



BIRTHING JUSTICE

IMPACT

EXECUTIVE SUMMARY

AWARENESS TO ACTION

This briefing report presents an analysis of the data collected pre- and post-film screening. Its primary objective was to assess the audience's level of awareness regarding critical issues, their grasp of potential solutions, and their commitment to taking meaningful actions following their viewing of the documentary.

177
Screenings

10,600
Attendees

1500
Pre/Post Surveys

FULL REPORT



FILM IMPACT

77%

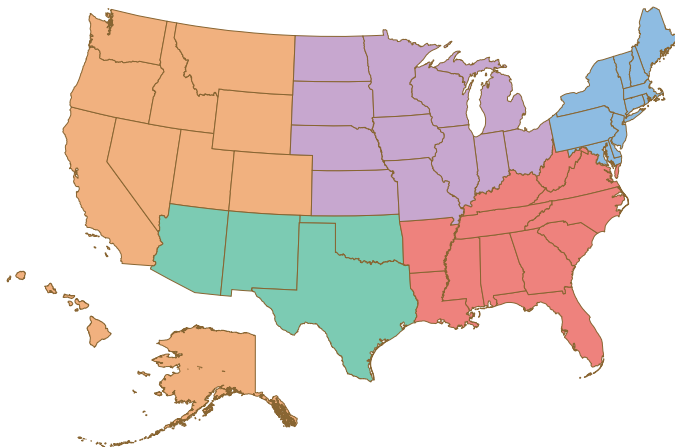
respondents have a greater understanding of the overall issues after watching the film

3 of 4
70.9%

viewers are more aware of current inequities in Black maternal and child health after watching the film

WHO WATCHED

BIRTHING JUSTICE



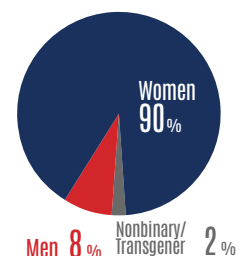
REGION

WEST	424
MIDWEST	255
NORTHEAST	186
SOUTHWEST	48
SOUTHEAST	677

RACE

Asian	6%	White	34%
Black	46%	Multiracial	5%
Hispanic	11%	Other	1%

GENDER



PROFESSION



ACTIONS TO CHANGE OUTCOMES

71%

changed their view of what actions are needed to alleviate Black maternal health

93%

WHITE VIEWERS

vs

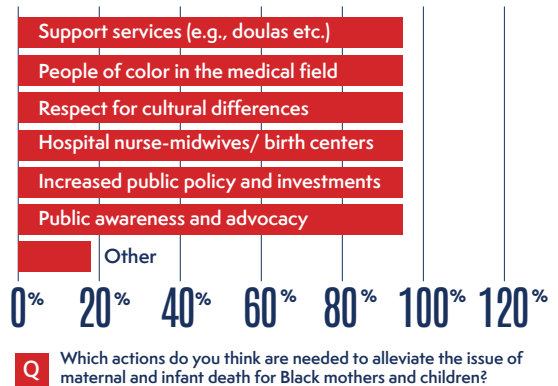
87%

BLACK VIEWERS

Agree with the three statements below

- Viewers believe more actions need to be taken.
- Knowledge and respect for cultural differences in healthcare.
- Increased public awareness and advocacy on the issue of birth inequities and birthing justice.

Actions Needed



Experience in the HEALTHCARE SYSTEM

67.4%

Negative Experience

I was ignored/dismissed/judged/mistreated by member(s) of my medical care team

33.5%

Experienced a health issue which could have been prevented

Does Race of Medical Professional **MATTER?** For Blacks **YES**, Whites **NO**

Conclusions and Recommendations

Watching Birthing Justice leads to positive change on behalf of Black children and parents, and inspires people to take charge in that change for themselves or their community.

Qualitative data shows that respondents want both the private and public sectors to hold responsibility in changing maternal and infant outcomes for Black children and parents.

It is the responsibility of not only policymakers but also public health and healthcare leaders to educate themselves on the innate biases within Black maternal infant health.

77.9%

Blacks-Race Matter

16.1%

Whites-Race Doesn't Matter

Policymakers at all levels must answer to the will of the people to increase and sustain funding and solutions to expand access to quality prenatal, maternal and early child healthcare to all, especially Black women and children.

MEDIA SHAPING A NEW NARRATIVE

The Birthing Justice Documentary Survey Data Analysis Report demonstrates the power of telling aspirational stories of people who have turned tragedy into hope.

The full report paves the way for actionable change. From clinicians to policymakers, from activists to birthing individuals, it is a rallying call to be part of a movement that aims to rewrite the script of maternal health equity.

For further information, interviews, or inquiries about the Birthing Justice Documentary and the Survey Data Analysis Report, please contact: birthingjusticefilm@gmail.com

For more information on RH Impact (formerly NBEC), contact Jordan S. Woods, RH Impact jwoods@birthequity.org