Necessities for Black Maternal & Environmental Health Day

☐ Assess the **need** for BMEH Day Proclamations for advocacy.

Environmental hazards tremendously hinder the health of Black childbearing women. This remains clear as Lead poisoning is extremely dangerous for pregnant women and child-birthing people. Lead in the blood during pregnancy can: Increase the risk of miscarriage; cause the baby to be born too early or too small; hurt the baby's brain, kidneys, and nervous system; and cause the child to have learning or behavior problems. Pregnant women, along with all child-birthing people can be exposed to lead in housing through lead-based paint dust, water, soil, air, and certain consumer products (such as ceramics, beauty products, etc.). Approximately 34.6 million homes have lead-based paint, and most urban areas have older infrastructure, placing minorities at a huge disadvantage. Further, African-Americans are 40% more likely than non-African-American's to reside in areas with the highest projected increases in climate-driven mortality rates due to changes in extreme temperatures or weather. Along with 61% of African-Americans having problems from breathing polluted air in disproportionately impacted regions, Black people bear 21% more of the harms of climate change.

Sources: Centers for Disease Control & Diseases (CDC) - Childhood Lead Poisoning: Risk Factors & Pregnancy, Assessing lead exposure in U.S. pregnant women using biological and residential measurements, Black voters are more concerned about climate change than the national average, with implications for policy and messaging, and Climate Change In The African American Community Fact Sheet.

If applicable or necessary, the process of proclamation request goes by the following:

1. Search on your mayor or governor's website or google for information on their proclamation process. If you cannot find the proclamation information online, call your government's office.
2. You will probably either have to submit an online form or email someone in the government office to request the proclamation.
3. Use our BMEH Day Proclamation template as an example.
4. You may be asked to provide a brief explanation as to why it is important to recognize Black Maternal and Environmental Health Day through the online proclamation request submission form or over email correspondence with the Governor or Mayor's office. This is oftentimes called a Purpose for Proclamation or a Reason for Recognition statement. Provide reasons from credible sources such as the facts we provide in our Black Maternal and Environmental Health Day infographic.
5. Submit a **Photo Op Request** to the office of your governor or mayor to get a photo with the elected official who signed your BMEH Day Proclamation. Which can be arranged by submitting a Scheduling Request form or by emailing the governor's or mayor's office. Details will be found on your government's website. Send any photos to Young, Gifted, and Green so we can help amplify at info@younggiftedgreen.org.
6. Once the proclamation has been issued and you have received it, create a press release to send to your favorite media outlets. Send a digital copy of the proclamation and your press release to info@younggiftedgreen.org.



☐ Assess the current local **response** geared towards addressing Black Maternal and Environmental Health Day or issues related to such injustices.

☐ Assess the current local **actions** being taken to put your toolkit in good use such as speaking to representatives or campaigns in your community. Some examples of actions include publicly supporting BMEH Day, speaking on black maternal disparities, and amplifying the voices of African-American women and child-bearing people.

☐ Promote BMEHD on social media using a particular hashtag (ex: #BMEHDay), pictures emphasizing this initiative, and Facebook, Twitter, etc advocacy messaging for the sake of empowering your target audience. Messaging example, “Thank you @repaccount for your support of Black Maternal and Environmental Health Day (or BMEHDay)! We hope to see you continue protecting black expecting women from environmental contaminants.@younggiftedgreen #Bridgethegap #BMEHDay” always use the hashtag and tag our handle in BMEHDay posts.

☐ Raise public awareness and build support for BMEHDay through community activism including members of your organizations and those who may agree with this initiative. This should be done by conducting town hall meetings. When igniting engagement with these congressional figures make sure members are prepared (such as by finding them on townhallproject.com), and training them beforehand, bring personal stories, come in a group, and be consistent by attending several meetings.