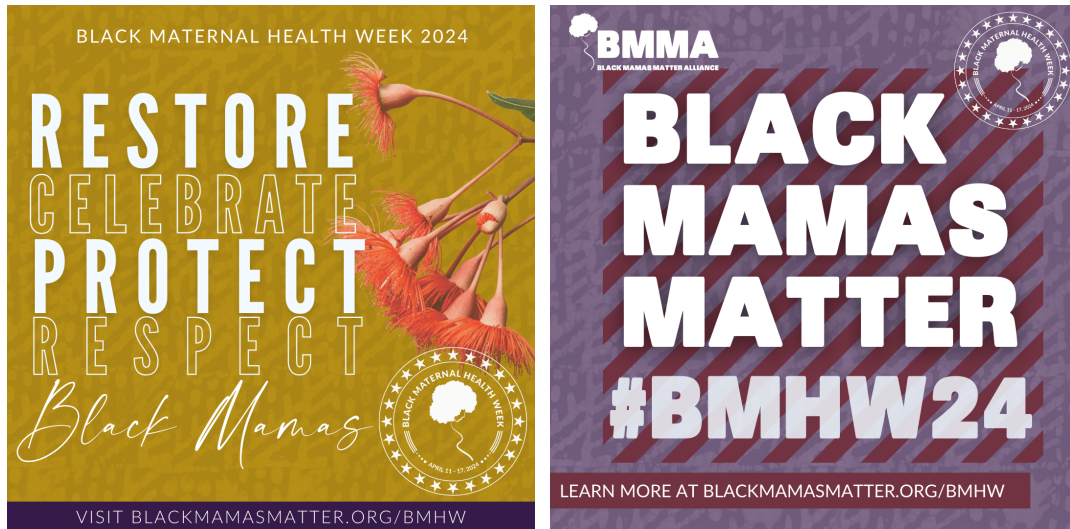
Shareable Resources from our partners at BMMA & HRSA

Black Mamas Matter Alliance (BMMA)

- [BMMA's BMHW Toolkit](#)

Social Media Graphics

([Click here to view & download images](#))



Health Resources & Services Administration (HRSA) Maternal & Child Health

- [HRSA's BMHW 2024 Social Media Toolkit](#)
- [Virtual Meeting Background 1](#)
- [Virtual Meeting Background 2](#)

Social Media Graphics

(Click image to download)



Sample Social Media Messaging

We're inspired by #BMHW24 to create better #MaternalHealth outcomes by providing excellence in ending preventable morbidity, mortality and racial disparities in California maternity care, making sure our #moms get the support and resources they need.

Be sure to check out our Maternal QI toolkits: <https://www.cmqcc.org/resources-toolkits/toolkits>