Maternal Child and Adolescent Health Strategy in Action:

Advancing Black Birth Equity Together in California

Communications Toolkit

CDPH
California Department of Public Health

Table of Contents

CDPH created this toolkit to spread awareness of the department's efforts regarding promoting Black maternal and infant health strategies to public health partners.

1 Table of Contents

2 Action Plan Background

3 Elevator Pitch

4 Key Facts & Talking Points

5 Frequently Asked Questions

6 Social Media

Action Plan Background

The California Department of Public Health (CDPH) remains steadfast in its commitment to addressing the critical and unique needs of Black families and other marginalized groups across the state with meaningful community collaboration. Building on the foundation of the implications from the **Centering Black Mothers report**, with ongoing engagement with the Black Birth Equity Statewide Advisory Group (SAG), CDPH has developed the CDPH Maternal Child and Adolescent Health (MCAH) Black Birth Equity (BBE) Action Plan in partnership with consultants from the **California Coalition for Black Birth Justice (the Coalition)** and **Liberation by Design**.

The primary aim of the CDPH MCAH BBE Action Plan is to strengthen alignment across CDPH to improve the health and well-being of Black mothers, birthing people, and their families through program, policy, systems, and environmental change.

CDPH also acknowledges and extends gratitude to the **Black Birth Equity Statewide Advisory Group**, the **Black Birth Equity Steering Committee**, **MCAH colleagues**, and the **Center for Family Health team** for their leadership and contributions to this action plan.

Elevator Pitch

California is taking bold steps to advance Black Birth Equity (BBE). Working alongside community partners, CDPH has developed the MCAH BBE Action Plan to improve care, outcomes, and support for Black mothers, birthing people, and families across the state. We're strengthening programs, policies and systems to create real, lasting change.

Call to action: Be part of this movement to advance BBE —share what works, center community voices, and help create lasting change for Black families.

Link to Action Plan: Black Birth Equity

Key Facts & Talking Points

Why focus on Black Birth Equity

- Pervasive and preventable inequities persist for Black mothers: Black mothers experience 3–4x higher pregnancy-related mortality and 2x higher infant mortality compared to other groups.
- These challenges are not the result of individual behaviors or choices — they are the result of inequitable systems, stress and unequal treatment.
- Every family deserves to have joyful, safe and respectful pregnancies and birth.

What is the purpose of the CDPH MCAH Black Birth Equity Action Plan?

- It's a statewide effort to improve care and support for Black moms, birthing people, and families.
- The plan was co-developed with community leaders to drive long-lasting changes within programs, healthcare settings, and community systems.

FAQs

For additional questions please email BlackBirthEquity@cdph.ca.gov

Q1: What is the Black Birth Equity (BBE) Action Plan?

A statewide plan codeveloped by CDPH with community partners to align programs, policies, systems, and environmental strategies that improve health and well-being for Black mothers, birthing people, and families in California.

Q2: Who helped shape the plan?

The BBE Statewide Advisory Group, CDPH Steering Committee, CDPH/local MCAH teams, California Coalition for Black Birth Justice, Liberation by Design, California Health Care Foundation, and other partners across the state.

Q3: Why center Black mothers?

Pervasive and preventable inequities persist for Black mothers: *Black mothers experience 3–4x higher pregnancy-related mortality and 2x higher infant mortality compared to other groups.*

Q4: Which programs are part of this work?

This action plan focuses on programs administered by the CDPH Maternal Child and Adolescent Health Division.

Q5: How will CDPH implement it?

Using a Lead–Partner–Fund approach to: strengthen internal programs; authentically collaborate with Black-led/Black-serving organizations and cross-state partners; expand respectful care and support models that reduce chronic stress related to structural racism.

Q6: How can I get involved?

While CDPH co-leads the effort, the plan is designed to build alignment across local health jurisdictions, community-based organizations, health care partners, and other state agencies. The goal is statewide systems change which takes all of us, including YOU!

Social Media

Downloadable graphics are located on the Black Birth Equity webpage *(go.cdph.ca.gov/blackbirthequity#socialmedia).*

The following graphics and captions are best suited for Facebook and Instagram.

Hashtags & Handles

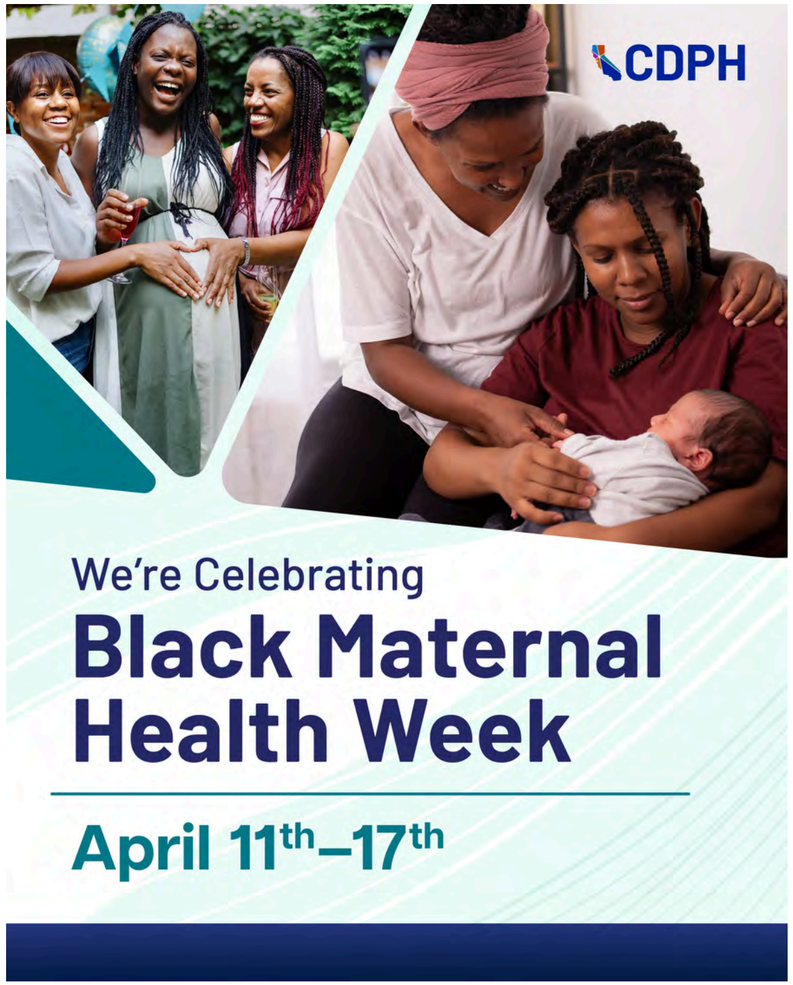
- **Primary:** #BlackBirthEquity #RespectfulCare #WeArePublicHealth
- **Secondary (as relevant):** #BlackInfantHealth #PerinatalEquity #BlackMaternalHealthWeek #RootedinJustice #Rootedinjoy
- **Handles:** Tag public health partners, Local Health Jurisdictions, clinical and community partners where appropriate

Links:

- **BBE page hub:** Black Birth Equity – CDPH
- **Full report (PDF):** Advancing Black Birth Equity Together in California

Downloadable graphics are located on the Black Birth Equity webpage

Graphic



Caption

Join (Insert name of Organization) in celebrating the 9th annual Black Maternal Health Week, founded and led by @BlackMamasMatterAlliance. #BMHW26 is a week of awareness, healing, and celebration as we honor the movement and envision a future Rooted in Justice and Joy.

Hashtags: #BlackBirthEquity #RespectfulCare #WeArePublicHealth

Image: Getty

Image Description: The graphic includes photos of Black women, one group celebrating a pregnant woman and another showing a mother holding a newborn with support beside her. The CDPH logo appears at the bottom.

Downloadable graphics are located on the Black Birth Equity webpage

Graphic

Caption

(Insert name of Organization) is committed to working collaboratively toward a California where dignity in childbirth is the norm, where structural racism is actively dismantled, and where Black families experience the healthy births and thriving futures they deserve.

Learn more.

Link in Bio or to share: go.cdph.ca.gov/blackbirthequity

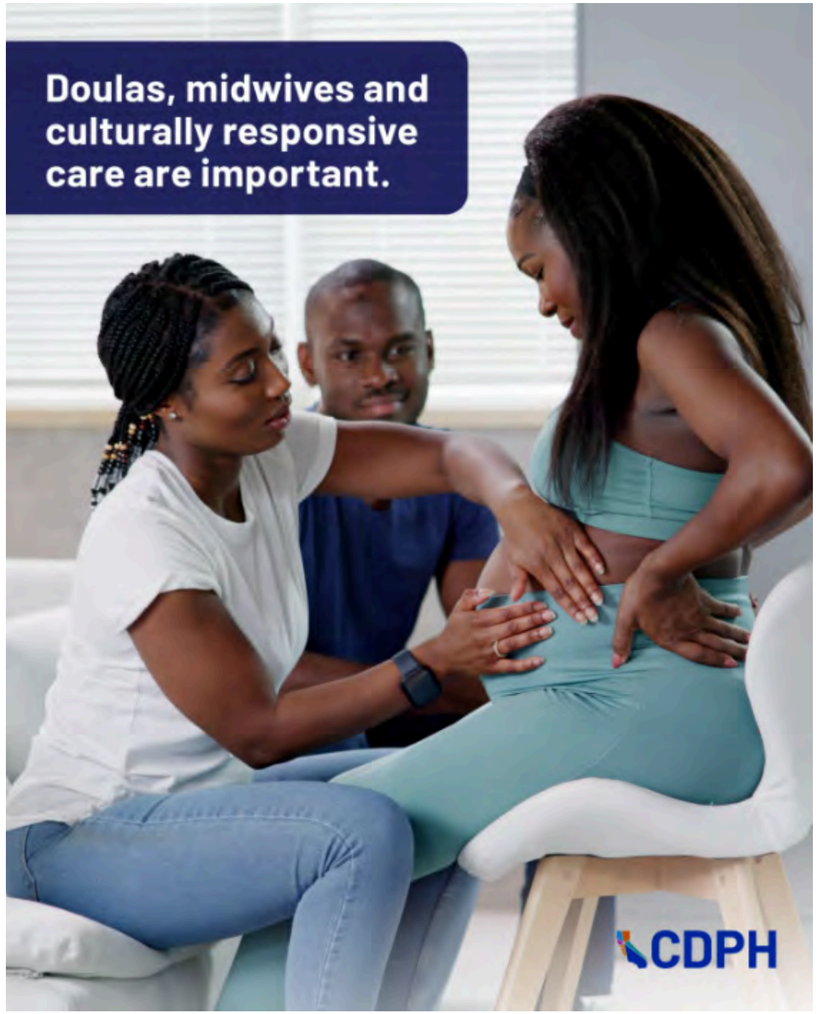
Hashtags: #BlackBirthEquity #RespectfulCare #WeArePublicHealth

Image: Getty

Image Description: The main image is a collage of families with babies and pregnant women. Text in the center reads "Thriving Futures!" and the CDPH logo appears in the top right corner.

Downloadable graphics are located on the Black Birth Equity webpage

Graphic



Caption

Healthy births require sustainable structural change. The CDPH MCAH Black Birth Equity Action Plan encourages more collaborative, integrated , and equitable care delivery including midwives, doulas, and culturally responsive services. Learn more and share an example of BBE in action in your community!

Link in Bio or to share: go.cdph.ca.gov/blackbirthequity

Hashtags: #BlackBirthEquity #RespectfulCare #WeArePublicHealth

Image: Getty

Image Description: Photo of a pregnant woman sitting on a chair while two supportive adults sit beside her, gently touching her belly. Text on the graphic reads, “Doulas, midwives and culturally responsive care are important”/ The CDPH logo appears at the bottom.