



# 2021 Virtual Rally

## Advocate and Partner Toolkit

**Eliminating Disparities in Maternal Health Care:  
The Black Maternal Health Momnibus Act of 2021**  
**Wednesday, June 9, 2021**  
**12-1:30 pm eastern**

### Overview

While we are saddened that we will not be able to meet on the Mall and at Capitol Hill again this year, March for Moms is thrilled that you will be participating in our fifth annual rally, virtually, on June 9, 2021. The materials in this packet are designed to help you develop content, promote your participation, and share key details with your network. In addition to the materials included here, please follow March for Moms on Twitter [@MarchforMoms](https://twitter.com/MarchforMoms), Facebook [@MarchforMoms](https://www.facebook.com/MarchforMoms), and Instagram [@MarchforMoms](https://www.instagram.com/MarchforMoms) for new updates. Speakers will be announced soon.

If you have any questions or need any additional support, please contact Laneceya Russ, March for Mom's Executive Director, at [lruss@marchformoms.org](mailto:lruss@marchformoms.org).

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## **June 9th Virtual Rally Overview**

March for Moms will be hosting our 5th rally on June 9, 2021, repeating a virtual town hall experience to engage and reach advocates, birthing people and their families across the United States.

This year's event we will be marching to eliminate disparities in maternal health care by focusing on The Black Maternal Health Momnibus Act of 2021. We will feature professional and industry leadership and the voices of birthing people and their families who have been challenged by maternal loss and near miss events.

June 9th will also serve as a day of action to raise awareness for the challenges that pregnant and birthing people are facing accessing the care and support they need, and the opportunity we have to address these issues via passage of the Momnibus.

We ask that you urge legislators to lift up the well-being of moms and families by calling for significant and permanent policy changes, beginning with the Black Maternal Health Momnibus.

During our June 9th rally, we will host birthing people and their families, advocates, professionals, providers, policymakers, and the media. Please share the registration information, which can be found [here](#) and information in this toolkit.

## **Key Maternal Health Facts**

Every year in the U.S., approximately 700 people die from complications of pregnancy and childbirth. The CDC found 3 in 5 deaths were preventable.

Approximately 2 out of 3 pregnancy-related deaths occur outside of the day of delivery or the week postpartum.

Women of color are more than twice as likely as their peers to face maternal death.

Far too many birthing people experience traumatic events that put their lives at risk. For example, approximately 500,000 women a year experience hemorrhage.

Twenty percent of pregnant people experience depression or anxiety after childbirth, yet lack support and treatment to effectively face these challenges.



1 in 6 women report feeling disrespected by healthcare providers during pregnancy.

## Social Media

These sample posts are intended to be paired with [suggested PHOTOS IN THIS FOLDER](#). There are image options sized for Facebook, Instagram, Twitter, and LinkedIn.

If you would like additional photo options, you can utilize photos from the 2019 rally [here](#).

## Key Hashtags

### Primary:

#BeyondMothersDay

### Secondary:

#MarchforMoms

#Momnibus

## Facebook

Tag [March for Moms](#)

Join us and make your voice heard at the @MarchforMoms Virtual Rally on Wednesday, June 9 at 12 p.m. ET. The discussion will feature leading advocates, providers, policymakers, and birthing people and their families about the pressing needs of moms and birthing people today. Register here today:

<https://www.eventbrite.com/e/march-for-moms-2021-virtual-town-hall-tickets-155681291935>

Today, we are calling on Congress to ensure the dignity and well-being of moms and growing families by passing the Black Maternal Health #Momnibus. The U.S. has the worst maternal health outcomes of any developed nation, and these outcomes are even worse for birthing people of color. Our leaders must take action. Register for the March for Moms virtual rally on June 9. #marchformoms #EveryMomCounts

<https://www.eventbrite.com/e/march-for-moms-2021-virtual-town-hall-tickets-155681291935>



We are calling all mothers and birthing people to share their story and ask for Congress to take action to ensure the safety of all mothers by passing the Black Maternal Health #Momnibus. We must prioritize birthing people and expand supportive care. Share your story today and tag

March for Moms. #marchformoms #EveryMomCounts

<https://www.eventbrite.com/e/march-for-moms-2021-virtual-town-hall-tickets-155681291935>

## Twitter

Join the @MarchforMoms Virtual Rally on Wednesday, June 9 at 12 p.m. ET. for a discussion with birthing people and families, as well as leading advocates, providers, and policymakers, on the needs of moms and birthing people today. Register today:

<https://www.eventbrite.com/e/march-for-moms-2021-virtual-town-hall-tickets-155681291935>

For far too long, prioritizing the care of birthing people has taken a backseat. Now is the time to call on Congress to ensure we provide the care that expecting mothers deserve by passing the #Momnibus. March with @marchformoms virtually on June 9:

<https://www.eventbrite.com/e/march-for-moms-2021-virtual-town-hall-tickets-155681291935>

We must protect the wellbeing of mothers + birthing people and advocate for more equitable maternal care by passing the #Momnibus. Join @MarchforMoms on June 9 to rally virtually to Eliminate Disparities in Maternal Health Care:

<https://www.eventbrite.com/e/march-for-moms-2021-virtual-town-hall-tickets-155681291935>

#MarchforMoms

As a mother, I know how hard it is to give birth. That's why I'm asking you to #ShareYourStory and reply to this tweet. Join us + @marchformoms on June 9 to call on Congress to prioritize the lives of all birthing people by passing the #Momnibus.

<https://www.eventbrite.com/e/march-for-moms-2021-virtual-town-hall-tickets-155681291935>

As a parent, I know how hard it is to raise a family in the US today. That's why I'm asking you to #ShareYourStory and reply to this tweet. Join us + @marchformoms on June 9 to call on Congress to prioritize American families by passing the #Momnibus.

<https://www.eventbrite.com/e/march-for-moms-2021-virtual-town-hall-tickets-155681291935>

## Instagram



Join us for the @MarchforMoms Virtual Rally on Wednesday, June 9 4 at 12 p.m. ET. for a discussion with birthing people and their families, as well as leading advocates, providers, and policymakers, on the needs of moms and birthing people today. Register today at the [link](#) in bio!

Now is the time to prioritize the safety of birthing people. We must call on lawmakers to take action and rectify the long-standing inequalities and lack of access to health care that contribute to the American #maternalmortality crisis. Join @MarchforMoms and me on June 9 to rally and show your support for Congressional passage of the Black Maternal Health #Momnibus.

Register today at the [link](#) in bio!

#ShareYourStory #CallOnCongress #MarchforMoms #BeyondMothersDay

If you are pregnant, we ask that you share your story with us. Tell us how you feeling that the United States has the worst maternal mortality rate of any developed country. We want YOU to show lawmakers that we MUST take action now by providing access to virtual care, extending Medicaid, and ensuring the safety of all families. Join @MarchforMoms and me on June 9 to rally and show your support for Congressional passage of the Black Maternal Health #Momnibus. Register today at the [link](#) in bio!

#ShareYourStory #CallOnCongress #MarchforMoms #BeyondMothersDay

### **Additional Ideas**

There are other creative ways to tell your story, the reason why your organization is participating in March for Moms, and why we need Congress, business leaders, and health care providers to take action. Between now and June 9, we encourage you to:

- Share a 30 video that highlights the problem, your experience, the Momnibus or a bill within the Momnibus, and/or the solutions needed to improve care. Be sure to wear orange to show your support for maternal health. Share the video, tagging #MarchforMoms. Alternatively, you can also send your video to March for Moms in advance, and we'll post it for you on our channels. If you have questions, please reach out to Laneceya Russ.
- Draft an op-ed on why we need better healthcare for moms and why the Black Maternal Health Momnibus is a solution to the American maternal health crisis, and place it in your local newspaper.



- Share your story on social media from members of your team and leadership about why it's important to you that we stand with moms and families, especially during the pandemic.
- Draft a Letter to the Editor of your local newspaper and encourage your Members of Congress to stand with moms and families by passing the Black Maternal Health Momnibus.

Media Advisory

[*This media advisory can be viewed and downloaded as a pdf [here.](#)*]

**FOR IMMEDIATE RELEASE**

June 2, 2021

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**\*\*\*MEDIA ADVISORY\*\*\***

**Families, Advocates, Providers Call for Passage of the Black Maternal Health Momnibus Act of 2021 on Wednesday, June 9**

*March for Moms will call on policymakers to eliminate health disparities for pregnant and birthing people*

Washington, DC—Today, March for Moms announced it will hold a virtual rally on Wednesday, June 9 at 12 p.m. ET. Families, advocates, and health care providers will call on Congress, business leaders, and states to eliminate health disparities for pregnant and birthing people, and pass the Black Maternal Health Momnibus Act of 2021. Congresswoman Lauren Underwood will join the line-up of speakers to discuss the latest legislation as it makes its way through Congress.

The United States is one of the most dangerous places in the world to give birth. According to the Centers for Disease Control and Prevention, nearly 700 women died in the U.S. in 2018 as



a result of childbirth. Further, the CDC found that 3 in 5 pregnancy-related deaths were preventable. Women of color are more than twice as likely as their peers to face maternal death. These sobering statistics place the U.S. last among high-income nations.

“It is time to eliminate health disparities for Black women and women of color,” said Laneceya Russ, Executive Director of March for Moms. “The Black Maternal Health Momnibus Act is a critical step forward that will strengthen our health care system, and, ultimately, create better outcomes for all families.”

Who: Congresswoman Lauren Underwood (IL-14)  
Annie Murray, PhD, Advocacy and Community Liaison with Every Mother Counts  
Aquene Watkins-Wise, Chief Advocating Officer, Royally Fit  
Charles Johnson, Founder, 4Kira4Moms  
Ebony Marcelle, Director of Midwifery, Community of Hope/Family Health and Birth Center  
Dr. Joia A. Crear-Perry, Founder and President, National Birth Equity Collaborative  
Kelli Dillon, Executive Director, Back to the Basics Community Empowerment  
Neel Shah, MD, MPP, FACOG, Vice President and Co-Founder, March for Moms  
Michelle Naccarati-Chapkis, Executive Director, Women for a Healthy Environment  
Sarah H. Gordon, PhD, Assistant Professor in the Department of Health Law, Policy, and Management, Boston University School of Public Health  
Trudi Russell, Activist  
Veronica Adamson, Global Head, Philips Obstetrics Monitoring Solutions

What: March for Moms rally for maternal health

When: Wednesday, June 9, 2021  
Virtual program runs from 12 p.m. to 1:30 p.m. ET

RSVP: Members of the public planning to join the conversation can find additional details [here](#).

Media RSVP: Members of the media can RSVP to Nell Callahan at [nell@frontwoodstrategies.com](mailto:nell@frontwoodstrategies.com).

March for Moms is non-partisan, 501 ©(3) non-profit that aligns the diverse voices of families, health care providers, policymakers, and partners to advocate for mothers and families’ health, well-being and equal access to care. For more information, visit <https://marchformoms.org>.

Follow us on instagram: @MarchForMoms | Twitter: @MarchForMoms | Facebook:  
@MarchForMoms | Youtube: MaternityCareMarch  
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