

BWHM Kickoff Ambassador Information Packet



Talk It Out, Walk It Out is the kickoff event for Black Women’s Health Month in Detroit.

Black Women’s Health Month is a community-led initiative created by **Remembering Cherubs** to address health disparities impacting Black women. Throughout August, community partners host classes, workshops, webinars, and events included in an official community calendar. (Examples: fibroids education webinar, discounted sound bath session using BWHM code, herbal tincture-making tutorial, etc.)

This coordinated effort ensures Black women can engage in activities, education, and resource connection throughout the month. Priority focus areas: **Maternal & Reproductive Health, Mental Wellness, Physical Wellness & Chronic Disease Prevention, Research Equity, and Social Determinants of Health.**

The kickoff event is held on **Saturday, August 1, 2026**, at the Charles H. Wright Museum of African American History. It begins with an opening ceremony emceed by **WDIV Local 4 News** host **Tati Amare**, followed by a keynote address on this year's theme: **Healing for the Culture: You are the solution.** Picture a short awareness walk, community conversations, workshops on underdiscussed health and wellness topics such as fibroids and cysts, autoimmune disorders, and more, plus shopping the "For Us" marketplace and connecting over delicious food. It’s all happening at Talk It Out, Walk It Out. Learn more on the Eventbrite registration page: <https://2026tiowio.eventbrite.com>

Remembering Cherubs invites community leaders to be Black Women’s Health Month Kickoff Ambassadors.

What is a Black Women’s Health Month Kickoff Ambassador?

A BWHM Kickoff Ambassador is a community leader who helps raise awareness about Talk It Out, Walk It Out and Black Women’s Health Month in Detroit.

Why Become a BWHM Kickoff Ambassador?

This work is bigger than any one person or organization. It's up to community leaders to come together and show up for Black women in ways only we can. *You are that leader.*

What does a BWHM Kickoff Ambassador do?

Ambassadors use their personal, professional, and community networks to help increase visibility and encourage more people to get involved in the movement. They do this in any of the following ways:

Direct Outreach (1:1 and network-based)

- Send emails, calls, or texts to your networks. Network examples: church members, colleagues, friends & family, clients or patients (where appropriate)
- Personally invite 5-10 people and follow up with them

Social Media Sharing

- Post about TIOWIO/BWHM on personal or professional social media pages. Share provided graphics with your own words or repost content from Remembering Cherubs pages.
- Add the Eventbrite link to bio or stories
- Record a short video explaining why you support the initiative and invite viewers to get involved

Flyer Sharing

- Identify bulletin boards or community spaces for posting flyers
- Participate in a coordinated flyer distribution day
- Carry flyers and share them casually (salons, gyms, stores, etc.)
- Ask local businesses to display flyers
- Share flyer in group settings you already attend (church announcements, meetings, classes)

Group Mobilization

- Organize a small group to attend together from your networks
- Encourage teams or friend groups to come as a unit

How do I become a BWHM Kickoff Ambassador?

To become an official BWHM Kickoff Ambassador, complete our simple [Memorandum of Understanding](#) Google Form to acknowledge your commitment to supporting the initiative. Official ambassadors will receive a unique registration code to track registrations connected to their outreach and will be eligible for ambassador recognition. All outreach materials, including flyers and sample messaging, will be provided for convenience.

If you would like to support the initiative without becoming an official ambassador, you are still welcome to help spread the word in any of the ways listed above.

What do I get for being an official BWHM Kickoff Ambassador?

All official BWHM Kickoff Ambassadors will receive:

- Name listed on the back of the official Talk It Out, Walk It Out t-shirt
- Complimentary event t-shirt
- Opportunity to walk at the front of the walk and carry signs

Top 3 official BWHM Kickoff Ambassadors will also receive:

- Top Ambassador badge or ribbon to wear at the event
- Lunch provided at the event (from a pre-selected food vendor)
- “Top BWHM Ambassador” social media feature (recognition post with photo)

It’s our small way of showing appreciation for your efforts and support of the initiative.

Top Ambassadors will be determined based on registrations received by Friday, July 24th to allow for recognition at the event. Ambassador codes will continue to be tracked after this date.

Next Steps

If you would like to serve as an official BWHM Kickoff Ambassador and receive a unique registration code, please complete the Memorandum of Understanding Google Form at the following link: [Memorandum of Understanding](#)

Upon receipt of the completed agreement, your unique registration code will be sent to you via email, along with a Google Drive link containing flyers, sample messaging, and other outreach assets.

If you would simply like to support the initiative as a community supporter, no agreement is required. You are welcome to help spread the word in any way that works for you, including sharing the Eventbrite registration link [<https://2026tiowio.eventbrite.com>] and inviting others to attend Talk It Out, Walk It Out.

Additional ways to get involved:

- Volunteer for day-of event support at Talk It Out, Walk It Out or join the Volunteer Operations Team to help coordinate vendors, speakers, volunteers, and event flow. **Info session Wed 6/3:** <https://bwhmvolinfo.eventbrite.com>
- Participate as a marketplace vendor at Talk It Out, Walk It Out. App available at <https://rememberingcherubs.org/tiowio#vendor-information>
- Serve as a community partner for the official BWHM Community Calendar. **Info session Wed 5/27:** <https://bwhmpartner.eventbrite.com>
- Become a mini-workshop presenter at Talk It Out, Walk It Out. Email letter of interest to info@rememberingcherubs.org

Thank you for your time and consideration. We hope you'll join us in uplifting Black women in our community and supporting their health and well-being.

