



BIRTHING BEAUTIFUL  
COMMUNITIES

HEALTH ACTION CONFERENCE

JANUARY 25, 2017

# 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

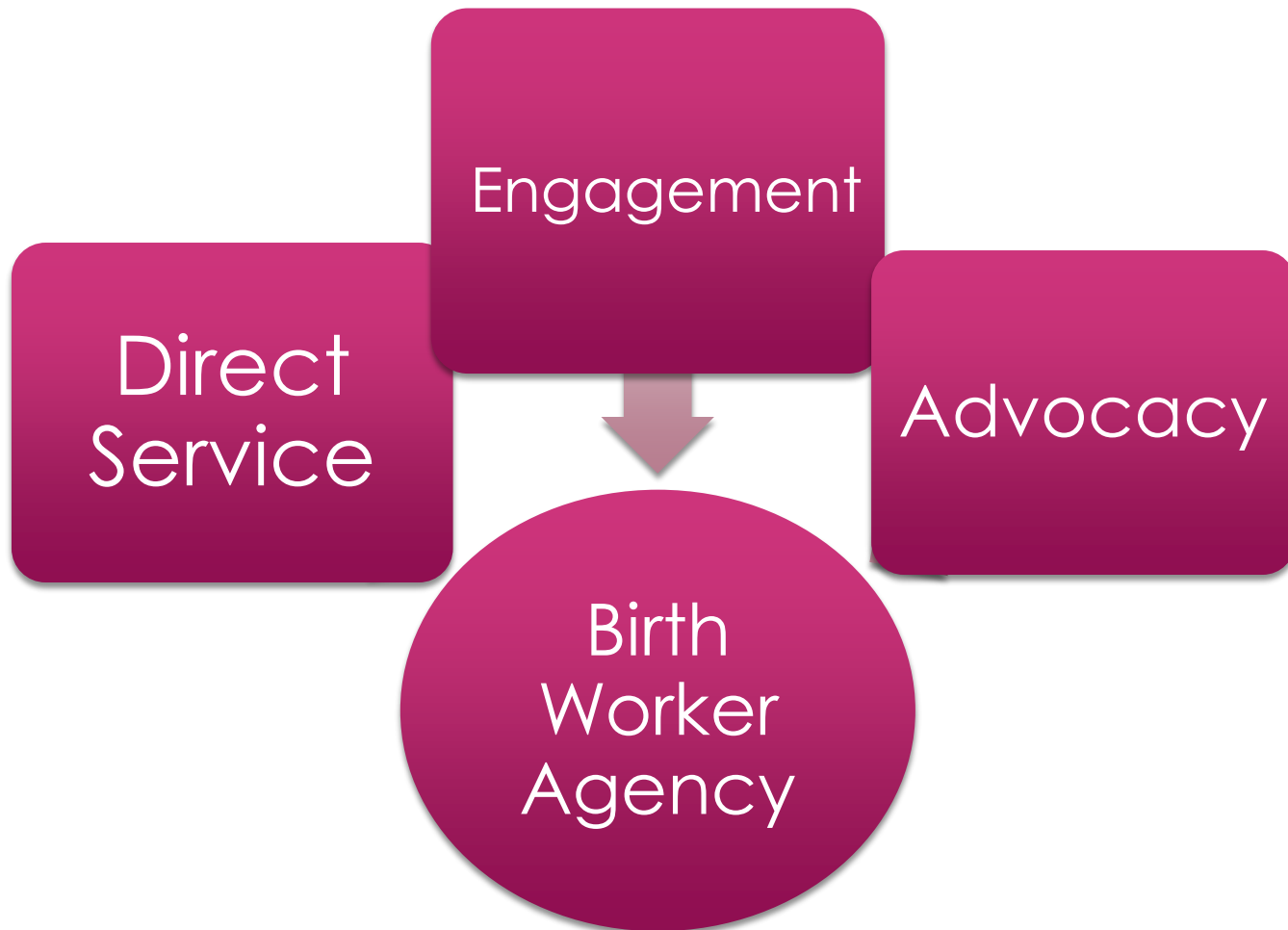
# Mission

To address and improve the systemic and community structures that lead to poor birth outcomes through **c**ulture, **e**ducation, **a**dvocacy, **s**upport and **e**ngagement

# Our Vision



# How We Serve



# Direct Service: Doula vs. Perinatal Support Person

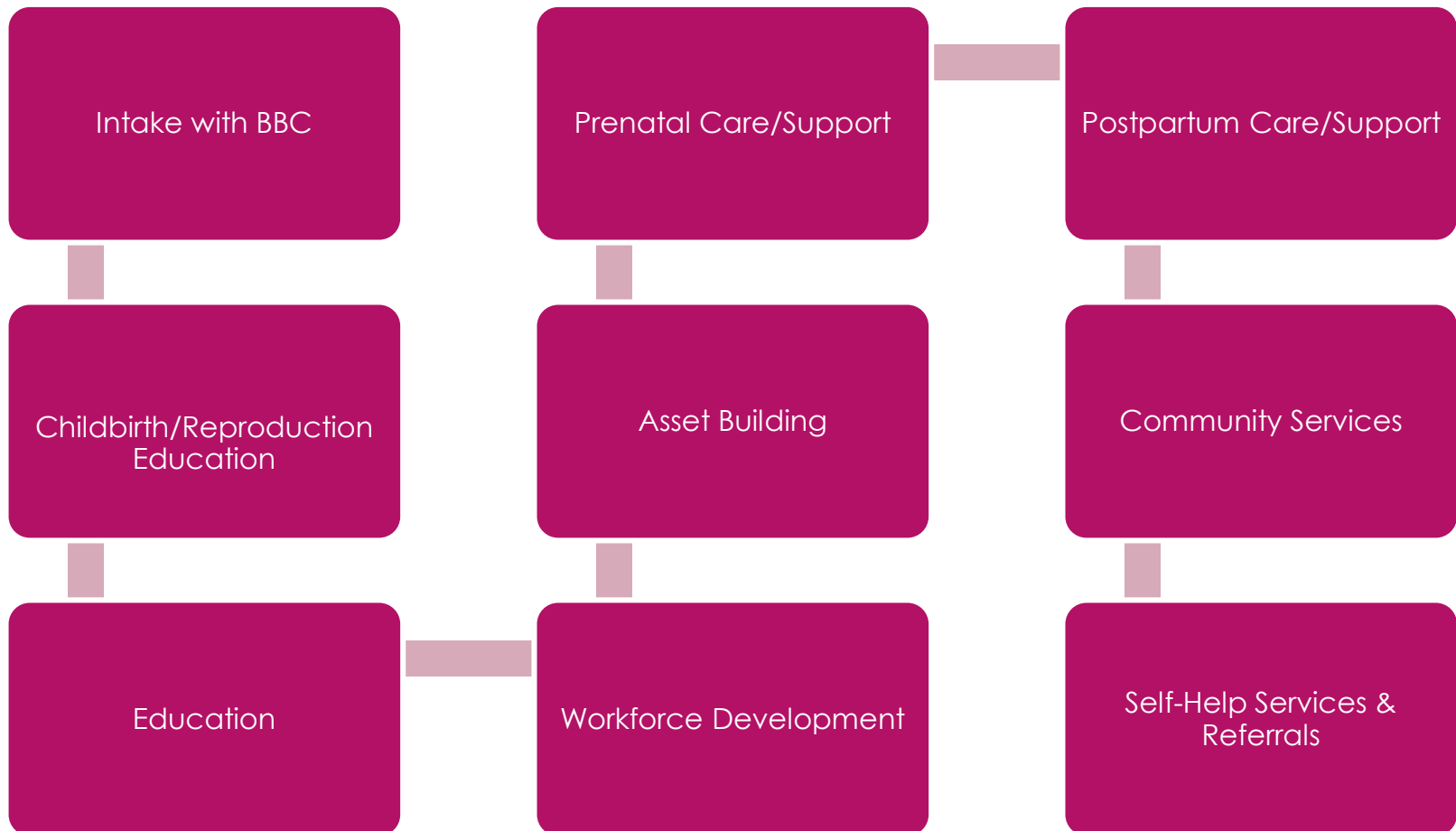
## Traditional Doula

- May or may not be trained/certified
- Birth Doula Provides Continuous Labor Support
- Provides Support to the family during labor
- Creates Birth Plan with Client
- Postpartum Doula Provides to Client After the Birth
- Encourages Breastfeeding
- Number of home prenatal visits limited to package selected
- Paid service by client

## BBC Perinatal Support Person

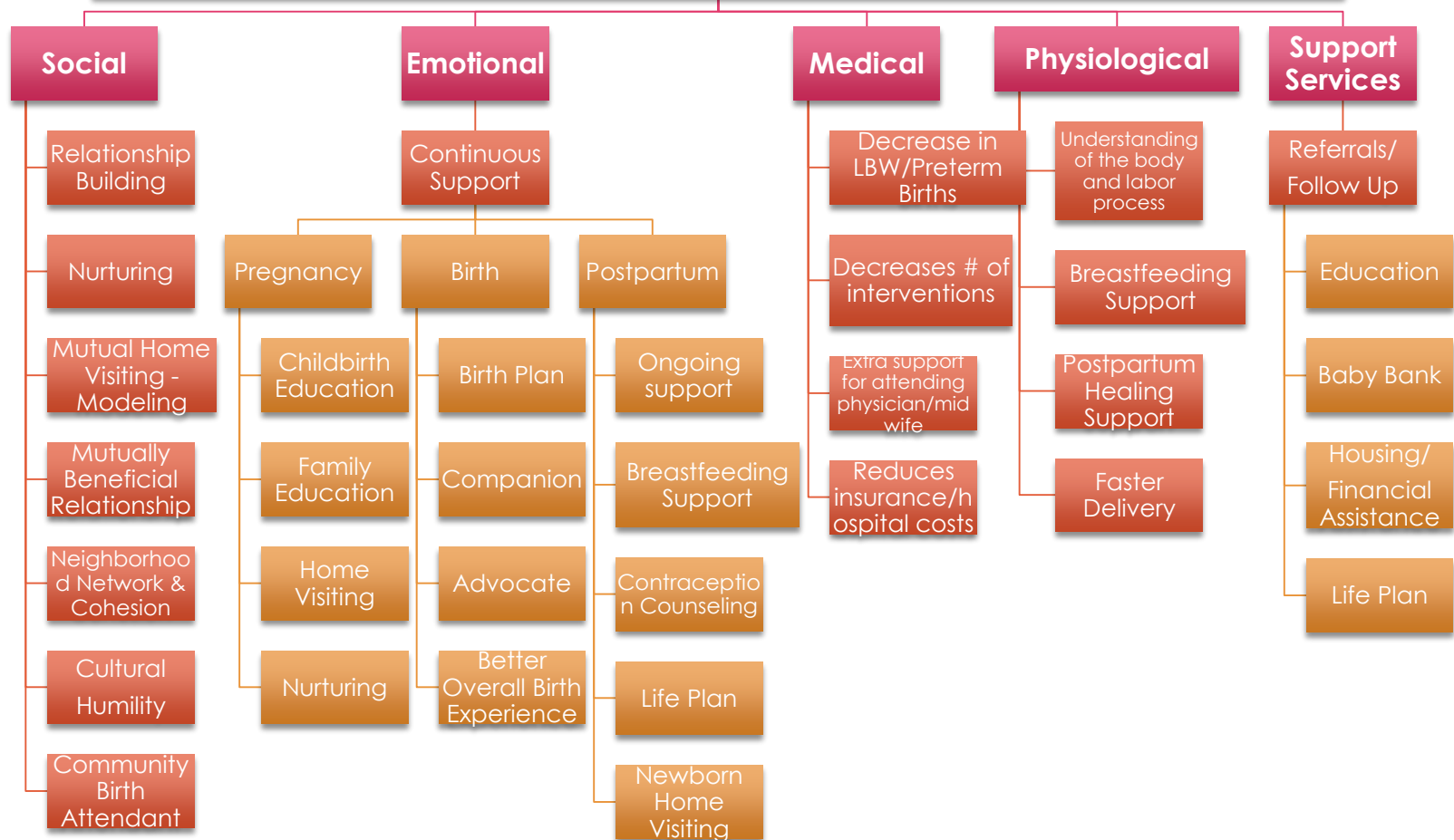
- Trained/Certified BBC Doula
- Lives in the Community She Serves
- Cultural Humility & Empathy
- Creates Birth Plan with Client
- Provides Childbirth Education for client and family
- Provides Continuous Labor Support
- Provides Support During Pregnancy, Labor and Postpartum
- Encourages and assists with Breastfeeding
- Assists Client in creating a Self Sufficiency & Goal Plan
- Provides Sex & Reproductive Health Education
- Provide Parenting/Co-Parenting Education
- Provides Continuous Stress Management Support, Tools and Skills
- Service paid by donor, MCP, or other source
- Service provided through BBC agency

# Perinatal Pipeline



# Goal: Equitable Birth Outcomes

## Perinatal Support Improves Birth Outcomes





# Community/Institutional Engagement



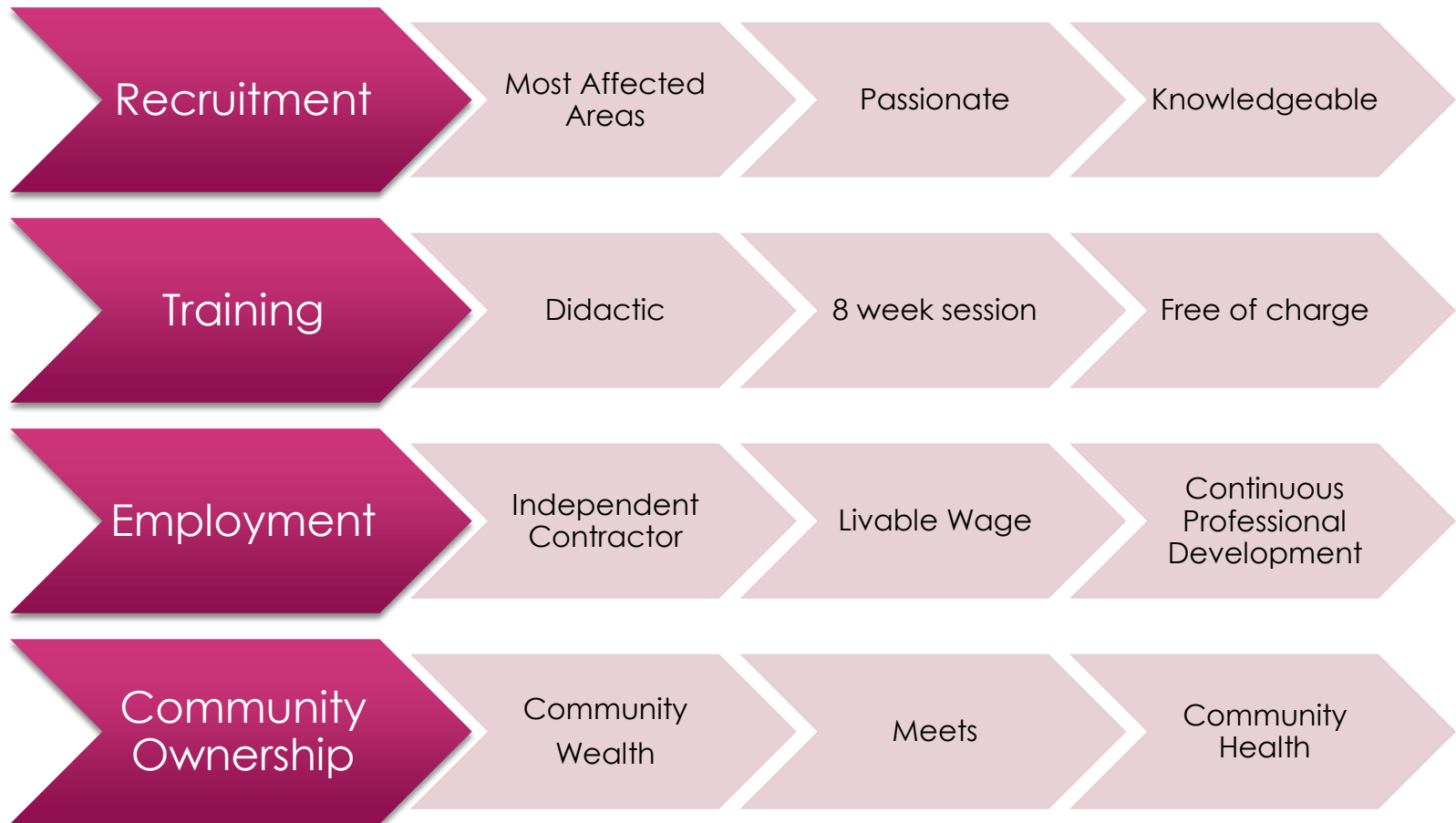
# Bridging The Gaps



Community  
Health

Community  
Wealth

# Workforce Development



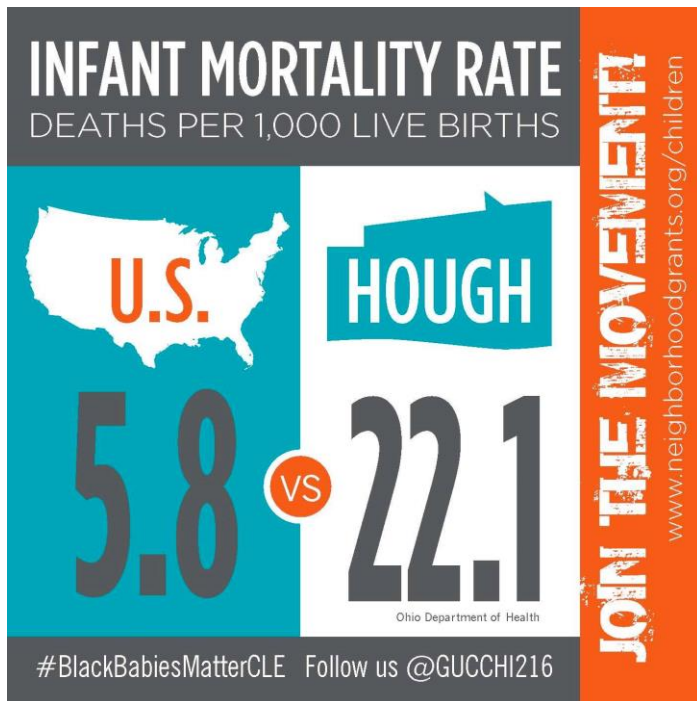
# Training & Skills Development:

- ▶ 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

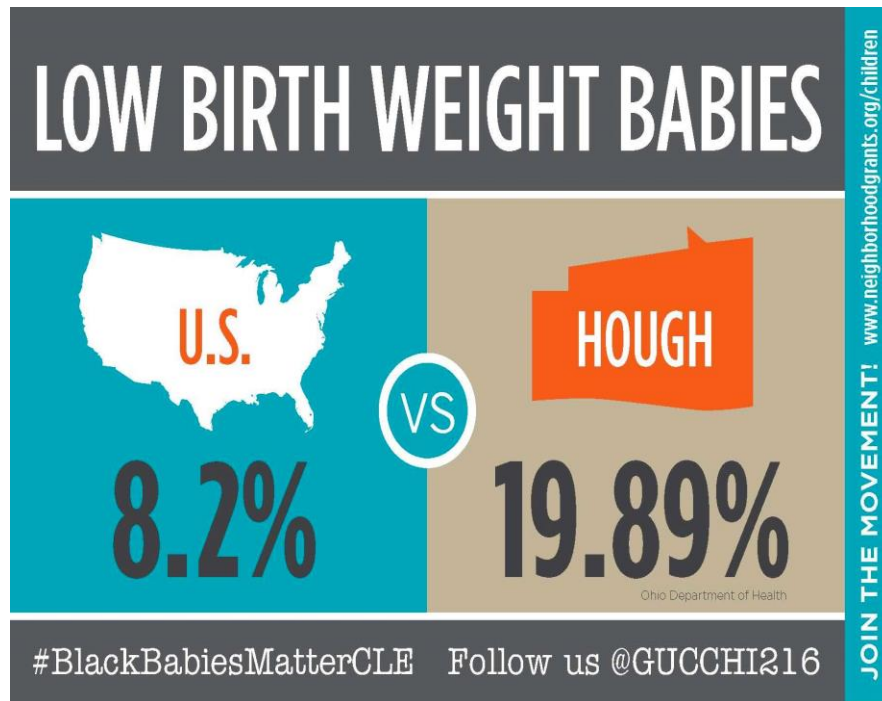


# Infants in Hough

## Infant Death



## Low Birth Weight



# 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



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