

Sis, Don't Let Them Turn You Away!



Sis, Don't Let Them Turn You Away! is a community awareness and advocacy campaign that was created by Earth's Natural Touch: Birth Care & Beyond, Inc. to ensure pregnant and postpartum women, (especially Black women) know that their concerns deserve to be heard and taken seriously. The campaign connects families to trusted education on maternal warning signs, self-advocacy, community support, and resources that can help them navigate pregnancy, birth, and postpartum with

confidence. This campaign reflects ENT's mission to reduce maternal health disparities through education, doula support, and advocacy while promoting respectful, equitable maternity care. Most importantly, the campaign reminds women that trusting their instincts and seeking care when something feels wrong can be life-saving.

Why is this campaign so important?

- You know your body best. If something doesn't feel right, you deserve to have your concerns listened to, promptly evaluated, and treated with respect.
- Early action can make a difference. Recognizing warning signs and seeking timely care can help prevent complications during pregnancy, birth, and the postpartum period.
- Knowledge builds confidence. Understanding common warning signs, knowing what questions to ask, and learning how to communicate concerns can help families feel more confident and prepared.
- Every family deserves respectful maternity care. Regardless of race, income, insurance, or birthplace, every pregnant person deserves compassionate, culturally responsive, and equitable care.

- No one should navigate pregnancy alone. Community support, doulas, family members, healthcare providers, and trusted friends all play an important role in creating a safe and positive pregnancy journey.

Why should partners and support people be involved?

Partners, family members, and trusted support people are often the first to notice when something changes. They can provide encouragement, help communicate concerns, ask questions, take notes, and advocate when a pregnant or postpartum person is overwhelmed, exhausted, or not feeling well. By learning the warning signs together and understanding how to speak up respectfully, families become stronger advocates and more confident members of the care team.



At Earth's Natural Touch, we teach that every family deserves to receive accurate information, informed consent, respectful communication, and quality, trauma informed maternity care. Our Perinatal Bill of Rights for Black Families was developed to help families understand what they should expect throughout pregnancy, birth, and postpartum. We encourage every expectant parent and support person to read it, share it, and use it as a tool for informed decision-making and self-advocacy.

Together, through education, advocacy, and community, we can help ensure that every mother is seen, every voice is valued, and every family has the opportunity to move, nourish, and flourish.

Our Goals

Through this campaign, we strive to:

- Provide families with accurate, evidence-informed information about pregnancy, birth, postpartum recovery, and newborn care.
- Increase awareness of maternal warning signs and when to seek medical attention.

- Encourage respectful communication and shared decision-making between families and healthcare providers.
- Help pregnant people understand their rights and feel confident asking questions.
- Strengthen support systems by involving partners, family members, doulas, and the broader community.
- Reduce preventable maternal health complications through education, advocacy, and early recognition of concerns.



♥ *Sis, You deserve to be heard. You deserve answers. You deserve timely, respectful care. Trust your instincts, ask questions, and don't hesitate to seek medical attention when something doesn't feel right. If necessary, bring someone with you to help advocate for your care.*

Do you currently feel confident, nervous or fearful about advocating for yourself during your medical care? I feel: _____



Maya Angelou, Poet

"I learned a long time ago the wisest thing I can do is be on my own side."

It Takes A Village

You've probably heard the saying, "It takes a village to raise a child."

Considered an African proverb, its enduring message is universal: Children thrive when families are surrounded by caring, informed, and connected communities. At Earth's Natural Touch: Birth Care & Beyond, Inc., we know that idea begins long before a baby is born.

It takes a village to support a healthy pregnancy.

It takes a village to welcome a new baby.

It takes a village to help a family flourish.

And it takes a village to ensure that every mother is heard, respected, and cared for. A village is not built in a single day.

It is built one conversation, one act of kindness, one helping hand, and one healthy family at a time.

A village listens. A village learns.

A village shows up. A village shares knowledge.

A village offers support even before it is needed, not just during a crisis.

Whether you are pregnant, a partner, a Dad-Bassador, or a Community Ambassador who cares about the well-being of families, you have an important role in helping to create safer, healthier experiences.



Sis...Building your village before the baby arrives makes it easier to ask for help after the baby is born.



Build Your Village

Pregnancy was never meant to be experienced alone.

Building a strong support system can make a huge difference in your confidence, well-being, and overall experience. Your village is made up of the people who educate you, encourage you, advocate with you, and remind you that you don't have to carry everything by yourself.

Each member of your village has a different role, but they all share one important responsibility: listening to you, respecting your choices, and supporting your well-being.

Your Partner

Your partner is often your closest teammate. They can learn the warning signs, attend appointments, ask questions, help communicate your concerns, provide comfort during labor, and continue supporting you throughout the postpartum period.

Your Doula

A doula provides emotional, physical, and informational support throughout pregnancy, birth, and the postpartum period. Doulas do not replace medical providers or make medical decisions for you, but in addition to pregnancy preparation and physical labor support, they can help you prepare for appointments, understand your options, ask questions, communicate effectively, and feel more confident throughout your journey.

Your Family and Friends

Loved ones can offer practical help, emotional encouragement, transportation, meals, childcare, and companionship. Encourage those closest to you to learn about pregnancy with you, know the warning signs and understand the goals of this campaign and their role.