Using the Doula Model as a Resource for Case Management

Jeretha McKinley
National Program Director,
HealthConnect One

Rachel Abramson
Executive Director,
HealthConnect One

Healthy Start Webinar – April 21, 2015
Jeretha McKinley
National Program Director
HealthConnect One

Rachel Abramson
Executive Director
HealthConnect One
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 is 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.
Facilitate experiential learning using popular education techniques and the HealthConnect One training curriculum.
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

Breastfeeding

BREASTFEEDING DURATION: HISPANIC MOTHERS

96.35% Initiation
95.76% 6 weeks
95.56% 3 months
85.87% 6 months
64.86%
64.87%
51.56%
32.72%

*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

- Breastfeeding Initiation: 76.83%
- 6 weeks: 74.49%
- 3 months: 56.94%
- 6 months: 37.14%

*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

![Graph showing percentages of Community-Based Doula Participants and PRAMS*]

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

Newborns practicing skin-to-skin within 1st two hours after birth

73%

(319/437)
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?
References


Contact Information

http://www.healthconnectone.org

• Rachel Abramson, rabramson@healthconnectone.org
• Jere McKinley, jmckinley@healthconnectone.org
• http://www.healthconnectone.org