

Shonita Roach, Founder, Shades of You, Shades of Me

Shonita Roach is a mental health advocate and the Founder of Shades of You, Shades of Me, an organization that empowers women of color to advocate for improved mental health access and services, offering peer group support, home visits, and community resources. The organization is the proud host of the 2020 Multicultural Maternal Mental Health Conference, a special event that brings together valuable, meaningful conversations from mental health professionals, policymakers, medical providers, doulas, advocates and community leaders from diverse backgrounds to have informed, community-focused conversations surrounding maternal mental health from diverse backgrounds. This year's theme "COVID + Multiculturalism in Maternal Mental Health Care" will spotlight how the global pandemic has affected diverse communities through a variety of sectors, including politics, incarceration, prevention services and healthcare. In her role as Founder and Executive Director of the conference, Roach is responsible for the strategic initiatives, business development and day-to-day operations of the conference.



Roach's advocacy for women and maternal mental health has inspired her to be highly involved in the community and other advocacy groups. She is currently the Legislative Co-Chair for the Wisconsin chapter of Postpartum Support International, the world's leading non-profit organization dedicated to helping those suffering with postpartum depression. Additionally, she has been honored within her community at various events, such as being a lead speaker at the 2019 Wisconsin Women's March. Since 2015, she has been an active member of the Democratic Party of Wisconsin's Women Caucus and in 2017, was the first African-American woman elected to chair the organization, and also served as the treasurer and secretary for the Black Caucus. In 2018-2020 Roach served as a member of the Public Safety & Review Board for the City of Madison. Recently, because of her advocacy and community work, she earned the 2020 Bravo Magazine's "Women to Watch" honor.

Roach earned a AAS degree from The Cooking and Hospitality Institute of Chicago and is the proud mother of three children.