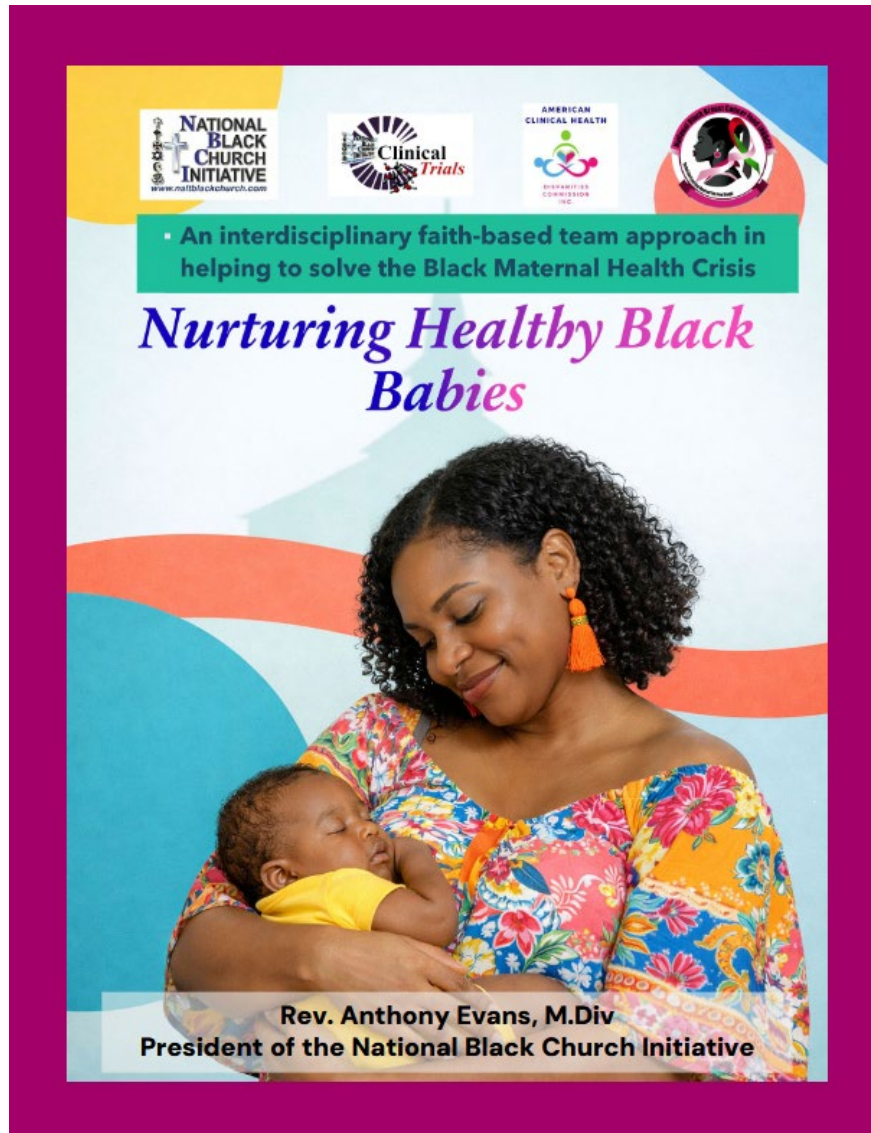


AMERICAN
CLINICAL HEALTH



NBCI Maternal Health Beautiful Black Babies Campaign

Helping to make motherhood a safe and beautiful experience



[naltblackchurch.com/health/pdf/MMortalProject\(122532025-2\).pdf](http://naltblackchurch.com/health/pdf/MMortalProject(122532025-2).pdf)



NBCI Releases a Proposal for the Black Beautiful Babies Campaign to Address the Nation's Black Maternal Health Crisis

WASHINGTON, DC, UNITED STATES, January 23, 2026 /EINPresswire.com/ -- The [The National Black Church Initiative](http://TheNationalBlackChurchInitiative.com) (NBCI), a coalition of 150,000 African American and Latino faith communities comprising 27.7 million members, has created a proposal for the Black Beautiful Babies Campaign in response to the continuing maternal health crisis affecting Black women. In the U.S., Black mothers experience mortality rates some three times higher than those for non-Hispanic White women.



Rev. Anthony Evans, President, National Black Church Initiative

Rev. Anthony Evans, President of the National Black Church Initiative, "This is a game-changer. NBCI will bring to bear tens of thousands of trained volunteers working in an interdisciplinary manner to provide education, outreach, material support, and support for new moms and their children up to three years before and after birth. We would, along with our state partners, create a blanket of services that includes, but is not limited to, food, housing, mental health, and faith services. Our goal is to grow healthy black babies for our communities. We look forward in engaging our state partner with the program."

The NBCI proposal outlines the largest attempt to create an interdisciplinary team to deal with childbirth issues, not only for women with difficulties but for every pregnant African American woman. Rev. Anthony Evans, President of the National Black Church Initiative, says, "We are going to turn the Black Church into the largest birthing education center in the country. And we will create a volunteer corps from our churches that is one million strong to support the program's objectives. We will use this opportunity to collect critical data and utilize proven prevention strategies on how to create and sustain healthy baby communities."

naltblackchurch.com/pdf/EIN-MMortalPressReleaseFinal2.pdf

Dr. Janell Green Smith

Another Black Maternal Health Death



youtube.com/watch?v=BZDZuMb08ZU



Dr. Janell Green Smith became a midwife to help stop black mothers from dying during childbirth. In January 2026, she died after delivering her first child. Doctors claim it was "complications."



What is going on?

Why is this happening to Black Women?

- Black women in the U.S. face a maternal mortality rate of 50.3 deaths per 100,000 live births—more than three times the rate for White women. Structural racism, systemic inequities, and implicit bias significantly drive these persistent disparities across all income and education levels. [[1](#), [2](#), [3](#)]
 - **Mortality & Disparities**
 - **Maternal Mortality Rate (MMR):** Black women experience an MMR of 50.3 per 100,000 live births. This is significantly higher than rates for White (14.5), Hispanic (12.4), and Asian (10.7) women. [[1](#)]
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What is NBCI doing about it?

The Black Beautiful Babies Campaign is a faith-based model designed to eliminate preventable maternal deaths by building a coordinated system of care to support Black mothers while addressing the social determinants that contribute to maternal health disparities.



What is NBCI doing about it?

NBCI's track record of successful health initiatives, including comprehensive programs in immunization, cardiovascular health, mental health awareness, and substance abuse prevention, demonstrate our capacity to effectively manage large-scale interventions like the Black Beautiful Babies Campaign.

This initiative represents an unprecedented opportunity for Maryland to lead the nation in addressing Black maternal mortality through a proven, community-based approach.

NBCI will be instituting the American College of Obstetrics and Gynecology maternal immunization guidelines for all pregnant and expecting mothers.



What are the program mechanics of this effort?

NBCI has spent the past year speaking with experts in the field, we have produced a program strategy and a [comprehensive proposal](#) ([naltblackchurch.com/health/pdf/MMortalProject\(122532025-2\).pdf](http://naltblackchurch.com/health/pdf/MMortalProject(122532025-2).pdf)) that will serve expecting mothers and interface with federal, state and city governmental structures to create an interdisciplinary approach to help solve the staggering mortality rates.

NBCI has employed the **American Clinical Health Disparities Commission** (achdc.net/) under the leadership of Dr. Joseph Webster and Dr. James McCoy. The commission is a group of 37 clinicians who will provide critical medical technical assistance to NBCI Maternal Health Beautiful Black Babies Campaign (MHBBBC).



Dr. Joseph WEBSTER Sr.
Chair
American Clinical Health Disparities Commission (ACHDC)



Dr. James MCCOY
Co-Chair
American Clinical Health Disparities Commission

NBCI Has Activated its Community Service Delivery Structure

naltblackchurch.com/about/service-structure.html

- This is NBCI's Community Service Delivery Structure where all its programs are based upon.
- This is a service delivery structure based on a national service program approach. It allows one to understand how we are structured and how we can deliver results.
- In this case, the maternal health program will be run out of the Northeast Faith Command utilizing all its services, personnel, volunteers and resources.
- The extent of this program and its application will be based upon the deliverables of the grant or contract.



Program Mechanics of NBCI

Action steps taken over the last year

The overall core program focus of NBCI's MHBBBC is to develop an interdisciplinary approach that provides the critical manpower and strategies to fill in the gap between expecting mothers and state, city and federal resources

(Providing the necessary glue so that expecting mothers do not fall through the service cracks)

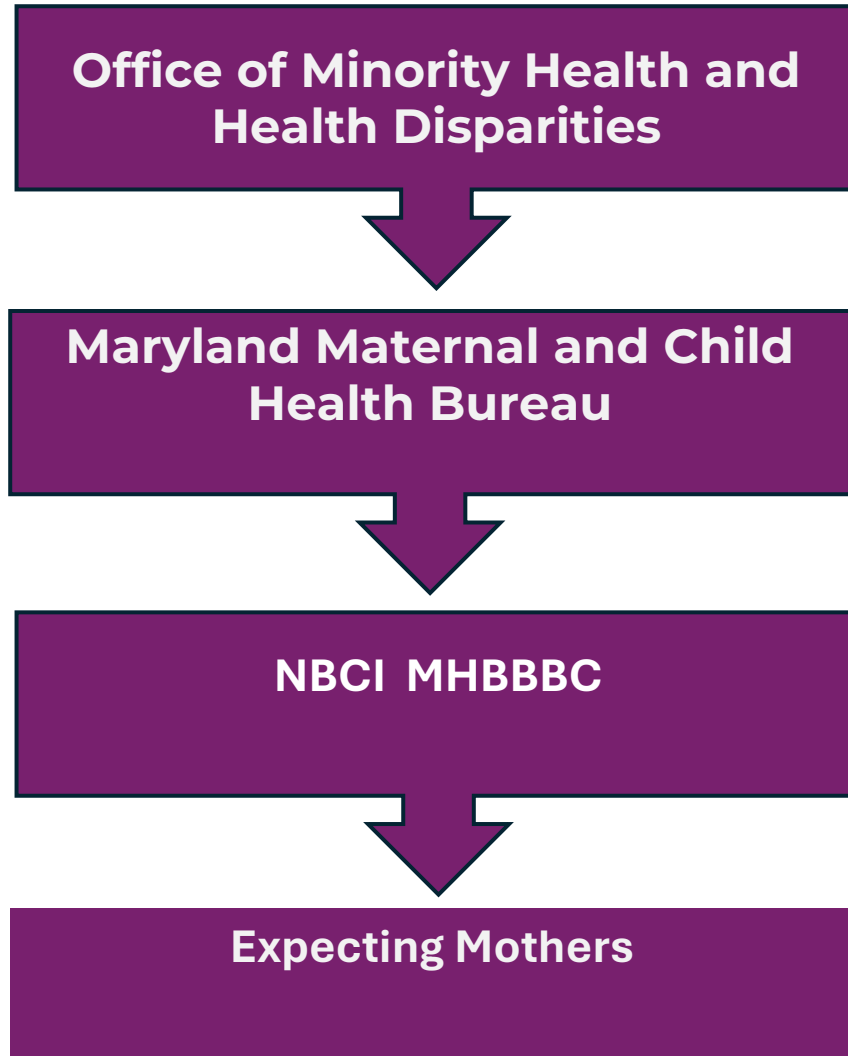


Program Mechanic Elements



Program Mechanics of NBCI

Action steps taken over the last year



- Contact state health agencies
- Inform Maryland African American Women's organizations
- Send notice to all Black maternal health organizations seeking partnership
- Activate the American Clinical Health Disparities Commission (ACHDC) two successful meetings held with African American OBGYN doctors
- Activate NBCI Community Service Delivery Structure

Program Mechanics of NBCI

Action steps taken

- **Key program focus action-provide expecting mothers with church-based volunteers to help them during and after pregnancy**
- Launch Maternal Health Beautiful Black Babies Campaign volunteer portal
- Notify 50,000 key churches and Pastors concerning this new program MHBBBC and its objectives
- Activate NBCI Congregational Volunteers
- Activate NBCI Health Corp volunteers
- Launch NBCI MHBBBC social media campaign

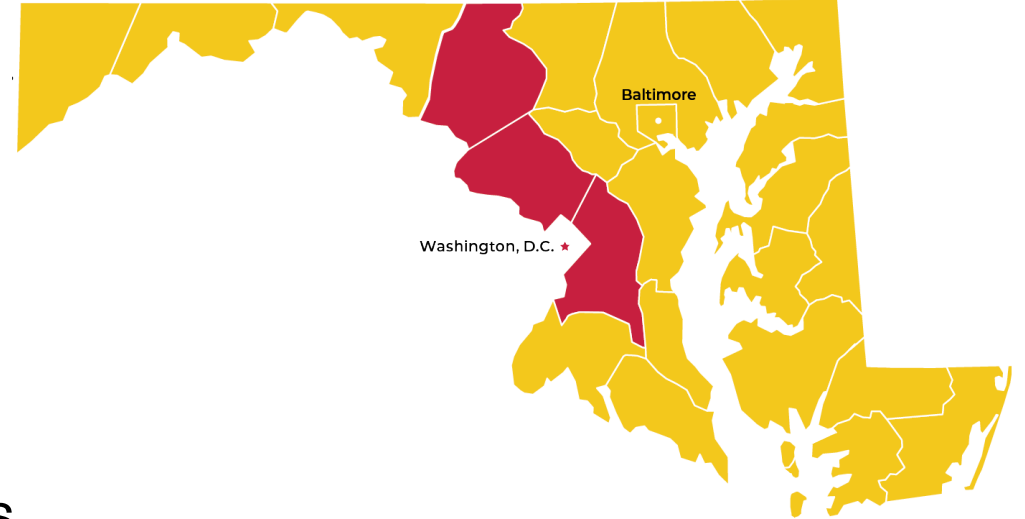


Program Mechanics of NBCI

- **Action steps taken**
 - **Inform staff to begin to pull together all possible resources for expecting mothers to develop an online resource booklet**
 - Notify all NBCI Maryland churches concerning the possibility of a partnership
 - Ask churches to help identify expecting mothers in their congregation
 - Start creating a programmatic strategy to deliver resources to expecting mothers based on church zip code and the 24 Maryland counties
 - **Work with state agencies to collect critical data to strengthen program delivery.**
 - **Inform state and contract partners of NBCI's ability and program elements to track new mothers after birth up three years as well as to continue to collect periodic data**
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All Maryland Counties

- Allegany County
- Anne Arundel County
- Baltimore City
- Baltimore County
- Calvert County
- Caroline County
- Carroll County
- Cecil County
- Charles County
- Dorchester County
- Frederick County
- Garrett County
- Harford County
- Howard County
- Kent County
- Montgomery County
- Prince George's County
- Queen Anne's County
- St. Mary's County
- Somerset County



- Talbot County
- Washington County
- Wicomico County
- Worcester County

Women's Groups Partnered With and Endorsed By

- African American Breast Cancer Alliance (AABCA)
- The African American Health Coalition (THE AAMHC)
- The African American Health Coalition
- Grand Rapids African American Health Institute
- African and American Women's Association
- Assata's Daughters
- Association of Black Women Physicians (ABWP)
- Atlanta Women's Foundation
- Baby, Please! Birth Services
- Black Feminist Future (BFF)
- Black Feminist Future Action Fund
- Black Ladies in Public Health
- Black Mamas Matter Alliance (BMMA)
- Black Maternal Health Caucus (BMHC)
- Black Mothers United
- Black Researchers Collective
- Black Women and Public Health
- Black Women for Positive Change
- Black Women for Wellness (BWWLA)
- Black Women in Clinical Research (BWICR)
- Black Women's Blueprint
- Black Women's Educational Alliance (Philadelphia Chapter)
- Black Women's Health Imperative (BWHI)
- Black Women's Institute for Health
- California Black Women's Health Project (CABWHP)
- Carrie's TOUCH
- Center for African American Health
- Center for Black Women's Wellness (CBWW)
- The Center for Black Health & Equity
- Chocolate Milk Mommies
- Feminist Center for Reproductive Liberation
- The Family Resource Center Association® (FRCA)
- Fearless Fund
- For the Breast of Us
- Foundation for Black Women's Wellness
- In Our Own Voice: National Black Women's Reproductive Justice Agenda
- Minority Women Pharmacists Association
- Mocha Moms, Inc.
- National Birth Equity Collaborative (NBEC)
- National Black Nurses Association
- National Black Women's Reproductive Justice Agenda
- National Black Women's HIV/AIDS Network (NBWHAN)
- National Society of Black Women in Medicine
- NBNA Black Maternal Health Taskforce
- Perinatal Health Equity Initiative
- Philadelphia Black Women's Health Alliance (PBWHA)
- Sista Midwife Productions (SMP)
- SisterSong Women of Color
- Reproductive Justice Collective (Atlanta)
- The Endometrial Cancer Action Network (ECANA)
- Women@NJPAC