

JANUARY 12, 2024

PRESS RELEASE

BEAUTY FOR ASHES MATERNAL WELLNESS INC.

presents:

THE

BIRTH EQUITY CONSORTIUM

DOULA HUB



BEAUTY FOR ASHES MATERNAL WELLNESS IS PLEASED TO ANNOUNCE THE OFFICIAL LAUNCH OF THE BIRTH EQUITY CONSORTIUM - DOULA HUB.

The Birth Equity Consortium-Doula Hub is a collaborative effort between Beauty for Ashes Maternal Wellness Inc., LA Care Health Plan: Community Health Investment Fund (CHIF); Generating African-American Infant & Nurturers' Survival Initiative (GAAINS)II, Charles R. Drew University: Black Maternal Center of Excellence (BMHCE), and various doulas in the community. This initiative aims to provide work-force development and sustainability for birth workers, and equitable access to doula services for birthing families, regardless of their socioeconomic status. Studies have shown that having a doula present during childbirth can lead to better outcomes for both the mother and the baby. However, doula services can be inaccessible for many families, and providing doula support can be financially exhaustive for some doulas. The Birth Equity Consortium-Doula Hub seeks to bridge this gap by providing affordable and accessible doula services to those who need it the most, while also uplifting, prioritizing and supporting birth workers to build thriving, sustainable careers. Through this partnership, we plan to make significant impact on strategic efforts to create structural change to close these health and income disparity gaps and achieve long-term birth equity through culturally congruent practices and programs. Our ultimate goal is to reduce infant and maternal mortality rates specifically among Black birthing families and all birthing families within our reach. We are here to empower and support birth workers and birthing families throughout pregnancy, childbirth, and the postpartum journey.

Our Why

Supporting workforce development and sustainability is vital to making measurable progress toward birth equity.

Workforce development, aims to improve economic stability and prosperity by prioritizing people over businesses, essentially developing a human resources strategy; while workforce sustainability is a vital concept that applies to each industry or workforce individually, and is primarily based on the premise that the workforce is instrumental in creating value, driving innovation, and achieving long-term business success.

We support doulas to achieve greater financial stability and overall career satisfaction which will yield a more valued, experienced, and accessible workforce for birthing people, ultimately having widespread, positive impact, creating structural change and achieving birth equity.

A Word From Our Founder

Michelle Sanders, Founder and Executive Director at Beauty for Ashes Maternal Wellness had this to say about the launch of the doula hub: "Workforce development is only a fraction of the birth equity equation. Workforce sustainability is also a priority. We believe it to be counterproductive to train doulas and build a workforce that cannot afford to do the work long-term, due to barriers such as wage gap disparities, structural racism, and challenges within healthcare systems. For some doulas, being called to birth work has come with financial instability and burn-out, ultimately forcing them to turn away from birth work as a source of revenue and seeking out sustainable incomes streams in other industries. We're excited to demonstrate how the Doula Hub can shift this narrative."

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Background

The Doula Hub pilot was established in the fall of 2022 in partnership with the BMHCE to meet the needs of birth workers and the birthing community in South Los Angeles by providing services to support workforce development and sustainability, and increase access to perinatal support. Grant funding through the BMHCE provided no-cost perinatal support to BMHCE participants and timely compensation to the birth workers that provided that support.

In May 2023, Beauty for Ashes Maternal Wellness was awarded a L.A. Care CHIF-GAAINS II grant to further support the build out of the Doula Hub and extend support to the broader South LA community. An additional grant award from the Birth Justice- Rapid Response Fund in October 2023, and other philanthropic support has also supported moving this project forward.

Additional Details

- Starting Wednesday, January 31, 2024 LA County doulas can apply to join the Doula Hub network at no cost.
 - Joining the Doula Hub will remain free as long as funding permits.
 - Services will be provided virtually and in-person at pop-up locations throughout LA County.
 - A virtual information session will be hosted on January 31, 2024 at 12 p.m. PST
- (register at beautyforashesmaternalwellness.com)**

Services to Birth Workers

- | | |
|--|--------------------------------|
| • TRAINING AND CERTIFICATION | • TECHNICAL ASSISTANCE |
| • MEDI-CAL PROVIDER ELIGIBILITY AND ENROLLMENT | • BUSINESS DEVELOPMENT SUPPORT |
| • BILLING SUPPORT | • PEER SUPPORT |
| • CLIENT REFERRALS | • AND MORE |

CONTACT US



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