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Health Officials Expand Commitment to Black Maternal Health with ‘Rallying Around Sisters’ Campaign; Welcomes Participants

RIVERSIDE, CA (Oct. 22, 2025) – The village is alive and thriving in Riverside County thanks to Riverside University Health System – Public Health’s (RUHS – PH) efforts to uplift Black mothers by expanding community-based support rooted in cultural wisdom and real-world impact.

Rallying Around Sisters: Redefining and Strengthening the Village – a media campaign launched alongside [Black Breastfeeding Week](#) – reaches out to Black families with a social media presence and billboard and cinema advertisements that extend a warm invitation to join a village of support and encouragement.

“We’ve seen how powerful it can be when Black moms are surrounded by people who truly understand and advocate for them,” said RUHS – PH Director Kim Saruwatari. “Our hope is that the positive messages of this campaign are well received and inspire a collective effort to care for Black mothers and babies from pregnancy to postpartum.”

The marketing campaign, built on the foundation of California’s Black Infant Health Program, features images of Black Riverside County families engaging in time-honored traditions and reflecting messages of hope, home and family.

Health officials believe the positive and powerful imagery of the campaign will grow participation in its two programs: the Perinatal Equity Initiative (PEI) and the Black Infant Health (BIH) Program in Riverside County.

Led by voices from the community, including an advisory board of community partners, healthcare workers and residents, PEI provides services that support fathers and access to culturally responsive care through community doulas.

RUHS – PH’s Black Infant Health program offers individual and group support to pregnant and postpartum Black mothers, promoting healthy pregnancies and birth outcomes.

“Black Infant Health is one of Public Health’s most impactful programs, ensuring that Black mothers receive the care, community and respect they deserve. It is staffed by a compassionate team dedicated to the health and enrichment of all who participate in the program,” said Stephanie Bryant, Director of Maternal, Child, and Adolescent Health with RUHS – PH.

Each of the programs is free to residents and includes quarterly meetings that create space for learning and support.

For more information visit: <https://www.ruhealth.org/perinatal-equity-initiative> and join the conversation on social media by following @blackinfanthealthrivco on Instagram.

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About Riverside University Health System – Public Health

Riverside University Health System – Public Health (RUHS - PH) serves as Riverside County's public health department. RUHS-PH offers a range of services and programs to promote and protect the health of all county residents and visitors in service of the well-being of the community. RUHS includes the 439-bed Medical Center in Moreno Valley, Calif., 14 Community Health Centers across Riverside County, and Behavioral Health, which provides emergency and inpatient psychiatric care. Visit www.ruhealth.org to learn more.