

# Maternal Mortality Awareness Campaign: “My Last Lullabye”

- A partnership between the Population Reference Bureau (PRB) and TANK Worldwide
- Started with a PRB research brief highlighting NICHD-funded research
- A campaign to raise awareness about the high rate of pregnancy-related deaths among Black women in the U.S.
- A unique project for PRB, combining research with a very personal story

*Project funding provided by the Eunice Kennedy Shriver  
National Institute of Child Health and Human Development*

DR. SHALON IRVING

DIED

ONE WEEK

AFTER THIS PHOTO

WAS TAKEN.

**SHE DIDN'T HAVE TO.**

MATERNAL MORTALITY RISK IS  
**3.5X HIGHER FOR BLACK MOMS.**  
HEAR DR. SHALON'S STORY AT  
[MYLASTLULLABY.COM](http://MYLASTLULLABY.COM)