

**FOR IMMEDIATE RELEASE:
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Frontline Doulas and Black Women Birthing Justice announce Launch of **Frontline Doula Hotline COVID-19 Initiative**: Bridging the Healthcare Gap Between Black/African American Birthing People and Black/African American Doulas During COVID-19

This initiative will offer no cost doula support to Black families in California through the following programs:

Black Doula Awards | Beginning July 15th: Our program will sponsor **COVID-19 Black Doula Awards** to **50 Black doulas** serving clients with due dates Aug.1 - Nov. 15th, 2020. To provide a range of doula care to birthing people throughout California, 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**. Doulas, from each region, will be recruited to provide hotline services in these areas.

Frontline Doula Hotline | Launching August 21st: 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 through an online intake form. Following their assessment, a doula will be appropriately matched to provide non-emergency emotional support during the pandemic, via phone call or text.

40-Day Postpartum NOURISH! Meals | Beginning August 2020: In partnership with **M2M Postpartum Justice Project**, we will be providing **480 hot meals, for 6-weeks to Black birthing individuals in Alameda County**. From August 2020, these families will receive 40-Days' worth of Postpartum **NOURISH!** Meals while receiving support from our doulas. 40 days is a traditional cultural postpartum period of recovery.

Brought to you by:



As we respond to the impact COVID-19 has on Black birthing and postpartum people across the state, **our doulas are ready to close the gap in perinatal healthcare.**

Sponsored by:



We are ready to connect Black doulas to families in need of support. We are ready to lay the foundation of love and care that our community deserves.

For more details, visit frontlinedoulas.com/hotlineinitiative

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



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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

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

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

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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