



Birth Justice Initiative Reports

Social Media Toolkit

Thank you for helping amplify the Birth Justice Initiative's two newly released reports: the Donor Policy Report and the Narrative Report.

Below you'll find template social media posts and an email that you are welcome to adapt and share with your networks. The toolkit includes **eight** social media templates, with options for organisational and individual accounts (as well as templates tailored to MAGs), allowing you to highlight each report separately or both reports together, depending on what works best for your audience. We've also included a selection of creative assets that you can use alongside your posts.

Please tag **Comotion**, **Global Fund for Women**, and **FCDO** in your posts so that we can engage with and amplify your content. We also encourage you to tag any partner organisations, funders or networks that may have an interest in Birth Justice to help broaden the conversation. For LinkedIn, please verify that the organisation tags are correctly applied before publishing, as copying and pasting the text will not automatically tag accounts as it does on Instagram.

For Instagram, we recommend directing people to **Comotion's bio**, where they can access links to both reports. If you would prefer to add the report links to your own bio or share them in your Stories, you'll find the links below and can adapt the suggested copy as needed.

You'll also find **an email template** that can be adapted and shared with colleagues, partners, funders and wider networks who may be interested in the reports.

Thank you for helping us to amplify these findings and help get these critical messages over to donors and policymakers!

Links:

- [Donor Policy Report](#)
- [Narrative Report](#)

Creative assets:

- [Compilation Video](#)
- [Still Graphic 1: Report Covers](#)
- [Still Graphic 2: Quotes](#)
- [Still Graphic 3: Stats](#)

Donor Policy Report Social Media Posts

LinkedIn:



Global progress on maternal and newborn health has stalled. Poverty, disability, adolescent pregnancy, conflict and climate change continue to put millions of women and babies at unnecessary risk.

There is a different path forward.

Funders can have a far greater impact by investing in the organisations already embedded in communities—those that understand local realities, have earned trust, and are improving maternal and newborn health every day, often with very limited resources. Long-term, flexible funding gives these organisations the stability to strengthen health systems, respond to changing needs, and create lasting change.

Last year, @Comotion partnered with the UK's @Foreign, Commonwealth and Development Office (FCDO) and @Global Fund for Women to launch the Birth Justice Initiative (BJI). The initiative explored how funding can better support grassroots organisations leading change for women, babies and communities.

Its newly released **Donor Policy Report** offers practical recommendations for donors, policymakers and development partners looking to make their investments more effective, equitable and locally led.

If you care about improving maternal and newborn health, this report is well worth reading.

Read it here and share widely:

<https://wearecomotion.com/wp-content/uploads/2026/07/BJI-Donor-Policy-Report.pdf>

Instagram:

Global progress on maternal and newborn health has stalled.

Poverty, disability, adolescent pregnancy, humanitarian crises and climate-related vulnerability continue to contribute to preventable maternal and newborn deaths.

Long-term, flexible funding for grassroots organisations can help change this.

Communities already hold the knowledge, relationships and leadership needed to improve maternal and newborn health. Sustained investment enables that work to grow and endure.

Last year, @Comotion partnered with the UK's @Foreign, Commonwealth and Development Office (FCDO) and @Global Fund for Women to launch the Birth Justice Initiative (BJI). The initiative explored how funding can better support grassroots organisations leading change for women, babies and communities.



Its newly released Donor Policy Report shares practical recommendations for funders and policymakers, presenting Birth Justice as a framework that brings together global health, gender equality, reproductive justice, governance and locally-led development.

If you are working in maternal health, philanthropy, policy or international development, we encourage you to read and share the report.

Read and share it via the link in @comotion's bio! 

Narrative Report post

LinkedIn:

Launched in 2025 as a partnership between @Comotion, the UK's @Foreign, Commonwealth and Development Office (FCDO) and @Global Fund for Women, the **Birth Justice Initiative (BJI)** explores how maternal and newborn health can be strengthened by listening to and investing in the knowledge, leadership and priorities of communities.

Grounded in the Birth Justice movement in the United States that was pioneered by @Jamarah Amani, the Initiative explored how ideas around birth, care, dignity, autonomy and justice are understood and expressed by movement leaders across different countries and contexts.

 **Birth goes beyond the clinical moment:** individuals' lived realities and overlapping experiences are central to birth outcomes.

 **Birth Justice offers a shared language** for interconnected movements, to encompass these diverse experiences, overlapping issues, and priority areas.

 **Dignity, Autonomy and Respectful Care** are paramount to achieving birth justice.

The **Birth Justice Initiative Narrative Report** is a resource for movements, advocates and partners to reflect on the language they use, identify shared priorities, strengthen collaboration and deepen collective advocacy.

If you're looking to strengthen the case for approaches that place communities, dignity and local leadership at the centre of maternal and newborn health, this report is for you.

Read it here::

<https://wearecomotion.com/wp-content/uploads/2026/07/BJI-Narrative-Report.pdf>

Instagram:

Launched in 2025 as a partnership between @comotion, the UK's @foreignanddevelopmentoffice (FCDO) and @globalfundwomen, the Birth Justice Initiative



(BJI) explores how funding can better support the grassroots movements advancing maternal and newborn health.

Inspired by the U.S. Birth Justice movement and the work of @goddesspeacebeautiful (Jamarah Amani), the Initiative explored how ideas around birth, care, autonomy and justice are understood and expressed by movement leaders and community leaders across diverse contexts.

Here are some of the key insights:

 Birth goes beyond the clinical moment: individuals' lived realities and overlapping experiences are central to birth outcomes.

 Birth Justice offers a shared language for interconnected movements, to encompass these diverse experiences, overlapping issues, and priority areas.

 Dignity, Autonomy and Respectful Care are paramount to achieving birth justice.

The Birth Justice Initiative Narrative Report is now live. It is designed to help movements reflect on their own language and priorities, identify shared advocacy goals, strengthen collaboration and build connections across intersecting struggles.

Whether you're a movement leader, donor, policymaker or partner, the report offers valuable insights into how maternal and newborn health can be advanced through approaches that value dignity, autonomy and community leadership.

Read the report via the link in @comotion's bio. 

Posts to share both reports

General LinkedIn:

Improving maternal and newborn health requires more than stronger health services. It also requires investment in the people, organisations and movements working every day to improve outcomes in their communities.

That's why I'm/we're excited to share two new resources from @Comotion, @Global Fund for Women and @Foreign, Commonwealth and Development Office's Birth Justice Initiative (BJI):

 **The Birth Justice Narrative Report** explores how grassroots leaders across diverse contexts understand birth, care, autonomy and justice. It offers a shared language for movements working across interconnected issues:

<https://wearecomotion.com/wp-content/uploads/2026/07/BJI-Narrative-Report.pdf>

 **The Birth Justice Donor Policy Report** builds on those insights to show how funders can better support maternal and newborn health by investing in locally-led, feminist approaches through long-term, flexible funding:

<https://wearecomotion.com/wp-content/uploads/2026/07/BJI-Donor-Policy-Report.pdf>

Together, these reports offer practical insights for anyone working to improve maternal and newborn health by strengthening community leadership, advancing dignity and rights, and supporting locally-led solutions.

Whether you're part of a movement, a donor, policymaker or an advocate, please read them, share them and join the conversation.

#BirthJustice #MaternalHealth #NewbornHealth

General Instagram:

Maternal and newborn health cannot be transformed through health interventions alone.

It requires a shift in how we understand birth, care, power and justice, and a shift in how we fund the movements already advancing this work.

That's why I'm/we're excited to share two new resources from @comotion, the UK's @foreignanddevelopmentoffice (FCDO) and @globalfundwomen's Birth Justice Initiative (BJI):



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Find links to both in @comotion's bio. 

#BirthJustice #MaternalHealth #NewbornHealth

MAG LinkedIn:

Improving maternal and newborn health requires more than stronger health services. It also requires investment in the people, organisations and movements working every day to improve outcomes in our communities.

That's why I'm/we're proud to be working with @Comotion, the UK's @Foreign, Commonwealth and Development Office (FCDO) and @Global Fund for Women on the Birth Justice Initiative (BJI), which aims to direct resources to grassroots leaders so communities can shape the systems that govern their health!

Our two new reports offer practical insights for funders, policymakers, advocates and movement leaders working to strengthen maternal and newborn health:

 **The Birth Justice Narrative Report** explores how grassroots leaders across diverse contexts understand birth, care, autonomy and justice. It offers a shared language for movements working across interconnected issues:

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 The Birth Justice Narrative Report explores how grassroots leaders across diverse contexts understand birth, care, autonomy and justice. It offers a shared language for movements working across interconnected issues.

 The Birth Justice Donor Policy Report builds on those insights to show how funders can better support maternal and newborn health by investing in locally-led, feminist approaches through long-term, flexible funding.

Together, they offer practical insights for anyone working to improve maternal and newborn health by strengthening community leadership, advancing dignity and rights, and supporting locally-led solutions.

Whether you're part of a movement, a donor, policymaker or an advocate, read them, share them and join the conversation!

#BirthJustice #MaternalHealth #NewbornHealth

 Find links to both in @comotion's bio. 

#BirthJustice #MaternalHealth #NewbornHealth

Email template

Dear colleagues,

Improving maternal and newborn health requires more than strengthening health services. It also depends on investing in the communities, organisations and movements working every day to improve outcomes for women, babies and families.

That's why I'm/we're pleased to share two new publications from the Birth Justice Initiative (BJI), which together explore both the ideas behind Birth Justice and the practical implications for philanthropy and development.

The [Birth Justice Narrative Report](#) draws on conversations with grassroots movement leaders across diverse contexts to explore how birth, care, autonomy and justice are understood in their communities. It offers a shared language for movements working across maternal and newborn health, gender equality, reproductive justice and related issues.



The [Birth Justice Donor Policy Report](#) builds on these insights to demonstrate how funders can better support maternal and newborn health by investing in locally-led, feminist approaches. It argues that sustainable progress depends on long-term, flexible funding that strengthens the grassroots organisations already leading change in their communities.

Together, these reports highlight the importance of approaching maternal and newborn health in ways that recognise dignity, autonomy, rights, community knowledge and local leadership. They offer practical insights for funders, policymakers, advocates and movement leaders seeking to strengthen maternal and newborn health through more inclusive, community-informed approaches.

We hope you'll read, share and discuss these resources with colleagues and networks who may find them valuable. The more these ideas are shared, the greater the opportunity to strengthen collective efforts to improve maternal and newborn health.

Best regards,

(your name/ organisation name)

