

2024

# *Rallying Around Sisters*

REDEFINING AND  
STRENGTHENING THE VILLAGE

MEDIA TOOLKIT PRESENTED BY:



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## About

### PERINATAL EQUITY INITIATIVE

#### Rallying Around Sisters: Redefining and Strengthening the Village

In 2018, recognizing an alarming statewide gap in Black infant mortality, the state Legislature passed the Budget Act of 2018 which included the establishment of the California Perinatal Equity Initiative (PEI) within the Department of Public Health.

In recognition of persistent racial inequities in infant mortality, the California State Legislature established the Black Infant Health (BIH) Program in 1989 to identify and implement strategies to improve birth outcomes for Black mothers and babies. BIH was then supplemented by the Perinatal Equity Initiative in 2018 to further expand on these strategies.

Both Riverside University Health System-Public Health (RUHS-PH) Perinatal Equity Initiative and the San Bernardino County Department of Public Health Perinatal Equity Initiative currently funds two community agencies Fatherhood Initiative Services Program Intervention and Community Doula Services Program Intervention to provide resources and services to bridge the gap to Black Infant Health services. Both PEI interventions utilize a community advisory board for program support and direction.



# Press Release

## RALLYING AROUND SISTERS: REDEFINING AND STRENGTHENING THE VILLAGE TAKES CENTER STAGE IN THE INLAND EMPIRE

In a groundbreaking initiative, Rallying Around Sisters, a movement dedicated to redefining and strengthening the village for Black birthing people, is making waves in Riverside and San Bernardino counties. The campaign aims to bring attention to the unique experiences of Black mothers and families and promote positive change through targeted interventions.

Supported by the Perinatal Equity Initiative (PEI) and complementing the Black Infant Health (BIH) Group Model, Rallying Around Sisters is a powerful force in reshaping the birthing experience for Black communities.

“Our Inland Empire community is a vital part in helping us highlight the resources available to Black women who are pregnant and recently given birth.” says Elizabeth Amezcua, Project Coordinator for the Perinatal Equity Initiative for San Bernardino County Department of Public Health.

BIH, a group-based approach, provides essential services, information, and social support to Black mothers. A 2021 statewide survey of the program found that:

- 94.5% of BIH participants agreed that the program helped them manage stress and build stronger social connections
- 95.7% of BIH staff said the program is connecting participants with the services they need in regards to improving health outcomes
- 99.2% of BIH participants said they would refer a friend, colleague, or relative to BIH

By funding the Fatherhood Initiative Services Program Intervention and Community Doula Services Program Intervention, PEI is implementing evidence-based and informed interventions that will further provide resources and services to bridge the gap to BIH services.

Quarterly, PEI convenes parents, community members, Community Based Organizations (CBO's), perinatal providers, doulas, midwives, mental health providers, and students with a vested interest in seeing better perinatal outcomes for Black women/birthing families in the Inland Empire.

# Press Release continued

“Resources exist for these mothers. By joining the campaign, PEI can attract more participants into our program and improve the health outcomes of Black births in our region.” says Stephanie Bryant, Maternal, Child, and Adolescent Health Director for Riverside University Health System-Public Health.

For more information visit:

<https://www.ruhealth.org/perinatal-equity-initiative> and join in on the conversation on social media by following @blackinfanthealthrivco on Instagram.

<https://dph.sbcounty.gov/programs/fhs/bih/> and join the conversation on social media by following @sbcountydph on Instagram.

Survey source: <https://www.cdph.ca.gov/Programs/CFH/DMCAH/BIH/Pages/Data-Brief-Participant-Staff-Experiences-2015-2018.aspx>

###

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# Rallying Around Sisters

REDEFINING & STRENGTHENING  
THE VILLAGE

## RESOURCES FOR YOUR BIRTHING EXPERIENCE

CALL US (951) 210-1385



1ST

### Trimester



**Invest** in your physical and mental health with daily movement, hydration, balanced diet, journaling and therapy.

**Invite** the father/support person in to the experience and share how he can support you and baby.

**Create** your birthing experience. Your birth team may have an ob/gyn, midwife, doula and your personal village.

**Know** your options in paying for expenses. Requests 'doula funds' as a shower gift, speak with your insurance provider of your benefits and utilize HSA funds. Consider a free doula through utilizing Medi-Cal benefits. Doulas can be requested through your health care plan.

**Create** a birth plan with your village and birth educator. Childbirth courses are helpful in understanding medical terms and teaching your partner advocacy tactics.

2ND - 3RD

### Trimester



**Breastfeeding** is an excellent way to feed and bond with your baby and has benefits for you too (you burn 500 calories each feeding)!

**Prioritize** postpartum physical and mental care through scheduling breaks, hygiene routines and light movement.

**Rest** is one of the best ways to recover. Schedule time with your village for rest, recovery and support of the baby.

### Postpartum



97.4% OF PARTICIPANTS SAID THE PROGRAM HELP THEM SET GOALS



97.8% SAID BIH STAFF HELPED PARTICIPANTS BECOME EMPOWERED

Source: <https://www.cdph.ca.gov>



99.2% SAID THEY WOULD REFER A FRIEND TO BIH



MORE INFO >

[RUHEALTH.ORG/PUBLIC-HEALTH/BLACK-INFANT-HEALTH](https://RUHEALTH.ORG/PUBLIC-HEALTH/BLACK-INFANT-HEALTH)

How Can a Village  
Rally Around

# HER?

**Believe** HER the first time and take action.

**Respect** HER wishes. It is HER birth, HER right, and HER choice.

**Ensure** she has a support person every step of the way.

# Social Media Language

Spread the word that you are Rallying Around Sisters: Redefining and Strengthening the Village with Riverside and San Bernardino Counties' Black Infant Health Program.

## Hashtags:

#RallyAroundSisters #SupportBlackMothers #MaternalHealth  
#BlackInfantHealth #PerinatalEquity

## Accounts to Follow and Tag:

Riverside

<https://www.instagram.com/blackinfanthealthrivco/>

<https://www.facebook.com/BlackInfantHealthofRiversideCounty/>

[https://twitter.com/blackinfant\\_ca](https://twitter.com/blackinfant_ca)

San Bernardino

<https://www.instagram.com/sbcountydpH/>

<https://www.facebook.com/SBCPublicHealth>

<https://twitter.com/SBCountyPH>



# Social Media Language

## INSTAGRAM

- Join the movement! Rally Around Sisters: Redefining and Strengthening the Village is here to make a difference in the lives of Black birthing people. By supporting the PEI program alongside Black Infant Health (BIH), we aim to address racial disparities in infant mortality. Together, we can reshape the narrative and uplift Black mothers and their families.
- Let's amplify our impact! ❤️ Rallying Around Sisters is all about promoting interventions through the PEI program to improve outcomes for Black mothers and their families. Join the campaign, spread awareness, and contribute to reshaping the birthing experience for Black birthing people. Together, we can create lasting change.
- Be a part of the solution! Rally Around Sisters supports Black Infant Health (BIH) to provide services, information, and social support to Black mothers. Through the PEI program, we're taking steps to buffer the negative effects of low birth rates. Join us in promoting positive outcomes for Black birthing people.
- Strengthening communities, one birth at a time! Rally Around Sisters is on a mission to redefine and strengthen the village for Black birthing people. By supporting the PEI program, we're contributing to California's efforts to address racial disparities in infant mortality. Your involvement makes a difference!
- Empower the village, uplift the community! Rallying Around Sisters is not just a campaign; it's a movement to support Black mothers and families. Join us in endorsing the PEI program, a powerful initiative that goes beyond, addressing racial disparities and improving outcomes. Together, we can create a positive impact!

# Social Media Language

## FACEBOOK

- Join the movement in the Inland Empire that uplifts and supports Black women and their villages throughout the maternal health journey. Let's redefine and strengthen the birthing experience by equipping ourselves with tools to rally around SISTERS through the Perinatal Equity Initiative and the Black Infant Health Program! Learn more at: <https://www.ruhealth.org/perinatal-equity-initiative>
- In Riverside County, the Perinatal Equity Initiative is increasing the outcomes of Black women maternal health through programs to support birthing people. Know the facts and join us in Rallying Around Sisters to redefine and strengthen the village! Learn more here: [Link to Fact Sheet]
- No one should journey alone. Family support is crucial, especially for Black women, who are at the center of maternal health concerns. Help us share the message of Rallying Around Sisters, to redefine and strengthen their birthing experience. [Link to PSA]
- Partners, you play a crucial role in a birth journey. Paternal involvement during the perinatal period can decrease the risk of very low birth weight or very preterm infants. Your presence matters. <https://www.sigmabetaxi.com/black-fatherhood>
- We are a village of partners, grandparents, siblings, friends and birth workers Rallying Around Sisters. As her community of supporters, we pledge to create space, listen, and advocate on her behalf. Join us in Rallying Around Sisters to Redefine and Strengthen Her Village: <https://www.ruhealth.org/perinatal-equity-initiative>



# Social Media Language

## TWITTER

- Join the movement in the IE, redefining and strengthening the village for Black women on their maternal health journey. Let's empower, support, and educate our Sisters! #BlackInfantHealth <https://www.ruhealth.org/perinatal-equity-initiative>
- Together, we can make the experiences of Black pregnant women better. Commit to improving maternal health disparities. Learn how you can be a part of her village. #BlackInfantHealth <https://www.ruhealth.org/perinatal-equity-initiative>
- Doulas + Midwives+ Doctors = Redefined journeys! Let's commit to decreasing the Black mortality rate through education and individualized care. <https://www.ruhealth.org/perinatal-equity-initiative>
- We must eliminate racial disparities in maternal health. Rallying Around Sisters to redefine and strengthen her village by joining our awareness campaign > [Link to Media Kit]
- Let's uplift positive birth stories! Family, Friends and birth workers, create safe spaces for Black women to speak up and stay informed about their pregnancy. <https://www.ruhealth.org/perinatal-equity-initiative>

# Social Media Images

CLICK THE IMAGE AND YOU WILL BE DIRECTED TO A DOWNLOADABLE FILE



# Team and Contact

## RIVERSIDE

Maternal, Child and Adolescent Health Branch  
Riverside University Health System-Public Health  
Website: <https://www.rivcophn.org/Programs/Black-Infant-Health>



STEPHANIE BRYANT  
Director



CURLEY PALMER  
Program Coordinator



DEBRA JOHNSON  
Assistant Nurse Manager and  
Black Infant Health Program  
Coordinator

## SAN BERNARDINO

San Bernardino County Department of Public Health  
Website: <https://dph.sbcounty.gov/programs/fhs/bih/>



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Division Chief, Community & Family Health



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