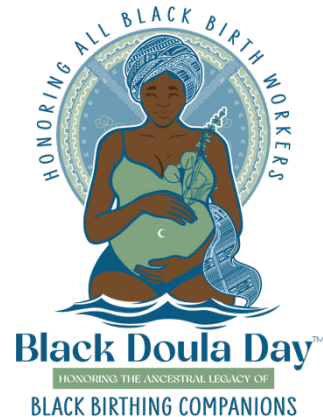


Media Advisory

FOR IMMEDIATE RELEASE

Black Doula Day™ Global Launch April 11, 2024: “Celebrating the Ancestral Legacy of Black Birthing Companions.”

Kicking off [Black Maternal Health Week 2024](#) (#BMHW24), in collaboration with [Jamaa Birth Village](#) and [Black Mamas Matter Alliance](#), the Black Doula Day™ Virtual Pep Rally aims to celebrate the joy of Black birth, honor holistic restoration, and ensure sustainability in Black Maternal Health efforts. While acknowledging the importance of supporting people during pregnancy, childbirth, and postpartum; #BlackDoulaDay consists of a national collaborative effort of Doulas creating a safe space for Doulas, mothers, birthing people, and supporters alike. Join us for a virtual pep rally with Black Doulas and supporters on Thursday, April 11 from 2pm - 3:30pm EST. To attend, please register at <https://bit.ly/bddpeprally>. For more information and nationwide events, please visit <https://blackdouladay.com/>



The following organizations have come together to celebrate and promote the essential role of Black Doulas:

- **Midwest:** - Jamaa Birth Village (MO) -ROOTT (OH) -STL Doulas of Color Collective (MO)
- **Southeast:** -Black Mamas Matter Alliance (GA) -Atlanta Doula Collective (GA) - Southern Birth Justice Network (FL)
- **Northeast/Mid-Atlantic:** - Ancient Song (NY) -Sankofa Reproductive Health and Healing Center (NY)

Together, these organizations are dedicated to promoting the health and well-being of Black mothers and families, and advocating for the recognition and support of Black Birthing Companions through seven core demands:

1. Eliminating misconceptions of the doula scope of practice, including the difference between a doula and a midwife.
2. Doulas should be paid an equitable reimbursement wage via private and Medicaid insurance at a global reimbursement rate of \$3000 USD.
3. Community-based and BIPOC-led organizations and Doulas in the state must be “included” as “experts” in the process of drafting legislation for reimbursement or in lieu of service (ILOS).
4. Doulas should not be used or exploited as a solution or bandage to the biased health care system.
5. Mental health care must be prioritized for BIPOC doulas who are continuously traumatized while attending births along with managing complicated personal lives due to the sacrifice of being on call and carrying the burden of the system.
6. Doulas belong to the community not the state. States should not limit the type of trainings that doulas can take and certify with.
7. It is important to emphasize the care components of the profession using terms such as Birth Companion, Family Support, etc. over the colonialist term Doula.

"As we celebrate the inaugural Black Doula Day™ during the 7th Annual Black Maternal Health Week Campaign, the Black Mamas Matter Alliance proudly champions the vital role of doulas in supporting and uplifting all Black Mamas on their maternal health journey. Doulas are essential advocates and companions, providing unwavering support and guidance to empower them through every step of their pregnancy and childbirth. Today, we honor and recognize the invaluable contributions of doulas in ensuring the well-being and dignity of Black women and birthing people everywhere." -Angela Doyinsola Aina, DrPHc, MPH Co-Founder & Executive Director of the Black Mamas Matter Alliance, Inc.

For media inquiries and partnership opportunities, please contact: Jamaa Birth Village Executive Assistant Kylan Williams at kylan@jamaabirthvillage.org.