



**BLACK MATERNAL HEALTH
AWARENESS WEEK 2021
#BMHAW21**

13TH - 18TH SEPTEMBER 2021

THEME: CHANGING THE NARRATIVE



FOLLOW THE WEEK BY USING THE DAILY
HASHTAGS AND #BMHAW21



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Five X More CIC is hosting the second annual awareness week to highlight Black women and birthing people's maternal health outcomes in the UK.

What is it?

A weeklong campaign dedicated to raising awareness about the disparities in maternal outcomes for Black women and birthing people in the UK. Black women in the UK are four times more likely to die during pregnancy, childbirth and 6 weeks after in comparison to White women (MBRRACE, 2020). It focuses on empowering Black women and birthing people to make informed choices and advocate for themselves throughout their pregnancies and after childbirth. It also focuses on educating health professionals to take active steps to ensure safer care for Black women and birthing people.

Who is it organised by?

Five X More CIC has come together with a host of Black led organisations, individuals and health professionals for a weeklong campaign dedicated to raising awareness about the disparities in maternal outcomes for Black women and birthing people. Five X More is a grassroots campaign dedicated to highlighting and changing Black women and birthing people's maternal health outcomes in the UK.

What is this years theme?

The theme this year will be 'Changing The Narrative'. We want to see changes in the right direction concerning maternity safety and outcomes for Black women and birthing people. For decades now, Black women have had a higher risk of maternal mortality in the UK (CMACH 2007).

With this year's awareness week we hope to be able to provide a supportive platform where we can LISTEN to Black parents' voices and empower them to advocate for themselves. This week will also provide a place for health professionals to get a chance to learn more about the campaign and what they can do to help change these statistics.

We have created resources for the week for those who want to get involved with the campaign.

Themed days: The overall hashtag for the awareness week is #BMHAW21. For every day during the awareness week we will be running themed days, and each day will have its own unique hashtag.

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13TH SEPTEMBER
#BMHAW21MP
#BMHAW21APPG

We will be kicking off the week with a day of action.

We will be encouraging our supporters to write and tweet their local MP asking them to sign up to the Black Maternal Health pledge.

Details of the newly formed Black Maternal Health All Party Parliamentary Group (APPG) will be released on this day. There will also be a parliamentary debate on Black Maternal Health taking place on Tuesday 14th September.

14TH SEPTEMBER
#BMHAW21WHOISWHO

Black women and birthing people are often not given the right information to make informed decisions about their care.

We will use this day to encourage anyone who works in maternity services to get involved, explaining their role and what they do to support women and birthing people during their pregnancies and beyond. If you want to get involved, post your video and use the hashtag so others can find you easily.

15TH SEPTEMBER
#BMHAW21MMH

Mental Health can often be a sensitive subject in our communities. This day will be focused on good practices and wellness strategies to encourage better mental health throughout pregnancy and the post partum period. We will also use this day to spotlight organisations that can support in this area.

16TH SEPTEMBER
#BMHAW21DLISSA
#BMHAW21FERTILITY

This date is D'lissa Parkes 32nd Birthday so we will be dedicating a post to honour her on this day.

We will also be focused on speaking about fertility and the untold stories from Black women and birthing people. This is another subject that does not get as much attention as it deserves, and the statistics for Black women in this area shows us that more needs to be done.

17TH SEPTEMBER
#BMHAW21SAFETY

We will be focusing on supporting WHO World Patient Day. The theme for this year is "Safe maternal and newborn care". One of the aims of the day is to "advocate the adoption of best practices at the point of care to prevent avoidable risks and harm to all women and newborns during childbirth"

18TH SEPTEMBER
#BMHAW21EVENT

This is the day of the online event where we will be sharing some of the early findings of the Black maternal experience survey. We will be discussing the findings with our Black led expert panel and officially launching our public fundraising bid for an exciting new project.

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**FIVE X MORE AWARENESS
WEEK 2020
#FIVEXMOREAW20
16 - 22 SEPTEMBER 2020**

What can you do to get involved?

Follow us on our social media channels

Instagram: @fivexmore_

Twitter: @fivexmore

Use the #BMHAW21 hashtag on social media when referring to the week and the daily specific hashtags when related to the daily theme

Tag @fivexmore_ in any posts you make during the week so we can repost you

Continue to have these important discussions about your lived experiences and help us spread the word

Lead Organisation: Five X More CIC

Five X More CIC founders:

Tinuke Awe: @mumsandtea

Clotilde Rebecca Abe: @_prosperitys

Thank you for your continued support. We look forward to the awareness week!

Contact information fivexmore@gmail.com