What is Birthing Beautiful Communities?

- We are **birth attendants**, also known as doulas
- We are **sisters and friends**
- **Women, Culture** and **Birth** is our **center**
- We provide **social support** to pregnant women by:
  - Connecting the complicated dots of life
  - Offering an ear
  - Addressing real life circumstances that cause
    - Stress – Depression, Anxiety, Panic and Fear
  - Gathering together to share stories
  - Celebrating new life
  - Encouraging the pursuit and completion of goals
Mission

To address and improve the systemic and community structures that lead to poor birth outcomes through culture, education, advocacy, support and engagement.
Our Vision

Holistic Birth Equity

Preconception
- Sister Support
- Comprehension
- Sex Education
- Nutrition

Pregnancy
- Sister Support
- Childbirth Education
- Nutrition
- Perinatal Smoking Cessation

Postpartum
- Support Group
- Newborn Education
- Nutrition
- Parenting/Co-parenting

Business
- Entrepreneurship
- Wealth Collective
- MBE/WBE

Education
- Post Secondary/Trade
- Finances/Investments
- Institution Awareness

Maternal Mental Health
- SOS Circle
- 2B Nurtured
- PAIL

Workforce
- Maternal-Child Care
- Health Care

Housing
- Laws & Advocacy
- Environmental Assessment
- Home Ownership

Justice/Legal
- Representation
- Legal Advice
How We Serve

Engagement

Direct Service

Advocacy

Birth Worker Agency
<table>
<thead>
<tr>
<th>Traditional Doula</th>
<th>BBC Perinatal Support Person</th>
</tr>
</thead>
<tbody>
<tr>
<td>• May or may not be trained/certified</td>
<td>• Trained/Certified BBC Doula</td>
</tr>
<tr>
<td>• Birth Doula Provides Continuous Labor Support</td>
<td>• Lives in the Community She Serves</td>
</tr>
<tr>
<td>• Provides Support to the family during labor</td>
<td>• Cultural Humility &amp; Empathy</td>
</tr>
<tr>
<td>• Creates Birth Plan with Client</td>
<td>• Creates Birth Plan with Client</td>
</tr>
<tr>
<td>• Postpartum Doula Provides to Client After the Birth</td>
<td>• Provides Childbirth Education for client</td>
</tr>
<tr>
<td>• Encourages Breastfeeding</td>
<td>and family</td>
</tr>
<tr>
<td>• Number of home prenatal visits limited to package</td>
<td>• Provides Continuous Labor Support</td>
</tr>
<tr>
<td>selected</td>
<td>• Provides Support During Pregnancy, Labor</td>
</tr>
<tr>
<td>• Paid service by client</td>
<td>and Postpartum</td>
</tr>
<tr>
<td></td>
<td>• Encourages and assists with Breastfeeding</td>
</tr>
<tr>
<td></td>
<td>• Assists Client in creating a Self Sufficiency</td>
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<tr>
<td></td>
<td>&amp; Goal Plan</td>
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<tr>
<td></td>
<td>• Provides Sex &amp; Reproductive Health Education</td>
</tr>
<tr>
<td></td>
<td>• Provide Parenting/Co-Parenting Education</td>
</tr>
<tr>
<td></td>
<td>• Provides Continuous Stress Management</td>
</tr>
<tr>
<td></td>
<td>Support, Tools and Skills</td>
</tr>
<tr>
<td></td>
<td>• Service paid by donor, MCP, or other source</td>
</tr>
<tr>
<td></td>
<td>• Service provided through BBC agency</td>
</tr>
</tbody>
</table>
Goal: Equitable Birth Outcomes

Perinatal Support Improves Birth Outcomes

Social
- Relationship Building
  - Nurturing
  - Mutual Home Visiting - Modeling
  - Mutually Beneficial Relationship
  - Neighborhood Network & Cohesion
  - Cultural Humility
  - Community Birth Attendant

Emotional
- Continuous Support
- Pregnancy
- Birth Planning
- Postpartum
- Childbirth Education
- Family Education
- Home Visiting
- Advocacy
- Better Overall Birth Experience
- Nurturing

Medical
- Decrease in LBW/Preterm Births
- Decreases # of interventions
- Extra support for attending physician/midwife
- Breastfeeding Support
- Postpartum Healing Support
- Faster Delivery

Physiological
- Understanding of the body and labor process
- Reduces insurance/hospital costs

Support Services
- Referrals/Follow Up
- Education
- Baby Bank
- Housing/Financial Assistance
- Life Plan

Better Overall Birth Experience
- Continuous Support
- Pregnancy
- Birth Plan
- Postpartum
- Childbirth Education
- Family Education
- Home Visiting
- Advocacy
- Nurturing

Postpartum
- Ongoing support
- Breastfeeding Support
- Contraception Counseling
- Better Overall Birth Experience
- Nurturing

Medical
- Decrease in LBW/Preterm Births
- Decreases # of interventions
- Extra support for attending physician/midwife
- Breastfeeding Support
- Postpartum Healing Support
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Physiological
- Understanding of the body and labor process
- Reduces insurance/hospital costs
Community/Institutional Engagement
Bridging The Gaps

Community Health

Community Wealth
Workforce Development

Recruitment
- Most Affected Areas
- Passionate
- Knowledgeable

Training
- Didactic
- 8 week session
- Free of charge

Employment
- Independent Contractor
- Livable Wage
- Continuous Professional Development

Community Ownership
- Community Wealth
- Meets
- Community Health
Training & Skills Development:

- History & Culture
- Racism (Implicit Discrimination and Practices)
- Birth & Postpartum
- Labor & Intervention Education
- Newborn Care
- Reproduction & Contraception Health
- Breastfeeding
- Perinatal Mental Health
- Childbirth Education
- Perinatal Smoking Cessation
- Parenting & Co-Parenting Education
- Healthy Homes Education
- Social Emotional Intelligence
- Self Empowerment
- Modeling Behavior
- Community Engagement
- Institutional Engagement
- Housing and Advocacy Laws
Infants in Hough

Infant Death

Low Birth Weight

**Infant Mortality Rate**

Deaths per 1,000 live births

- **U.S.**: 5.8
- **Hough**: 22.1

**Low Birth Weight Babies**

- **U.S.**: 8.2%
- **Hough**: 19.89%

#BlackBabiesMatterCLE Follow us @GUCCHI216
Advocacy: GUCCHI

- Greater University Circle Community Health Initiative
  - The Cleveland Foundation
  - Case Western Reserve University
  - University Hospitals
  - Cleveland Clinic
- Lead Poisoning (Glenville)
- Infant Mortality (Hough)
  - Education & Engagement
  - Systems Change
    - Systemic Racism
    - Medicaid Coverage
    - Maternity and Family Leave
    - Comprehensive Sex Education
BBC Expansion

Ohio Department of Medicaid

- First Round - $556,000 (September 2016 – December 2017)
- Second Round - $556,000 (July 2017 – December 2018)
- Target Areas – 44123, 44110, 44113, 44105, 44128, 44137
- Currently Serving 53 women in target areas
Where are we today?

- 20 trained community birth workers
  - 1 in Akron
- 185 women currently being served
  - 53 Medicaid
  - 55 GUC
  - 37 Other
- 96% full term pregnancies
- 83% spontaneous vaginal births
- 10 SOS Circle Cohorts
- 0 infant deaths
- 95% Breastfeeding initiation rate
Next Steps

- Transitional/Emergency Housing
- Birthing Center
- Hospital-Based Quality Assurance
- Program Evaluation
- Akron Expansion
  - Pilot Project
IT REALLY TAKES A VILLAGE