



# Frontline Doula Hotline COVID-19 Initiative

Centering the Community

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# Our Initiative

**Black maternal health in California was already in crisis before COVID-19.** Since the pandemic, the gap in resources, care, and support for Black birthing families has widened even further.

**Our mission is to support the connection between Black doulas and Black birthing families** in need of non-medical emotional support and practical guidance on common pregnancy and postpartum related concerns.



## Respond

### Black Doula Awards

*Beginning July 15th, 2020*

We will award \$1,000 stipends to 50 Black doulas throughout California who are serving clients with due dates 8/1/20 through 11/15/20. We are focused on supporting doulas who will serve within five regions that exhibit high disparity among Black birthing people: Alameda County, Los Angeles County, the Inland Empire: San Bernardino/Riverside County, Contra Costa County and Sacramento County.

## Support

### Frontline Doula Hotline

*Launching August 21st, 2020*

Our "hotline" will allow 200 Black pregnant and postpartum individuals throughout California to connect with a community doula on our team for a 50min non-emergency emotional support phone call or text.

## Nourish

### Postpartum Nourish Boxes

*Beginning August 2020*

In partnership with **M2M Postpartum Justice Project**, we will provide 40 days of Postpartum NOURISH! Meals to birthing families working with our doulas in Alameda County - following the cultural tradition of postpartum recovery.

**Program Regional Directors:** Alameda, Contra Costa, Sacramento Counties: Linda Jones, Birth and Postpartum Doula | Inland Empire: Sayida Peprah, PsyD, Doula | Los Angeles County: Khefri Riley, CLEC, CPYT, Doula



M2M Postpartum  
Justice Project

**For more details, visit [frontlinedoulas.com/hotlineinitiative](https://frontlinedoulas.com/hotlineinitiative)**

# Apply for a COVID-19 Black Doula Award

Our COVID-19 Black Doula Award is truly one of a kind! We will be providing \$1,000 awards to 50 Black doulas to serve pregnant and postpartum individuals in high need. Services will be provided via telehealth or in person, where allowed. [Applications are open starting July 15th, 2020 for due dates 8/1/20 through 11/15/20.](#)

During this time of financial hardship, it is vital that we increase access to community doulas for families that otherwise could not afford one.

**These awards will provide some financial support to Black doulas who are serving Black families in need**, thus supporting both doula and client's mental, emotional, and spiritual health during this difficult period.

In congruence with these awards, we will be honoring the [#SayHerName](#) movement. **Every award offered will be given in honor of 50 women who have fallen victim to maternal death or police brutality.** Be sure to visit out our social media to learn more about our award winners and their fallen honorees.



## Who can apply?

To provide a range of doula support to birthing people throughout California, we will focus on 5 regions with high disparity among Black birthing people. [Community-Based doulas from the following counties in California are encouraged to apply:](#)

- Alameda County •
- Los Angeles County •
- Contra Costa County •
- Sacramento County •
- San Bernardino/Riverside County •

**Apply at [frontlinedoulas.com/blackdoulaaward](https://frontlinedoulas.com/blackdoulaaward)**

# Contact the Frontline Doula Hotline for Support



theeducatedbirth.com

**Beginning August 21st, we will provide virtual doula "hotline" consultations and birth doula support** to the most vulnerable pregnant and postpartum population; Black/African American mothers and birthing people.

In this new social era, our modern take on the "hotline" is a respectful "warm line" that adapts to the availabilities and needs of working doulas and families. **The hotline will allow 200 Black pregnant and postpartum individuals in California to connect with a community doula for a 50 minute call or text** (whichever the client prefers). The doula will provide non-emergency emotional support, practical guidance on common pregnancy and postpartum concerns, as well as navigation toward appropriate referrals for identified concerns.



theeducatedbirth.com



**Starting August 21st, pregnant people can text 'doulahelp' to 31996.**



**They will receive a text message to fill out a brief online intake form and schedule their call with a doula.**



**Upon review, a doula will contact them to complete a 50min non-emergency emotional support call.**

The secure online intake form will allow our team to appropriately match the client to a live doula. The form will also help our team securely and confidentially gather information to assess the birthing person's emergent circumstance and pregnant/postpartum environment.

**For more details, visit [frontlinedoulas.com/hotlineinitiative](https://frontlinedoulas.com/hotlineinitiative)**



# Connect with us!

**The Revolution  
is in the womb!**

Follow & tag us to share your story!

**#frontlinedoulas**

**#blackdoulauprising**

**#liberateblackbirth**

**#birthingjustice**

**#doulasonthefrontline**

**#frontlinehotline**

**#blackdoulas**

**#inthesebirthstreets**



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# Our Message to Birthing Peoples, Birth Workers, & Care Providers

**We appreciate that every family has their own unique needs. We are here to support birthing people and their provider team to ensure a healthy and safe birth experience.**

Our program goals are rooted in empowering the Black community with knowledge and resources to lower perinatal and infant mortality, increase breast/chestfeeding rates, and reduce postpartum complications.

We fundamentally believe in human rights in childbirth, evidence based information, trauma-informed care, culturally sensitive and gender-inclusive birthing practices.

## Frontline Doulas Birthing & Postpartum Goals



Linda Jones Birth Journey Photography

- Provide informed consent and shared decision making to ensure that full consent is given by providing full disclosure of any risks and benefits of procedure or intervention.
- Offer birthing people unrestricted access to a doula, family member or any other person(s) they wish to accompany them during their birth.
- Provide culturally competent care, free of bias or racism, that respects the birthing person's beliefs, choices and values inclusive of cultural preference during birth and breastfeeding/chestfeeding/nursing.



# Frontline Doulas Birthing & Postpartum Goals (Cont.)

- Support undisturbed birth practices (e.g. low lights, low voices, no unnecessary separation of birthing person and baby, increased bonding time, kangaroo care etc.).
- Allow unrestricted mobility during labor and birth with the freedom to choose how they push.
- Provide lactation support after birth and in the postpartum period to increase breastfeeding/chestfeeding/nursing rates.
- Provide birthing people with a variety of childbirth options (e.g. vaginal birth, unmedicated birth, vbac, gentle cesarean birth options when medically necessary), access to midwives and access to birth at the location of choice (hospital, home, birth center).
- Use of evidence-based practices including the right to eat and drink during labor, the right to continuity of care, respectful care, respectful communication, non-pharmaceutical pain relief options, and/or pain relief as requested by client.
- Encourage the use of Baby-Friendly, Mother-Friendly, and Liberate Black Birth Practices.
- Hold care providers accountable to the Black family and the Black community.
- Provide community referrals and continuity of care as needed.



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[www.FrontlineDoulas.com](http://www.FrontlineDoulas.com) [www.DiversityUplifts.org](http://www.DiversityUplifts.org)

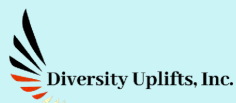
Informed by: World Health Organization, Guidelines on Intrapartum Care/ CIMS, The Mother-Friendly Childbirth Initiative/ Black Women Birthing Justice, Battling Over Birth Report/ Black Mamas Matter Alliance/ Advancing Birth Justice, Community-Based Doula Models as a Standard of Care for Ending Racial Disparities

# Join the Womb Revolution

Share this information  
within your networks  
& via social media:

- ✓ **Beginning July 15th:** Encourage Doulas who meet our criteria to apply for a doula award:  
[frontlinedoulas.com/blackdoulaaward](https://frontlinedoulas.com/blackdoulaaward)
- ✓ **Beginning August 21st:** Direct birthing people to our Hotline for more information and to schedule a Doula support call:  
[frontlinedoulas.com/hotlineinitiative](https://frontlinedoulas.com/hotlineinitiative)
- ✓ **Donate to our Frontline Doula Hotline COVID-19 Initiative:**  
<https://bit.ly/2UUWha7>
- ✓ **Donate to Black Women Birthing Justice:**  
<https://bit.ly/donate2bwbj>

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## ABOUT US: LINKS AND RESOURCES

**Frontline Doulas** are an uplifting generation of community doulas on the frontline of birth in the Black community co-creating and reclaiming family-centered narratives for generations to come.

[frontlinedoulas.com](http://frontlinedoulas.com)



@FrontlineDoulas



@FrontlineDoulas



@frontlinedoulas

**Black Women Birthing Justice** is a collective of African-American, African, Caribbean and multiracial women who are committed to transforming birthing experiences for Black women and transfolks. Our vision is that every pregnant person should have an empowering birthing experience, free of unnecessary medical interventions. Our goals are to educate, to document birth stories and to raise awareness about birthing alternatives. We aim to challenge medical violence, rebuild confidence in our ability to give birth and decrease disproportionate maternal and infant mortality.

[blackwomenbirthingjustice.org](http://blackwomenbirthingjustice.org)

**Diversity Uplifts** is a direct service, consulting and training 501(c)(3) non-profit organization determined to improve the well-being of individuals and communities, by supporting diverse communities and increasing cultural competence and humility among providers who serve them.

[diversityuplifts.org](http://diversityuplifts.org)

**Mother to Mother Postpartum Justice Project** centers on the experience of the Black and Indigenous communities and the building of a new Postpartum Culture to serve new moms in the post-industrial society. Their mission is to share cross cultural postpartum recipes, traditions and wisdom; to expose current postpartum realities; and to promote Postpartum Justice in Black and Indigenous communities.

[m2mpostpartum.org](http://m2mpostpartum.org)

**Linda Jones (Regional Director: Alameda, Contra Costa and Sacramento Counties)** Linda Jones is a renowned activist with 30+ years experience as a Birth and Postpartum Doula. She is a Co-Founder of the **Black Women Birthing Justice Collective**, Co-founder of Roots of Labor Birth Collective, a member of the **UCSF Preterm Birth Initiative Community** Advisory Board and a Board Consultant with the **Mother2Mother Postpartum Justice Project**.

**Dr. Sayida Peprah (Regional Director: San Bernardino/Riverside Counties)** Dr. Sayida Peprah is a Licensed Clinical Psychologist and Birth Doula. She is a collective member of Black Women Birthing Justice, the Founder of **Diversity Uplifts, Inc.**, a Co-Founder of the **Frontline Doulas** Centering the Community Program, and a Co-Founder of the Sankofa Birthworkers Collective of the Inland Empire.

**Khefri Riley (Regional Director: Los Angeles County)** Khefri Riley is a Doula, Childbirth Educator and Prenatal Yoga Specialist. She is a Co-Founder of the **Frontline Doulas** Centering the Community Program, with 17+ years as a Birthworker. She is also a Certified Lactation Educator, Doula Trainer, Newborn Educator and Hypnobabies "hypnodoula." She is Founder of **Khefri.com**, Urban Goddess Lifestyle and **Los Angeles Birth Partners**.



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