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MATERNAL AND CHILD HEALTH

- Positive outcomes of empowering births
- Social support and maternal/child health
- Client centered program

EQUITY THROUGH HEALTH LITERACY
A DAY IN THE LIFE OF A DOULA
AND CLIENT

OBJECTIVES

For Birthing People:

- ✓ Living in Cleveland County
- ✓ WIC Eligible
- ✓ 3+ Stressors
- ✓ Hospital Births

- **Objective 1: Provide labor and birth support for 48 expectant people who are WIC eligible**
 - Hire and train 2 part time community doulas
 - Purchase doula birthing tools and supplies
 - Promote through community outreach, internal programs, and social media
- **Objective 2: Conduct 17 childbirth education classes for 250 individuals**
 - Purchase childbirth education curriculum
 - Train childbirth educator
 - Promote and recruit through community outreach, internal sources, and social media
- **Objective 3: Provide postpartum and mental health support for 48 birth doula clients**
 - Hire and train 2 part time community doulas
 - Conduct 2 postpartum, follow up visits for birth doula clients
 - Refer doula program clients to social worker for continued mental health care

EVALUATION

Program Component

- Childbirth Education
 - Aiming to increase knowledge of childbirth
- Doula Services
 - Aiming to increase perceived labor/birth support
 - Aiming to decrease unnecessary C-sections
 - Aiming to decrease unnecessary medical interventions
- Overall
 - Increasing maternal support

Evaluation

- Pre/Post Assessments
- Compare hospital data
 - C-sections and medical interventions
- Compare birth experience
 - Childbirth education participants without doula assistance
- Post Program Survey

BUDGET

- Money Available vs. Money Spent
- Money Available vs. Purchasing Power
- Budget Monitoring



FOLLOW UP FROM LAST MEETING

- Practicum students
- Data collection and comparison
- Expansion efforts
- Incorporating feedback regarding evaluations
- Excitement from the committee

Childbirth Education Classes

“...felt more empowered on what questions to ask, and what she would need to advocate for and communicate to the health professionals as well as her own family.”

Community Buy In and Partnerships

“From a library standpoint these efforts are filling a need in our communities for all new parents.”

Internal Program Referrals

“...a client who has verbalized extreme fear and anxiety related to labor and birth. I am curious as to whether we could offer her *any* services from (Birth Partners)?”

SUCCESS!

Childbirth Education Participants showed statistically significant knowledge improvement in the areas of:

- Pregnancy
- Comfort Measures
- Medical Procedures
- Cesarean Birth

Birth Partners Doula Feedback

“I would like to let you know what a wonderful program I think (Birth Partners) is for new mothers. Heather was so nice and helpful. We really appreciate her help. I am the great grandmother and was very appreciative for what they did for (client). Keep the program going. New mothers need all the help they can get.”

DOULA POST SURVEY RESULTS



- 100% of doula clients reported their participation in the Birth Partners program made them feel more supported



CHALLENGES

- Overcoming connotations of doulas
- Program focused on the birthing person
- Inclusivity
- Hospital systems
- COVID
- Lack of institutional support



APHA 2021

ANNUAL MEETING & EXPO

DENVER AND ONLINE | OCT. 24 – 27

CREATING THE HEALTHIEST NATION:
STRENGTHENING SOCIAL CONNECTEDNESS

Dear Meagan Walker (and Sara King),

Congratulations!

Your abstract, **Birthing a beginning: Building a pilot doula program in Oklahoma**, has been accepted as part of APHA's 2021 Annual Meeting and Expo, Oct. 24-27.



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