



Using the Doula Model as a Resource for Case Management

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Community-based doulas





Objectives

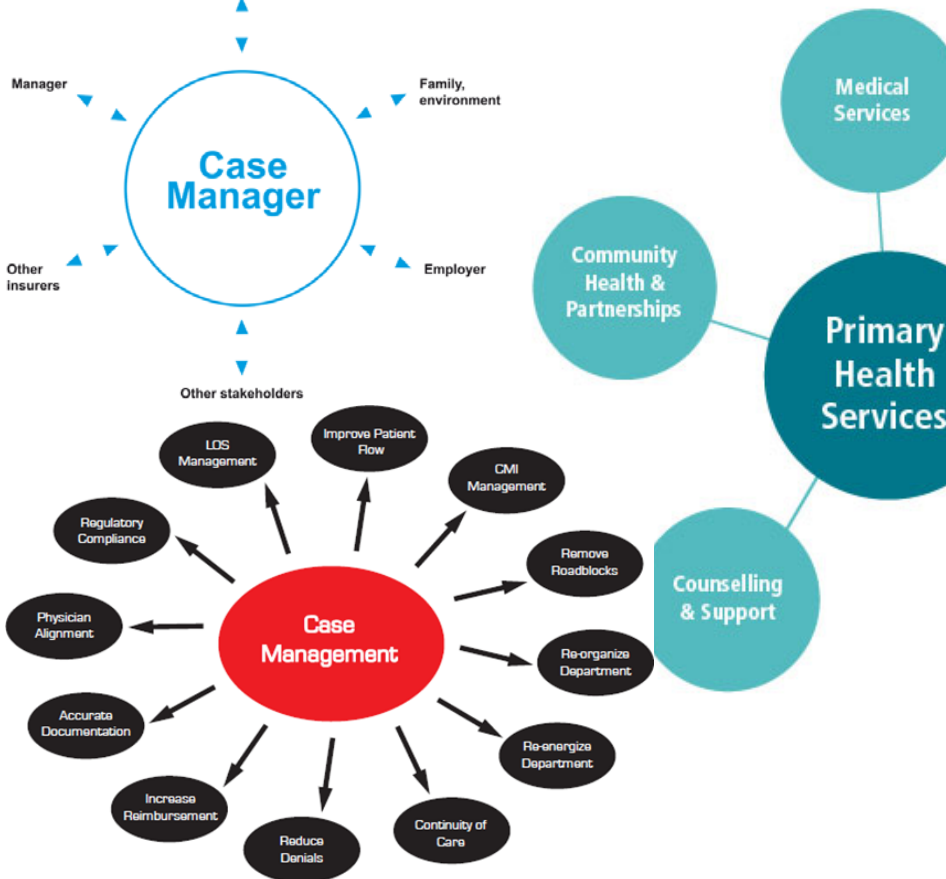
- Identify important functions of case management
- Identify positive outcomes of community-based doula programs
- Describe how community-based doula programs fulfill case management objectives

Who's in the room??



Who's in the room??

- My Healthy Start site has a doula program.
 - Yes
 - No
- My Healthy Start site has a home visiting program.
 - Yes
 - No
- I have heard about HealthConnect One.
 - Yes
 - No

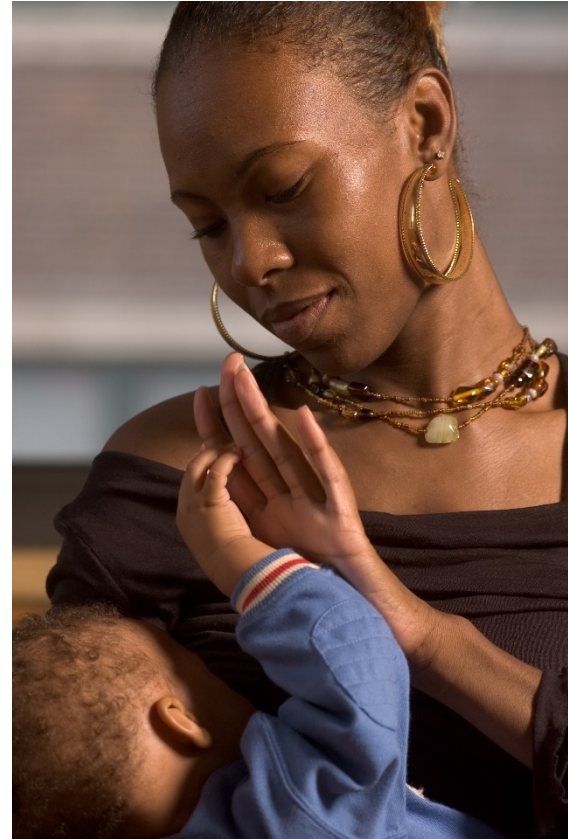


Case management is a process that identifies clients and ensures that they receive services in a supportive, efficient, and cost-effective way.

In Healthy Start, case management programs aim to coordinate the efforts of multiple providers and link low-income women and their families to services.

The Healthy Start case manager's primary goal

To serve as a perinatal advocate and health educator for clients to facilitate healthy birth outcomes.



Community-based doula
programs achieve case
management goals.



Community-based doulas are home visitors and case managers.



Community-Based Doula Program



- Improves mother and infant health
- Strengthens families
- Establishes supports for families to ensure ongoing family success



HealthConnect One Community-based Doula Model:

FIVE ESSENTIAL COMPONENTS

Employ women who are trusted members of the target community



Extend and intensify support for families from early pregnancy through the first months postpartum



Collaborate with community stakeholders/institutions and use a diverse team approach



Facilitate experiential learning using popular education techniques and the HC One training curriculum.

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Value the doulas' work with salary, supervision, and support.



Community-Based Doula Pilot

Teen mothers with doula support had:

- Significantly lower c-section rates (8.1%)
- Significantly lower epidural rates (11.4%)
- Significantly higher breastfeeding rates (80.1%)
- Delay of subsequent pregnancy
- More positive birth experiences

The Perinatal Revolution

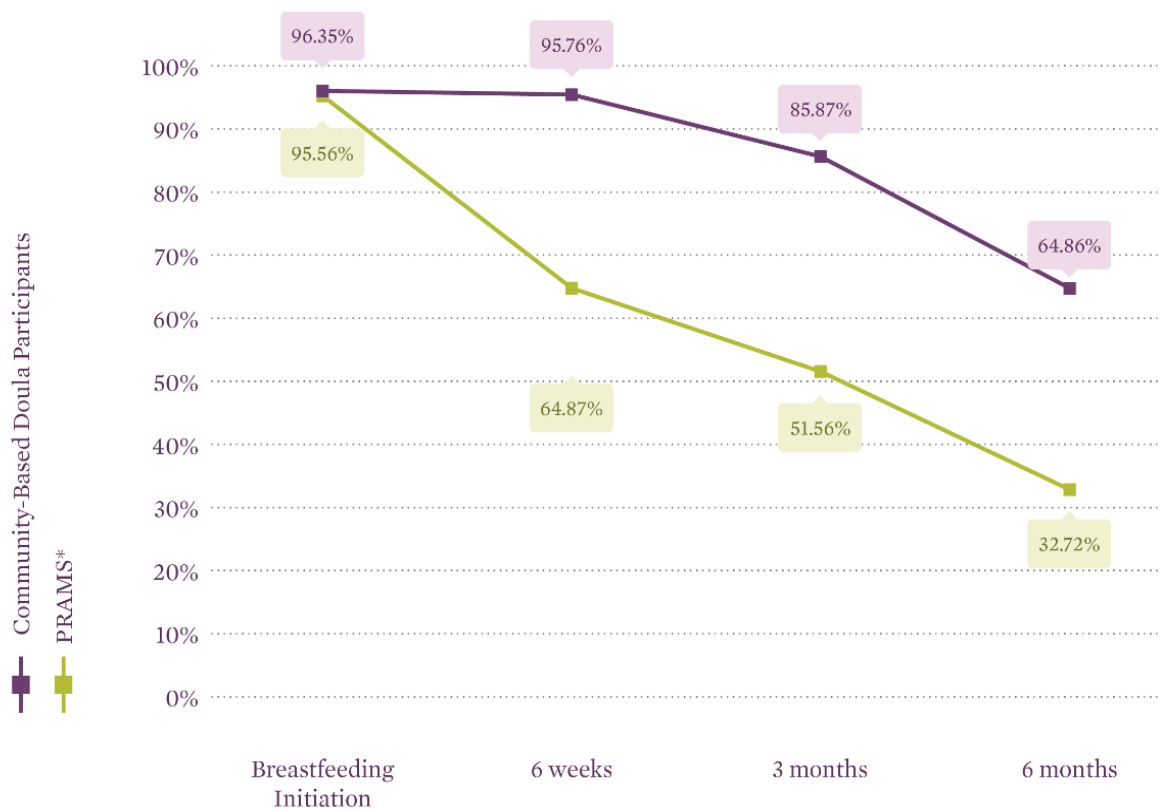
- White Paper on Community-Based Doula Program that includes:
- Analysis of program data from 4 years of community-based doula program implementation
- Expert panel recommendations

<http://bit.ly/PeriRev>



Breastfeeding

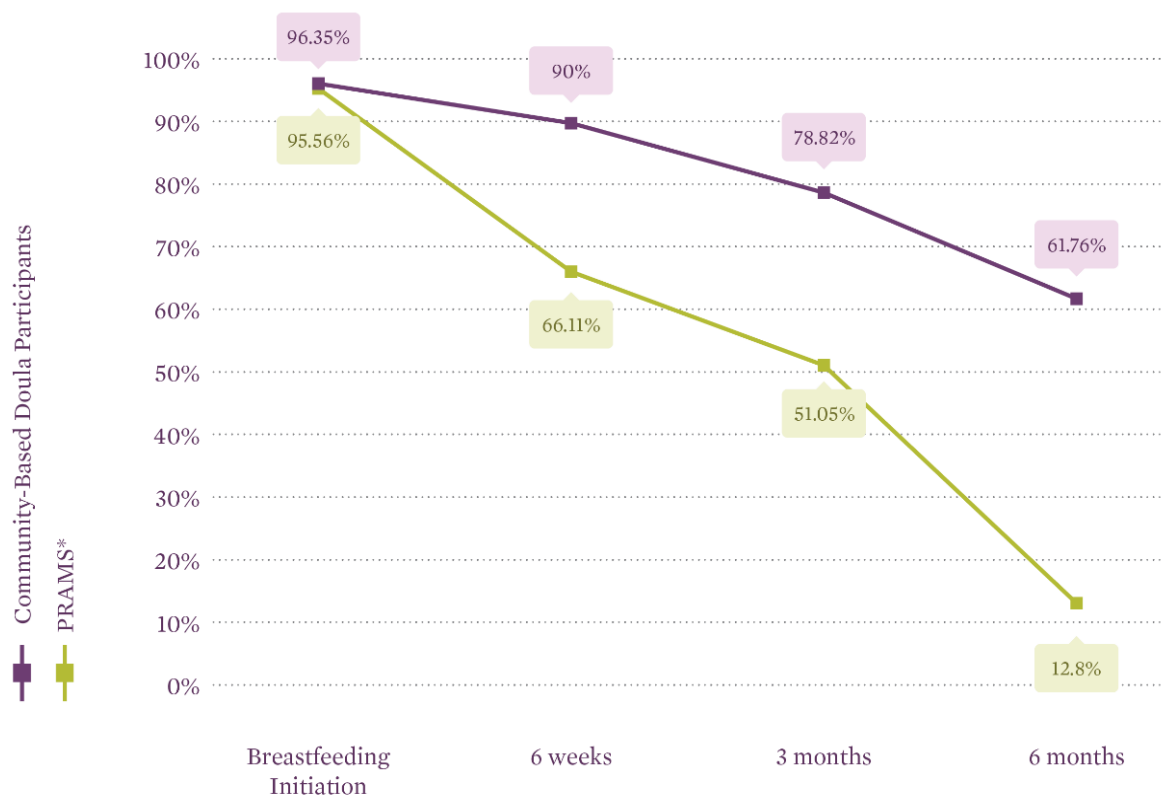
BREASTFEEDING DURATION: HISPANIC MOTHERS



*sample of participants in PRAMS (Pregnancy Risk Assessment Monitoring System)

Breastfeeding

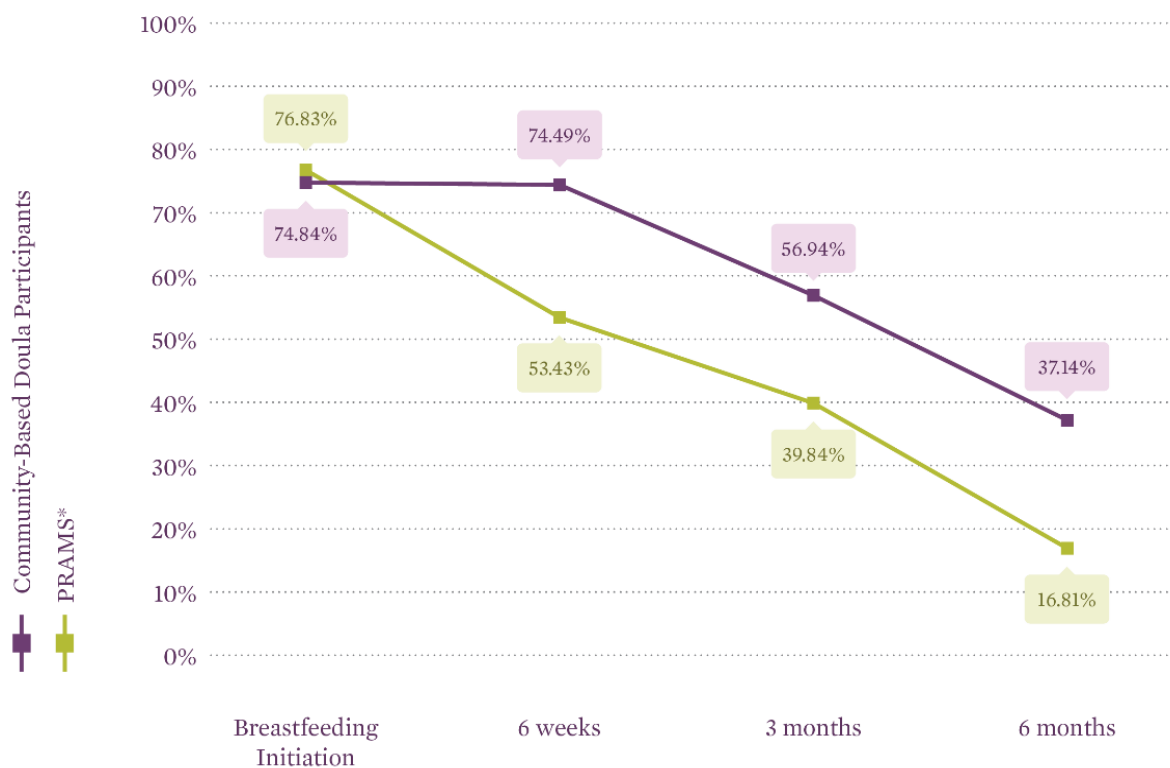
BREASTFEEDING EXCLUSIVITY: HISPANIC MOTHERS



*sample of participants in PRAMS (Pregnancy Risk Assessment Monitoring System)

Breastfeeding

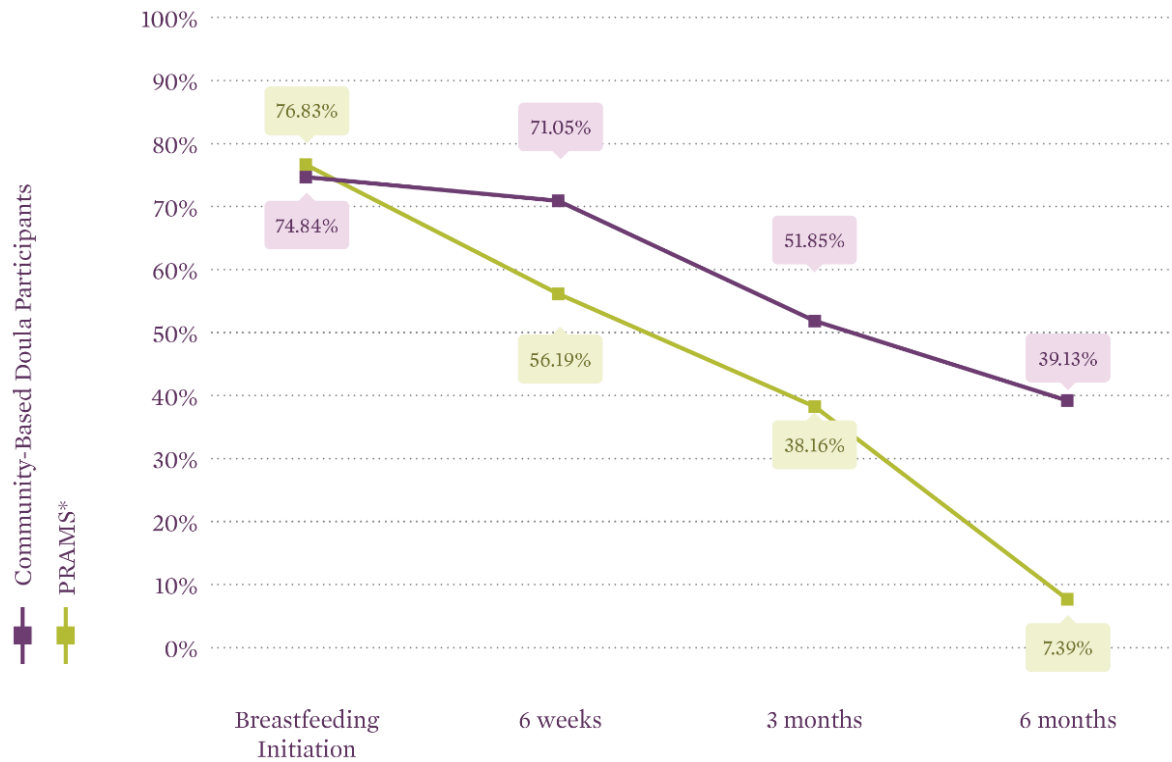
BREASTFEEDING DURATION: BLACK OR AFRICAN AMERICAN MOTHERS



*sample of participants in PRAMS (Pregnancy Risk Assessment Monitoring System)

Breastfeeding

BREASTFEEDING EXCLUSIVITY: BLACK OR AFRICAN AMERICAN MOTHERS



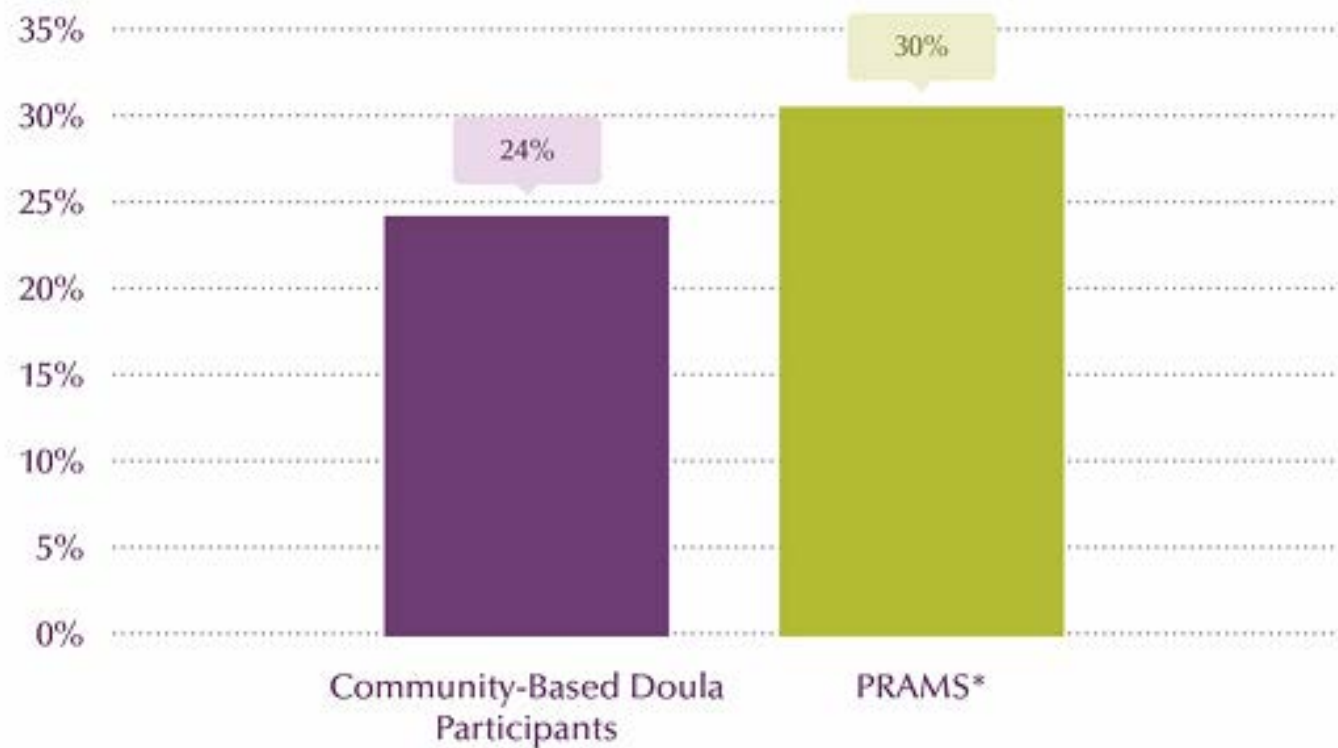
*sample of participants in PRAMS (Pregnancy Risk Assessment Monitoring System)

Impact of Program Fidelity on Breastfeeding Outcomes



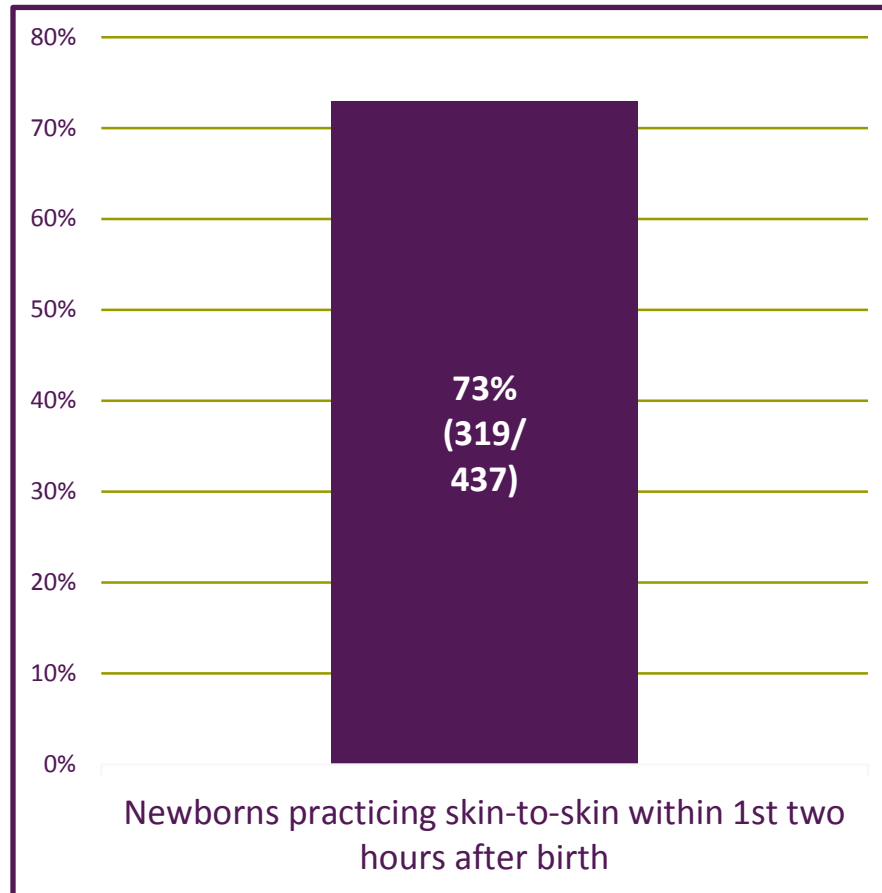
- Doula's attendance at birth
- Doula presence longer than 2 hours after birth
- 6 or more prenatal visits

C-Sections



*sample of participants in PRAMS (Pregnancy Risk Assessment Monitoring System)

Skin-to-Skin



Cost Effectiveness

- Cost savings from fewer costly interventions – at least \$750 saved through reduced epidurals and c-sections
- More cost-savings due to reduced length of stay
- Over \$500 in cost-savings from breastfeeding vs. formula feeding
- Estimates of \$300-\$1400 saved in public health costs from illness averted

Community-based doulas
enhance case management and
improve outcomes.



Questions?

- What questions do you have?



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