
2021 Perinatal Mental Health Conference for Black Birth Workers, Clinicians & Providers

Overview

The COVID-19 crisis is having a disproportionate impact on Black birthing people, exacerbating an already prevalent issue as evidence suggests that Black women are more likely to experience depression during pregnancy and are at higher risk of delivering preterm babies, making support systems and trauma-informed care critically important during this time.

From April 30 to May 21, Maternal Mental Health NOW (www.maternalmentalhealthnow.org) will present a 4-part virtual conference and training targeted towards Black-identifying birth workers, providers and clinicians in the Los Angeles County area. Our goal is that Black families will find specialized perinatal providers who look like them and with whom they can relate. We will present foundational knowledge on perinatal mental health care while centering the Black experience. We will assist the community in building concrete skills and tools to more adequately address the mental health needs of Black women and birthing people and aim to address this specifically within the Los Angeles County area. We anticipate over 100 Black-identifying birth workers, providers and clinicians to attend virtually, and an opportunity for broader national reach post-conference as the recorded training will be made available.

Intended Audience

Health care professionals including therapists, clinical psychologists, social workers, community health workers, counselors, nurses (neonatal, labor and delivery, maternity, NICU), midwives, nurse practitioners, physicians (psychiatrists, OB/GYNs, pediatricians, neonatologists, family practitioners, general practitioners, primary care physicians), lactation consultants, health educators, doulas & home visitors.

The 2021 Perinatal Mental Health Conference for Black Birth Workers, Providers, and Clinicians virtual event is specifically for Black-identifying birth workers, providers and clinicians in the Los Angeles County area. The recording will be offered nationally post-conference.

Marketing, Outreach & Dissemination

Based on sponsorship level, logo and sponsorship details may be included on the website, marketing and recordings along with additional incentives outlined below.

Maternal Mental Health NOW promotes events to its 8,000+ email subscribers and 10,000+ social media followers. We deploy a comprehensive marketing strategy that includes targeted email communications, social media posts, dedicated emails regarding the events, and promoting events and registration on our new [Maternal Mental Health NOW website](http://www.maternalmentalhealthnow.org). Additionally, we work with our partners and conference speakers to share the event through their organization newsletters, personal networks and other communication channels. Advertising includes a [digital brochure](#) to highlight conference details, including agenda, speaker bios, and continuing education offerings. As a sponsor, we ask that you also share this event with your network.

Past Experience

Since it was founded in 2007, Maternal Mental Health NOW has addressed inequity in the identification and treatment of perinatal mood and anxiety disorders. We work with healthcare providers, health systems, and state and local government to make the prevention, screening, and treatment of perinatal anxiety and depression part of the standard of prenatal and postpartum care for every new parent in Los Angeles County, regardless of their circumstances. We center historically oppressed, marginalized, and under-resourced parents at the heart of our work, as they regularly experience the most significant challenges to receiving timely, informed, and culturally appropriate care. We also believe that the health care system has an opportunity to repair the cumulative effects of racism on Black bodies and should do no additional harm.

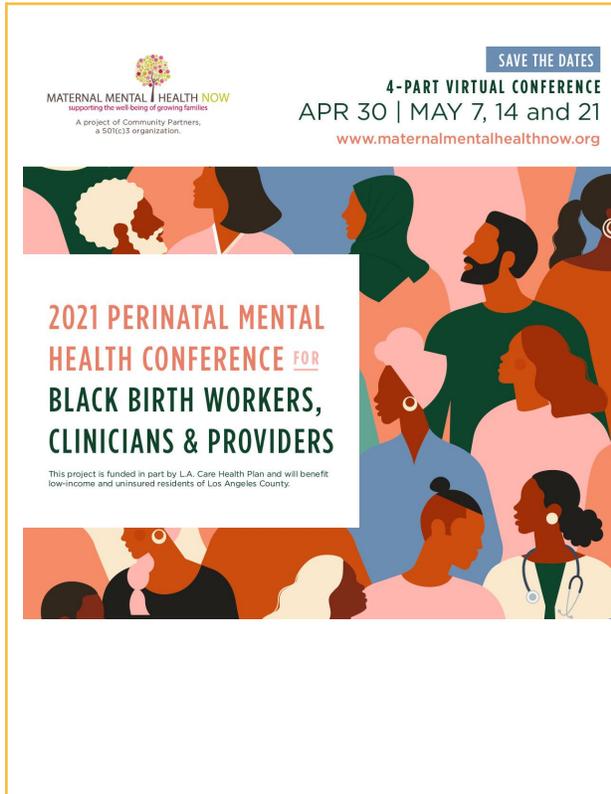
Our June 2017 *Diversity, Determinants & Disparities in Perinatal Mental Health* conference advanced our efforts to focus on African American infant and maternal health in Los Angeles County. In response to conference feedback, Maternal Mental Health NOW organized the *Going Deeper: Diversity, Determinants & Disparities in Perinatal Mental Health* conference for the following year. In September 2018, Maternal Mental Health NOW launched our *Improving Perinatal Mental Health Outcomes Amongst Pregnant and Postpartum Black Women* project. During the first year of this project, we partnered with [iDREAM for Racial Health Equity](#) to develop and deliver a curriculum on cultural humility to over 100 health care providers at Cedars-Sinai Medical Center and Watts Healthcare.

Our Improving Outcomes project (funded by L.A. Care Health Plan and Cedars-Sinai), aimed at addressing Black maternal mortality rates, has yielded [Safe & Sacred Pregnancy: Black Mamas Glowing Through COVID-19](#), a virtual support network which was formed to reduce isolation and build community for Black birthing families. Following multiple implicit bias trainings at local partnering clinics and hospitals over the past few years, we now aim to bring education to the community at large through these offerings.

For additional details or questions please contact Kimberly Gray, Director of Development, Maternal Mental Health NOW at 310.228.7970 or kimberly@maternalmentalhealthnow.org.

The Maternal Mental Health NOW team looks forward to your partnership!

SPONSORSHIP BENEFITS



PRESENTING SPONSOR - \$15,000

- Prominent logo placement on email invitation and conference webpage
- Prominent logo placement on [digital conference brochure & agenda](#)
- Prominent logo placement on digital presentation materials (as applicable)
- Verbal acknowledgement during conference
- Written acknowledgement in pre and post-conference messaging
- Two Dedicated Social Media Posts
- 10 virtual registrations to the Conference* and 2 recording logins
- Sponsor showcase opportunity on [Whova](#) event platform (i.e. videos, demos, etc.). Available during live event and recording.

PARTNER - \$10,000

- Logo placement on email invitations and conference webpage
- Logo placement on [digital conference brochure & agenda](#)
- Logo placement on digital presentation materials (as applicable)
- Written acknowledgement in pre and post-conference messaging
- Inclusion in one social media post
- 4 virtual registrations to the Conference* and one recording login
- Sponsor showcase opportunity on [Whova](#) event platform (i.e. videos, demos, etc.)

SUPPORTER - \$5,000

- Logo placement on email invitations and conference webpage
- Written acknowledgement in pre and post-conference messaging
- 2 virtual registrations to the Conference*
- Sponsor acknowledgement on [Whova](#) event platform

PROMOTIONAL SPONSOR

Promote the event to your network via emails, newsletters, blogs, social media, etc. and we will highlight you/your organization as a promotional sponsor via the conference webpage.

Contact [Kimberly Gray](#) for further details.

**In the spirit of creating a trusted and sacred space for our Black-identifying birth workers, we respectfully request that attendees affiliated with sponsor organizations are also Black-identifying.*