

Birth in

COLOR

Accessible Resources for  
Expecting Families



# **BIRTH IN COLOR IS ...**

a Virginia-based nonprofit focused on the various intersections of reproductive justice, culturally competent maternal health, and the celebration of people of color.

# **BIRTH IN COLOR PROVIDES ...**

pregnant people with services to ensure a safe journey to parenthood and make better decisions for their children, linking maternal justice to reproductive justice.

# Our Services | Overview

Community Based Doulas and Training

Certified Breastfeeding Specialists + Lactation Clinics

Childbirth Education Courses

Car Seat Technicians

Maternal Mental Health Support Groups

Workshops for Fathers

Nutrition Counseling

Prenatal and Postpartum Yoga

Community Baby Showers

Postpartum Belly Binding

## Our Services



### Birth Worker

A Birth Worker empowers an expectant parent to make birth choices that align with their wishes. Birth Workers help by protecting your experience and advocating for your birth plan. Birth Worker support has been linked to better parenting and higher



### Postpartum Birth Worker

A Birth Worker is a "woman caregiver": someone who is experienced and trained to help the new mother and family. This service provides knowledgeable, caring, and personal support during those stressful first few weeks as new parents.



### Abortion Doulas

Birth in Color can offer support to you during any part of your reproductive health journey. If you are seeking an abortion and would like to be supported by a doula, please contact us using the request form below.



# Classes



## Childbirth Education

Prepare to embrace your labor and birth, learn about the postpartum recovery journey, and get answers to the questions you and your partner have in our 4-part series.

**Richmond | Suffolk | Hampton | Lynchburg**



## The Milk Bar Lactation Clinic

Find support during your lactation journey, learn useful tips and tricks for feeding, discover how to use breastmilk in our creative workshops, and ask questions to our certified breastfeeding specialists.

**Third Tuesday of the Month  
Richmond | Virtual**





# Classes



## **The Blueprint**

The journey to becoming a prepared birth partner doesn't have to be intimidating. Our workshop for dads provides a safe space for fathers to learn about pregnancy, birth, postpartum, and their own self-care.

**Richmond | Hampton**



## **Prenatal + Postpartum Yoga**

Prioritize your well-being and inner peace with yoga during your pregnancy or postpartum recovery, led by trained instructors of color.

**First and Third Sundays of the Month  
Richmond | Hampton**



# Support Groups



## Heartfelt Healing: Embracing Hope in Infant Loss Support

Each pregnancy loss support meeting is unique. Our groups offer diversity of facilitators and participants at different places in their grief journey. Our groups are open to all, you do not have to walk this journey alone.

**Second Thursday of the Month | Virtual**

## Hands of Hope Support Group

For anyone who is experiencing anxiety, worry, depression, or other mood disorders during or after pregnancy. You are not alone. We are here to walk with you. Join us for support, resources, guidance, and to connect with others.

**Second Monday of the Month | Virtual**



**Do YOU know what  
a Doula is?**





# doula

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A TRAINED, NON -MEDICAL PROFESSIONAL WHO PROVIDES CONTINUOUS PHYSICAL, EMOTIONAL AND INFORMATIONAL SUPPORT TO A BIRTHING PERSON BEFORE, DURING, AND AFTER CHILDBIRTH TO HELP ACHIEVE THE HEALTHIEST EXPERIENCE POSSIBLE.



# Doula Services

Receive prenatal and postpartum support from **professional birth support doulas**.

Your assigned doula supports you from pregnancy through postpartum, helping **facilitate the birth experience you want to have** and advocating for your wellness and preferences.





# Doula Services



**All Medicaid plans in Virginia cover doula services.** Birth in Color has licensed Medicaid providers ready to support you through your entire pregnancy and birth journey.

## **Services Include:**

- 4 Prenatal Visits
- Continuous Labor and Birth Support
- 4 Postpartum Visits
- Phone and Text Support as Needed



# Doula Services

## Location Based

## Care

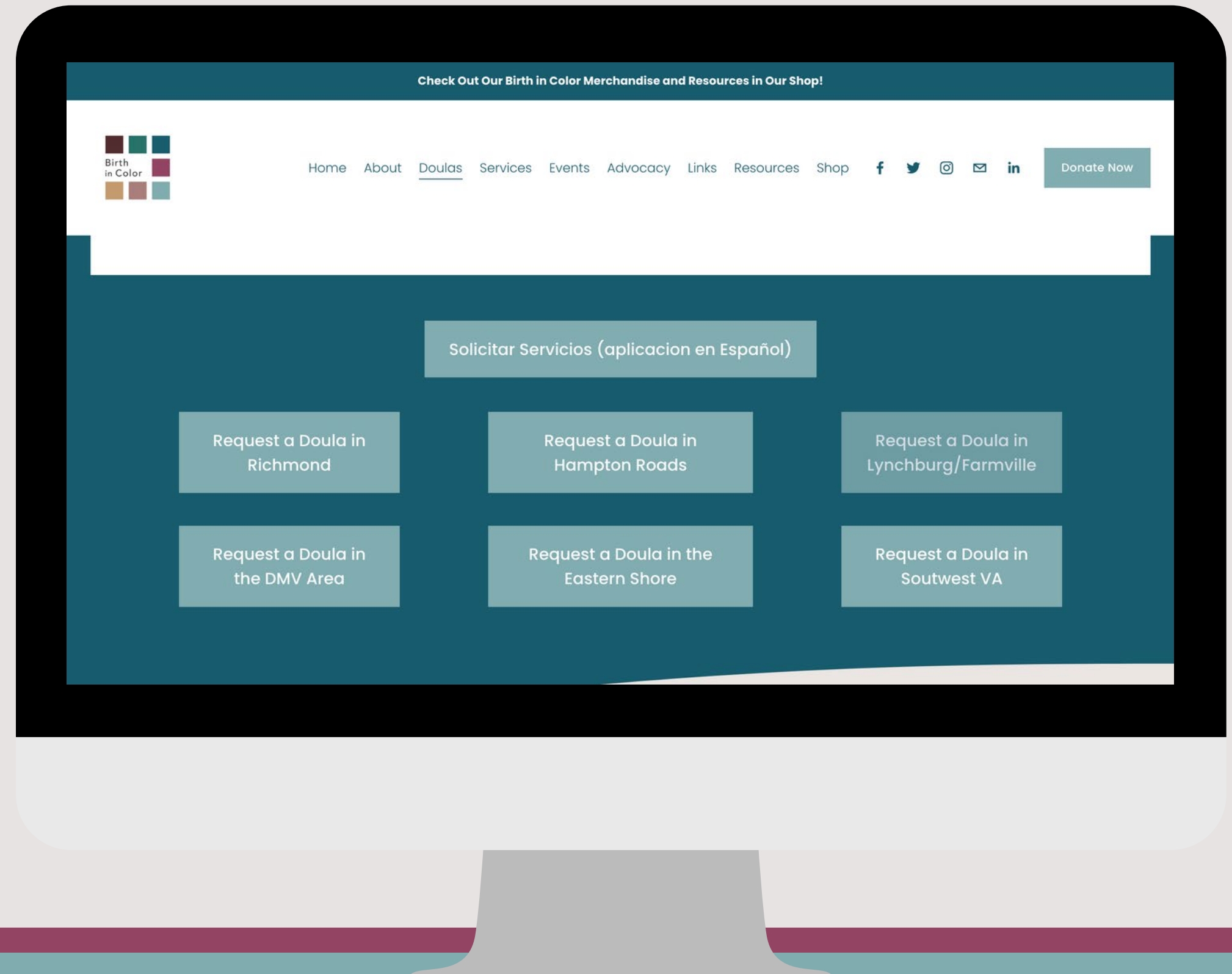
Our doulas serve every corner of our state, with cohorts of doulas in and around **Richmond, Henrico, Hampton Roads, the Eastern Shore, Lynchburg, Farmville, Danville, Roanoke, Martinsville, and the DMV.**



# Doula Services

How to apply:

1. Visit **BirthinColor.org**
2. Select **Doulas** → **Get Matched With a Doula**
3. Fill out the application for your area
4. **Submit** and enjoy your doula support!



# Lactation Consults



Birth in Color has a number of doulas who are also **Certified Lactation Consultants**. They offer their professional support through individual consults to address your personal concerns and questions.

**The first consult is free!** Many questions and issues can be resolved in one session, and you can continue sessions at a low cost.





Saving the lives of Black, Brown, & Indigenous Birthing Women

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**Pregnancy is hard. Childbirth is hard. Caring for newborns is hard. Juggling small children with a newborn is hard. Lactation is hard. Parenting is hard.**



# **YOU'RE NOT SUPPOSE TO GO ON THIS JOURNEY ALONE!**

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I know that's a hard pill for some of us to swallow, because our society has programmed women to believe they need to be able to do it all, and be everything, and needing help is a sign of weakness. **WRONG!** Needing help is a sign of humanity. Developing a healthy support system when you're pregnant should be a top priority.







# How to Create a support system for birthing?

- Decide what kind of birth you want and find women who have done it that way. Make that your childbirth tribe!
  - If you are aiming for natural childbirth at home, surround yourself with women who have done it. If you want limited intervention but choose to be at a hospital, [hire a doula](#) and make sure all friends and family attending your birth understand your desires.
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# BIRTH IN COLOR

You need to start early with educating yourself about it and you need to have a support team that you can call on at any time as soon as the baby is born. Do not assume that the hospital staff, appointed lactation consultant, or midwife is going to provide you with adequate support and correct information. You have to be proactive and **FIND** your support team. The first few weeks are so crucial. A lot of mamas will say that it takes a good three months before you are comfortable with your new life of breastfeeding. Because it is a huge lifestyle change!



# Why do we need support after birthing?

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AFTER YOU GIVE BIRTH, YOUR BODY IS WORN OUT FROM LABOR AND VAGINAL BIRTH, YOU MIGHT BE SORE FROM A C-SECTION, YOU ARE SLEEP-DEPRIVED FROM CARING FOR A NEWBORN AROUND THE CLOCK, YOUR OTHER CHILDREN NEED EMOTIONAL AND PHYSICAL ATTENTION, YOUR HOUSEHOLD NEEDS TO BE CLEANED, AND YOU HAVE TO FIGURE OUT BREASTFEEDING WITH YOUR NEW BABY. YOU ABSOLUTELY NEED LOVING FAMILY AND FRIENDS TO CARE FOR YOU. NOT YOUR NEWBORN. BUT YOU. YOU NEED TO ARRANGE FOR THIS DURING YOUR PREGNANCY. [YOU CAN ALSO HIRE A POSTPARTUM DOULA.](#) THE POSTPARTUM PERIOD WHERE YOU WILL NEED THE MOST HELP IS THE FIRST SIX WEEKS AFTER BABY IS BORN.





## **ONE SOLUTION**

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One of the most effective tools to improve labor and delivery outcomes is the continuous presence of a support person, **SUCH AS A DOULA.**

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**40% or more of women are unaware of doula care and the potential support doulas can provide.**

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**The best time to  
evaluate and  
create this long-  
term group will be  
when you are  
pregnant.**



# Doula Workforce Support

## Billing & Reimbursement

Credentialed doulas are supported through Birth in Color RVA member hub which provides billing, consultative support, documentation system software, and direct payment, ensuring that doulas receive their funds in a timely manner while meeting state and federal guidelines.

## Coordinated Care

MCOs and other stakeholders provide resources and collaborative care through the Birth In Color Doula Network's system, supporting system's ability to engage their clients using a whole-person approach.



# A workforce development plan for doulas should include



Continuing Education

**Mentorship: Offering mentorship to help doulas develop their professional and business skills**

**Career development: Providing career development opportunities for doulas**



Career development: Providing career development opportunities for doulas



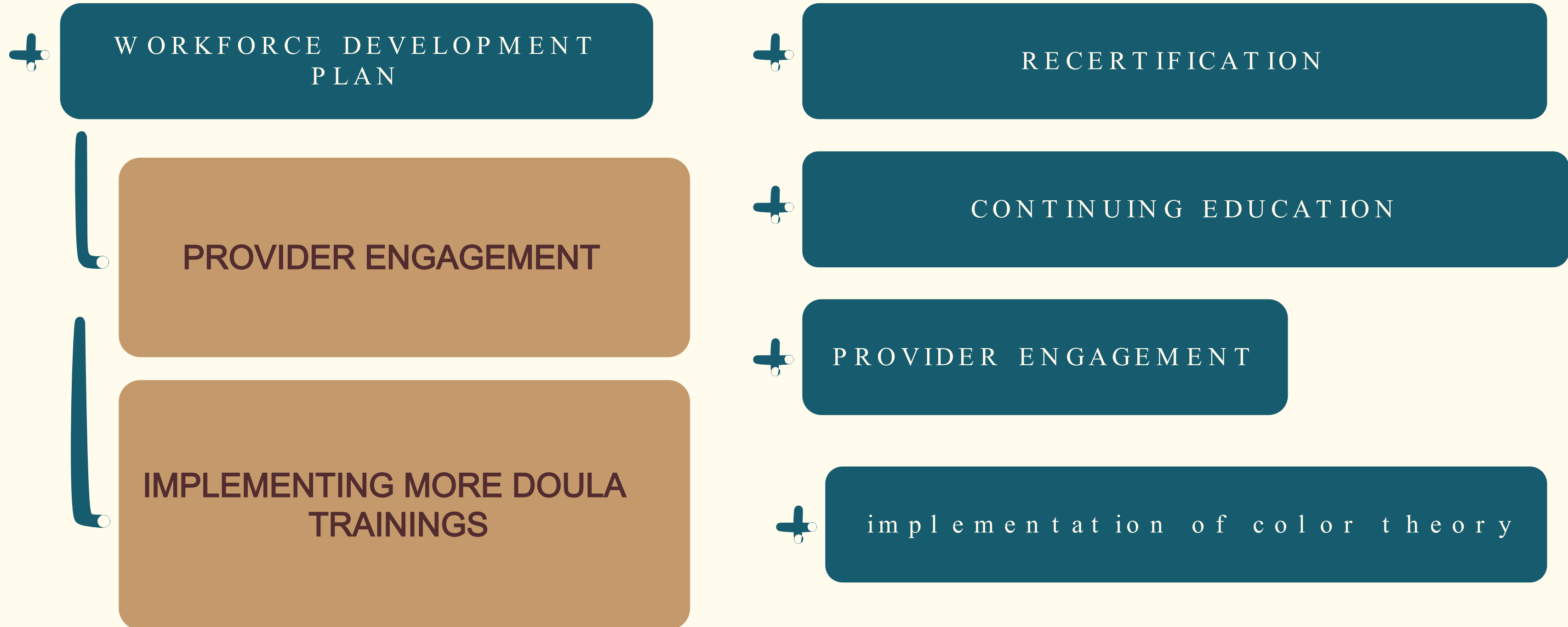
Reimbursement: Increasing Medicaid and private insurance reimbursement for doula services



Doula Referral Access

Delays to care are reduced through this collaborative care model, allowing for families to be connected promptly to certified doulas.

# WHAT'S NEXT







Saving the lives of Black, Brown, & Indigenous Birthing Women

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**[www.birthincolor.org](http://www.birthincolor.org)**

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