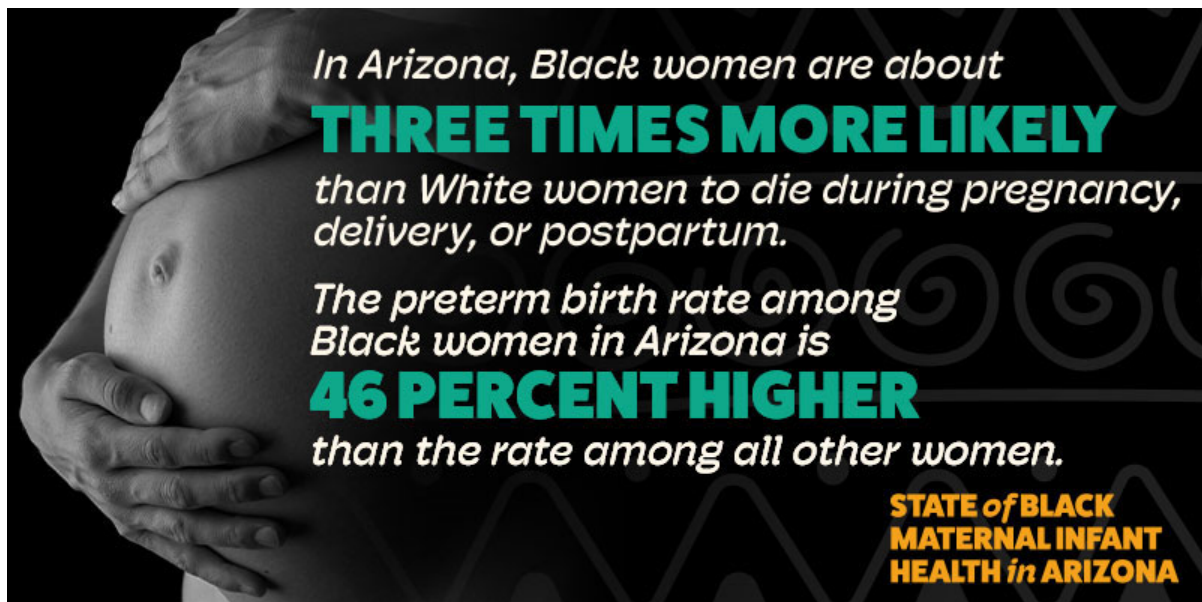




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Black Maternal Infant Health In Arizona Awareness Campaign



Shocking, isn't it? But it's not news. And that makes the truth behind the statistics consistently revealing appalling information about the health of Black women and babies for several decades that much more damning.

What does it say about health systems, policies, and society when appalling facts about disproportionate maternal health and mortality statistics Black women and babies is not treated with the strategic purpose and urgency required for systemic change that saves lives?

The National Black Maternal Health Week awareness campaign ended Monday (April 17).

In Arizona, the campaign to raise awareness about Black maternal health inequity continues. During the next 12 months, the State of Black Arizona Black Maternal Infant Health in Arizona Awareness Campaign to contextualize statistics that should be too hard to ignore.



Our campaign will discuss what the data reveals about the Black maternal health landscape in Arizona. It will shed light on topics highlighted last week during the Black Mamas Matter Alliance-led national conversation, including maternal mortality, maternal mental health, breastfeeding, reproductive rights and justice (access to contraception), quality of care or birth justice, and Black maternal health policy.

We'll also delve into the history of previous responses to poor Black maternal and infant health outcomes in Arizona, and we'll highlight how some of today's committed community leaders — doulas, clinicians, organizational advocates, individual advocates and moms — are working to improve Black maternal health reality.

Last week, in this space we called the disproportionate Black maternal health and mortality statistics a crisis. It's not new language. What has happened to Black women pre-pregnancy, during and post-pregnancy is an American experience shared by multiple generations. The devastation to individuals, families and communities is mind-boggling.

The State of Black Arizona (SBAZ) is keen on having an informed, data-driven conversation about Black maternal health. We appreciate the gracious support of sponsors that sustain the State of Black Arizona Black Maternal Infant Health in Arizona Awareness Campaign.



Starting next quarter, with technical leadership and guidance from March of Dimes- Phoenix Market and with a support system of experts and partners across the state, the State of Black Arizona will localize the March of Dimes Mom and Baby Action Network (MBAN) Igniting Impact Together—Health Equity Framework, we will focus on three of the five strategies to help achieve equitable outcomes for black mothers, infants, and families in Arizona.

- 1. Dismantle Racism and Address Unequal Treatment**
- 2. Increase Access to Quality Healthcare**
- 3. Promote Environmental Justice**
- 4. Strengthen Economic Security**
- 5. Safe and Connected Communities**

Those three strategies will cover (1) data, (2) clinical measures; and (3) policy measures localized to Arizona. Additionally, we will provide several interviews and videos to support the lived experience to result in a Black Maternal Health convening in 2024.



Also, check out our social media posts during the State of Black Arizona Black Maternal Infant Health in Arizona Awareness Campaign as we share some history and stories of local leaders, advocates and organizations who are champions of work in Arizona.

SBAZ isn't talking about the multifaceted and deeply complex issues surrounding Black maternal health just to talk. The goal of an informed, sustained conversation, including white papers, social media posts and a convening, is to facilitate strong, effective action on improving health outcomes for Black women and babies.

