



SHADES *of* BLUE  
PROJECT

# BLACK MATERNAL MENTAL HEALTH WEEK

TOOLKIT

HONORING OUR STORIES, HEALING AND THRIVING  
TOGETHER FOR GENERATIONAL IMPACT

SHADESOFBLUEPROJECT.ORG



2026 OFFICIAL THEME

# ROOTED IN LEGACY

"Honoring Our Stories, Healing and Thriving Together for Generational Impact"

2025 IMPACT REPORT

**500K+**  
INDIVIDUALS ENGAGED

**1.5M+**  
IMPRESSIONS

**\$100K+**  
RAISED

**255**  
SUMMIT ATTENDEES



## A LETTER FROM OUR FOUNDER

# DEAR COMMUNITY,

In the heart of every challenge lies the seed of opportunity, an opportunity to honor what came before, to heal what has been broken, and to build something that lasts for generations.

The Shades of Blue Project was born from a deeply personal journey that uncovered the painful realities faced by Black mothers and birthing individuals in a system that too often overlooks them. This truth is one many of us know too well. It is what fuels our commitment to lasting, meaningful change.

Under the 2026 theme, **ROOTED IN LEGACY**, we invite our community to pause, reflect, and grow while acknowledging the deep roots that connect us across generations. Every story matters. Every struggle is part of a larger tapestry of resilience and transformation. We honor the mothers, grandmothers, and families who paved the way, and we remain committed to healing the systems that have caused harm.

In 2025, you showed us what is possible when a community shows up. Over 500,000 individuals engaged with our campaign. More than 1.5 million impressions reached across platforms. Over \$100,000 raised to continue this work. 255 leaders and advocates in the room at our Summit. That was not the ceiling. That was the foundation.

In 2026, we go further. Through storytelling, advocacy, art, and collective action, we nurture spaces where Black women and families can thrive mentally, emotionally, and spiritually. This week, July 19 through 25, belongs to Black mothers, Black families, and Black Birthing everywhere.

Walk with us. Share our story. Show up for Black maternal mental health.

With purpose and legacy,

**KAY MATTHEWS**

Executive Director & Founder, The Shades of Blue Project

# SHADES *of* BLUE

## ABOUT SHADES OF BLUE PROJECT

Based in Houston, Texas, the Shades of Blue Project nationally supports women of color and families experiencing postpartum depression, anxiety, and related maternal mental health challenges. The organization provides community resources, mental health advocacy, treatment support, and connections before, during, and after childbirth - serving communities locally and globally.

## OUR WORK IS GROUNDED IN THREE CORE PRINCIPLES:

### ACKNOWLEDGE

Recognizing and validating the maternal mental health experiences of women of color

### RESPECT

Honoring the full humanity and lived experience of every mother

### SUPPORT

Providing comprehensive, community-rooted care and resources year-round

**WE**

**SPEAK BOLDLY**

**BREAKS THE SILENCES**

**F O R**

**BLACK MATERNAL MENTAL HEALTH**



## UNDERSTANDING THE CRISIS: KEY STATISTICS ON BLACK MATERNAL MENTAL HEALTH

**40%**

### POSTPARTUM DEPRESSION RATE

Black mothers experience postpartum depression at a rate of 40% - nearly twice the rate of white mothers. This discrepancy reflects not just a healthcare gap but a deep failure of understanding and support.

**25%**

### TREATMENT ACCESS

Only about 25% of Black women who experience symptoms of postpartum depression seek professional help, compared to 45% of white women. Barriers include stigma, lack of access, and insufficient culturally competent care.

**3-4X**

### MATERNAL MORTALITY

Black mothers experience postpartum depression at a rate of 40% - nearly twice the rate of white mothers. This discrepancy reflects not just a healthcare gap but a deep failure of understanding and support.

**UNDERTREATED**

### UNDERDIAGNOSIS

Black women's symptoms of maternal mental health conditions are less likely to be diagnosed or taken seriously - further compounding a crisis that is both preventable and addressable.

**GENERATIONAL**

### IMPACT ON INFANT HEALTH

Untreated maternal mental health conditions can lead to poor developmental outcomes for children, including delays in language, cognitive abilities, and emotional regulation - making this a multigenerational issue.



# Black Maternal Mental Health SUMMIT *JULY 23-24*

**BMMH SUMMIT: JULY 23-24 | HOUSTON, TEXAS**

The Black Maternal Mental Health Summit brings together diverse voices from healthcare, public health, research, community-based organizations, and advocacy groups - all united around improving outcomes for Black mothers and families.

Vendors, practitioners, and organizations share resources, tools, and services designed to support mothers at every stage of their journey. In 2025, the Summit welcomed 255 attendees, 10 vendors, and 7 sponsors. 2026 will be bigger.



## GET YOUR SUMMIT TICKETS

July 23-24 in Houston. Two days that will change how you show up for Black mothers. Get your seat.



## BECOME A VENDOR

200+ attendees. A room full of people ready to receive your work. Bring your table.



## BECOME A SPONSOR

500K+ reached. \$100K+ raised. Your brand belongs in this movement. Stand with us.



## BECOME AN AMBASSADOR

You already care about this work. Now make it official. Join our ambassador community!



## MAXIMIZE YOUR IMPACT: SOCIAL MEDIA GUIDE

Social media is our megaphone, our meeting place, and our movement in action. When you post with purpose during BMMH Week, you are not just spreading awareness - you are building a legacy that reaches Black mothers who have never heard our name but desperately need what we offer.

### 2026 CAMPAIGN HASHTAGS – USE THESE ON EVERY POST:

#### **#BMMHWEEK2026**

The primary campaign hashtag. Use this on every single post during the week and in all pre-week content. This is how we build a unified, searchable conversation.

#### **#BMMHW26**

The short-form official tag. Pair it with #BMMHWeek2026 on all posts. Perfect for character-limited captions.

#### **#THECONVERSATIONCONTINUES**

The 2026 theme hashtag. Use this for content that connects to our stories, our ancestors, and the generational work of this movement.

#### **#BMMHSUMMIT2026**

Use specifically for all Summit-related content - ticket promotions, speaker highlights, and Summit day coverage.

#### **#SHADESOFBLUEPROJECT**

Tag the organization in every post. This helps us find your content, reshare it, and recognize your ambassadorship.

#### **#BLACKMATERNALMENTALHEALTH**

The evergreen category hashtag that connects BMMH Week to the broader national conversation year-round.



Always Tag Us: @shadesofblueproject

Tagging us directly allows our team to reshare your content to our full audience, amplifying your reach and ensuring ambassadors get recognized across our platforms.

## CAPTION FORMULA FOR HIGH-IMPACT POSTS

### STEP 1

#### BOLD OPENING STATEMENT

One sentence that names the truth. Do not hedge. Be direct.

### STEP 2

#### CONTEXT

2-3 sentences grounding the post in data or lived reality.

### STEP 3

#### BRIDGE TO POSSIBILITY

1-2 sentences connecting the problem to what is possible. "But here is what we know..."

### STEP 4

#### COMMUNITY CALL

Invite the audience in. "Tag someone who needs to hear this."

### STEP 5

#### CLEAR SINGLE CTA

One action only. "Register at [link in bio]." / "Download the toolkit - link in bio."

### STEP 6

#### HASHTAGS

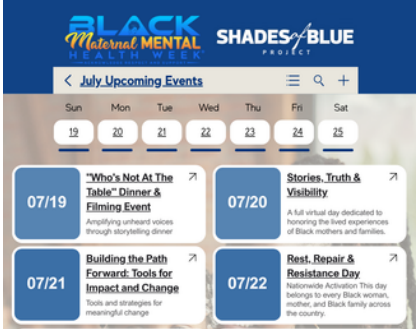
#BMMHWeek2026 #BMMHW26 #TheConversationContinues #BMMHSummit2026 #ShadesOfBlue #BlackMaternalMentalHealth

# BLACK Maternal MENTAL HEALTH WEEK

— ACKNOWLEDGE RESPECT AND SUPPORT —

[DOWNLOAD YOUR CAMPAIGN GRAPHICS](#)

Everything you need to show up for Black Maternal Mental Health Week 2026 - in one place, ready to post. Every graphic you post extends our reach to Black mothers who have never heard our name but desperately need what we offer. You do not need a big platform. You just need to show up.



[DOWNLOAD HERE](#)



## UPCOMING EVENTS

Black Maternal Mental Health Week 2026 runs July 19-25 with a full week of powerful events including an intimate dinner and filming experience, virtual storytelling and strategy days, a nationwide day of rest and resistance, a two-day summit, and a family fun day to close out the week. From Houston to homes across the country, there is something for everyone. Show up, get involved, and help us advance Black maternal mental health.

07/19

### "Who's Not At The Table" Dinner & Filming Event ↗

Amplifying unheard voices through storytelling dinner

07/20

### Stories, Truth & Visibility ↗

A full virtual day dedicated to honoring the lived experiences of Black mothers.

07/21

### Building the Path Forward: Tools for Impact and Change ↗

Tools and strategies for meaningful change

07/22

### Rest, Repair & Resistance Day ↗

International Activation This day belongs to every Black women, mothers, and black communities across the world.

07/23

### Black Maternal Mental Health Summit Day 1 ↗

Keynotes, breakout sessions, and community connection.

07/24

### Black Maternal Mental Health Summit Day 2 ↗

Strategy, accountability, and bold vision.

07/25

### Backyard Family Fun Day ↗

Family fun promoting connection and wellness



## HOW YOU CAN MAKE A DIFFERENCE

This movement grows through people who show up. Whether you are a Black mama, a birth worker, a healthcare provider, a researcher, or a community member who simply cares - there is a role for you here. Your action, in any form, fuels the mission.

01

### SHARE THE CAMPAIGN

Download and post our campaign graphics.  
Use #BMMHWeek2026 and #BMMHW26 on every post.  
Tag @shadesofblueproject so we can amplify your voice.  
Every share reaches someone who may not know help exists.

02

### ATTEND THE SUMMIT

Your presence strengthens the movement and signals to funders and partners that this community is real and growing.

Details Here: [shadesofblueproject.org/bmmhws Summit](https://shadesofblueproject.org/bmmhws Summit)

03

### BECOME AN AMBASSADOR

Official ambassadors receive campaign graphics, a full social media toolkit, sample captions for every day of the week, and recognition across our platforms. You do not need experience - just commitment. [Click Here](#)



## HOW YOU CAN MAKE A DIFFERENCE

04

### ADVOCATE FOR CHANGE

Use your voice to advocate for equitable healthcare policies. Contact your local representatives. Participate in our webinar on July 20-21. Share the statistics from this toolkit. Systemic change starts with informed community voices.

05

### DONATE

Your donation directly funds support groups, treatment advocacy, community resources, and the infrastructure that makes BMMH Week possible year after year. In 2025, we raised \$100K+ and every dollar went to work.

Donate: [shadesofblueproject.org/donate](https://shadesofblueproject.org/donate)

06

### SPONSOR OR BECOME A VENDOR

Organizations and businesses can align with the most trusted Black maternal mental health platform in Houston. Sponsors receive national visibility, platform recognition, and direct community engagement. Vendors connect with 200+ attendees actively seeking resources.

Sponsor: [bit.ly/3Luu0Fe](https://bit.ly/3Luu0Fe) | Vendor: [bit.ly/BMMHVendor2026](https://bit.ly/BMMHVendor2026)

“Together, we are honoring our stories, healing, and thriving for generational impact.”

– Shades of Blue Project



## BECOME A 2026 SPONSOR: INVEST IN WHAT WORKS

BMMH Week 2026 is the highest-visibility Black maternal mental health campaign in Houston - and one of the most impactful in the country. Your sponsorship is not just financial support. It is a public commitment to improving outcomes for Black mothers and families.

### WHY SPONSOR BMMH WEEK 2026?

- Sustains a trusted platform for Black maternal mental health awareness and education
- Strengthens the ability to provide comprehensive resources and community-rooted support beyond a single campaign week
- Advances partnerships that move care toward systems that are more accessible, respectful, and responsive
- Positions your organization alongside a platform with strong public traction, credible partnerships, and clear national reach
- Provides national visibility through a multi-platform campaign reaching hundreds of thousands of individuals, families, health providers, and advocates

For a full sponsorship details and application, visit: [bit.ly/3Luu0Fe](https://bit.ly/3Luu0Fe)



### BECOME A SPONSOR

500K+ reached. \$100K+ raised. Your brand belongs in this movement.  
Stand with us.



## THANK YOU TO OUR VALUED PARTNERS AND SPONSORS

We are deeply grateful to every organization that has chosen to stand with us in this powerful work. Your partnership is not just appreciated - it is essential to creating lasting, generational change. Thank you for being part of the village.

### JOIN OUR NETWORK OF SUPPORT:

Your organization can make a significant impact on the health and well-being of Black mothers and their families. By sponsoring or partnering with the Shades of Blue Project, you are not just supporting a cause - you are investing in the future of our communities and the generations that will follow.

For more information on sponsorship and partnership opportunities, visit [www.shadesofblueproject.org](http://www.shadesofblueproject.org)

### LET'S STAY CONNECTED:

Subscribe to our mailing list and stay up to date on BMMH Week 2026 events, resources, speakers, and ways to get involved. Whether you are a healthcare provider, advocate, sponsor, or community member - there is a place for you in this movement.

#### WEBSITE

[shadesofblueproject.org/bmmhw](http://shadesofblueproject.org/bmmhw)

#### INSTAGRAM

[@shadesofblueproject](https://www.instagram.com/shadesofblueproject)

#### FACEBOOK

[facebook.com/sobproject](https://www.facebook.com/sobproject)

#### YOUTUBE

[@shadesofblueproject](https://www.youtube.com/shadesofblueproject)