

Community Health Worker- Doula Program

Marissa Bryant Franks, MPA, CHES
Health Equity Outreach Coordinator
Novant Health-New Hanover Regional Medical Center (NHNHRMC)

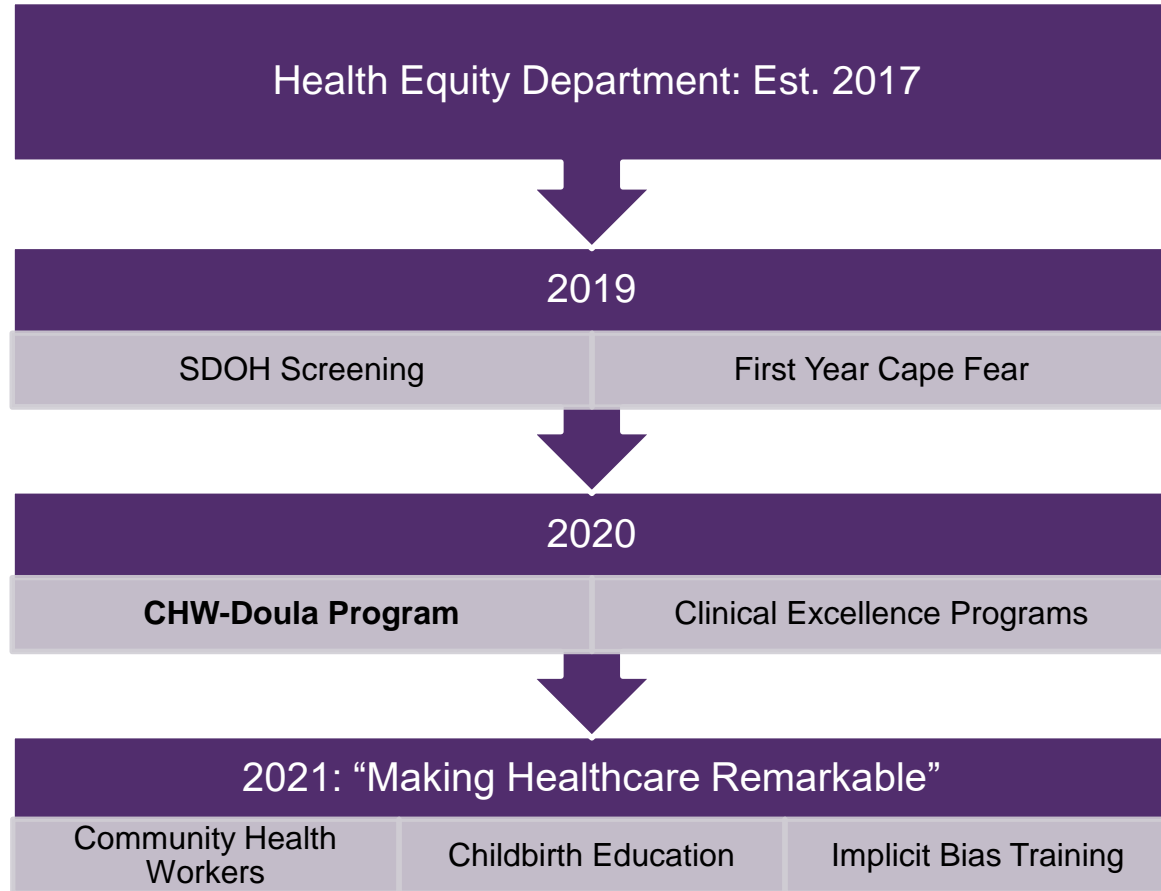
NCIOM Maternal Health Task Force

Presentation Outline:

1. Overview of NHNHRMC CHW-Doula Program
 - Program Structure/Objectives
 - Outcomes/Participant Feedback
2. Lessons Learned
3. Policy Recommendations

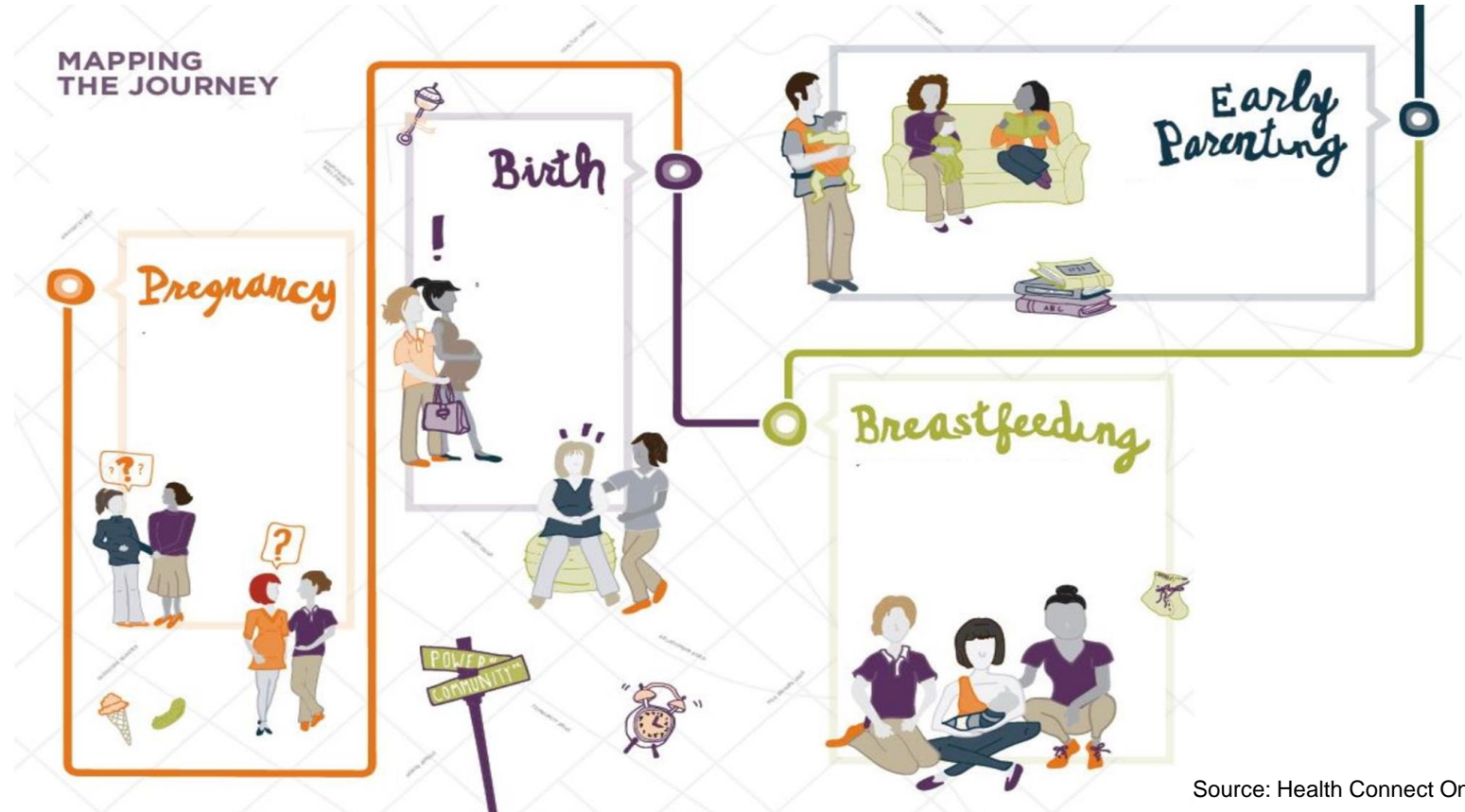


Background: Novant Health New Hanover Regional Medical Center



- Seven-county service area
- Betty Cameron Women's & Children's Hospital
 - > 4,000 deliveries/yr.
 - NICU
 - OBGYN Residency
 - Baby-Friendly

Program Elements



Source: Health Connect One

Expected Outcomes

Social

- Increased knowledge, confidence, and empowerment
- Improved parent-child interactions
- Improved patient-provider relationships
- Increased peer support and education
- Increased satisfaction with birthing experience
- Improved overall outcomes related to SDOH

Clinical

- Increased rates of breastfeeding initiation and duration
- Decreased rates of c-section
- Enhanced prenatal care experience
- Enhanced care continuity
- Prevention of infant mortality and morbidity
- Prevention of maternal mortality and morbidity
- Reduced ED utilization

Encounter Schedule

Community Health Worker

...Supports families during the following stages

- immediately after program enrollment
- as needed throughout pregnancy
- One-on-one breastfeeding consultation at 20-24w GA
- Within 1 week after birth
- 6 weeks after birth
- 3 months, 6 months, and 12 months postpartum

Community Doula(s)

...Support families during the following stages

- at least 3 times during pregnancy
- during labor
- within 2 days after birth, and
- within 2-3 weeks after birth

Prenatal Education and Support



Getting a Good Start on **Breastfeeding** /Chestfeeding: Making enough milk for your baby

- What to expect
- How much is enough?
- Nutrition
- Positioning and Latch
- What's normal



Noticing and Navigating **Postpartum** **Depression**

- What is postpartum depression?
- How to deal with it?
- Seeking professional help
- How partners can help



What is a Doula?

- Differences in a birth doula, postpartum doula, and antepartum doula
- Support Provided
- Where/how to find a doula
- Is a doula right for you and your family?

Referrals

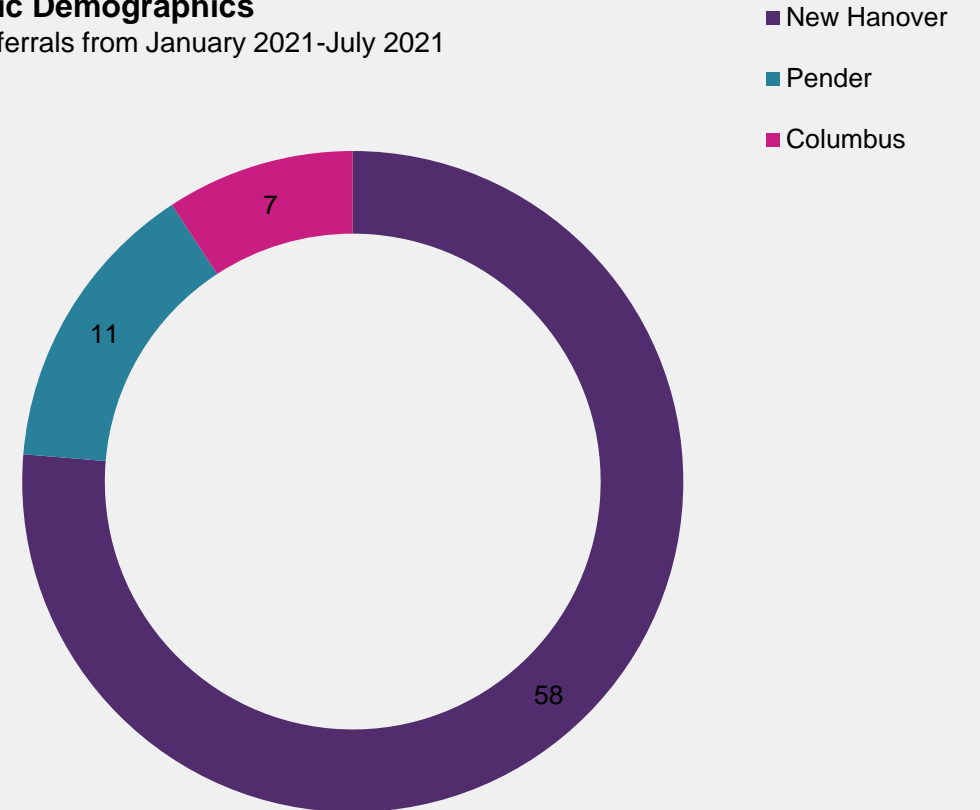
Referral Criteria

Families are eligible for referral during if they meet the following requirements:

1. Resident of New Hanover, Pender, or Columbus County
2. Less than 24 weeks Gestation
3. Experiencing one or more health conditions associated with adverse pregnancy and birth outcomes within the past year.

Geographic Demographics

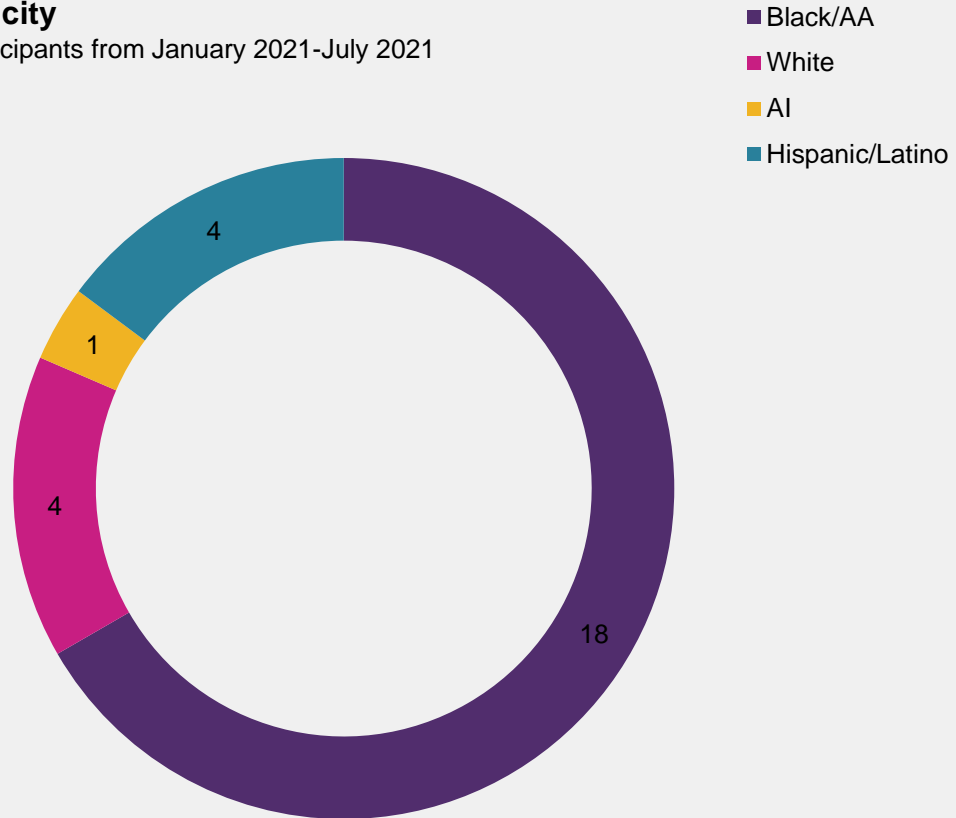
Program Referrals from January 2021-July 2021



Participant Demographics

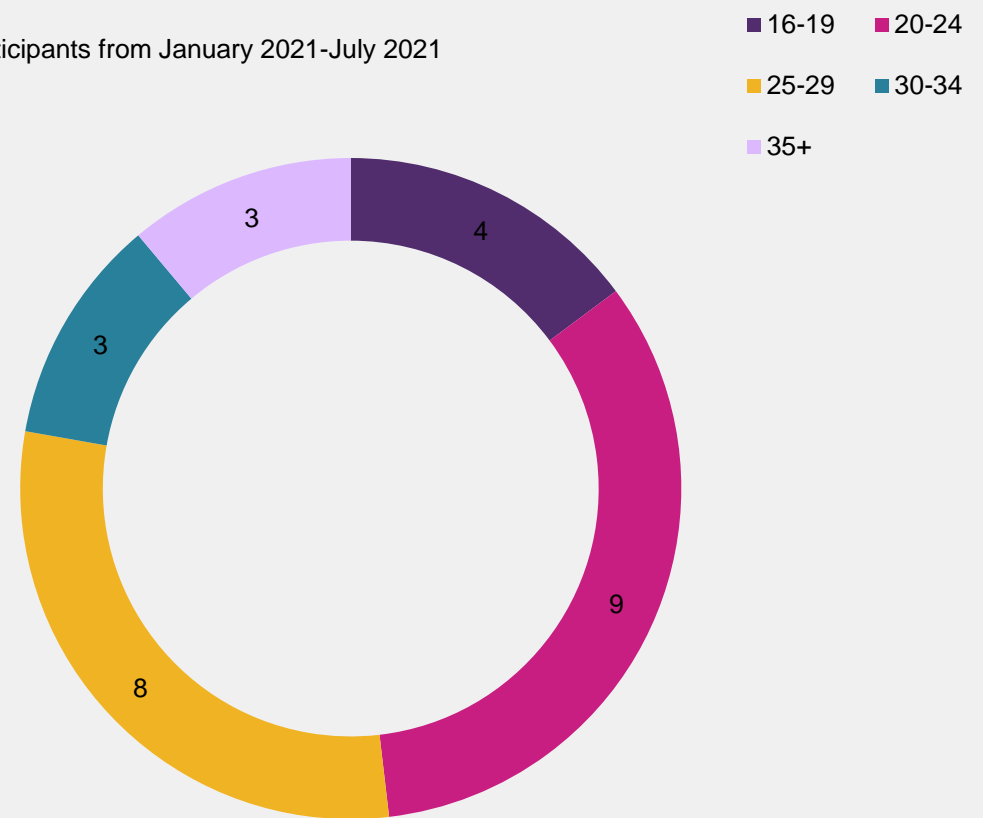
Race/Ethnicity

Program Participants from January 2021-July 2021

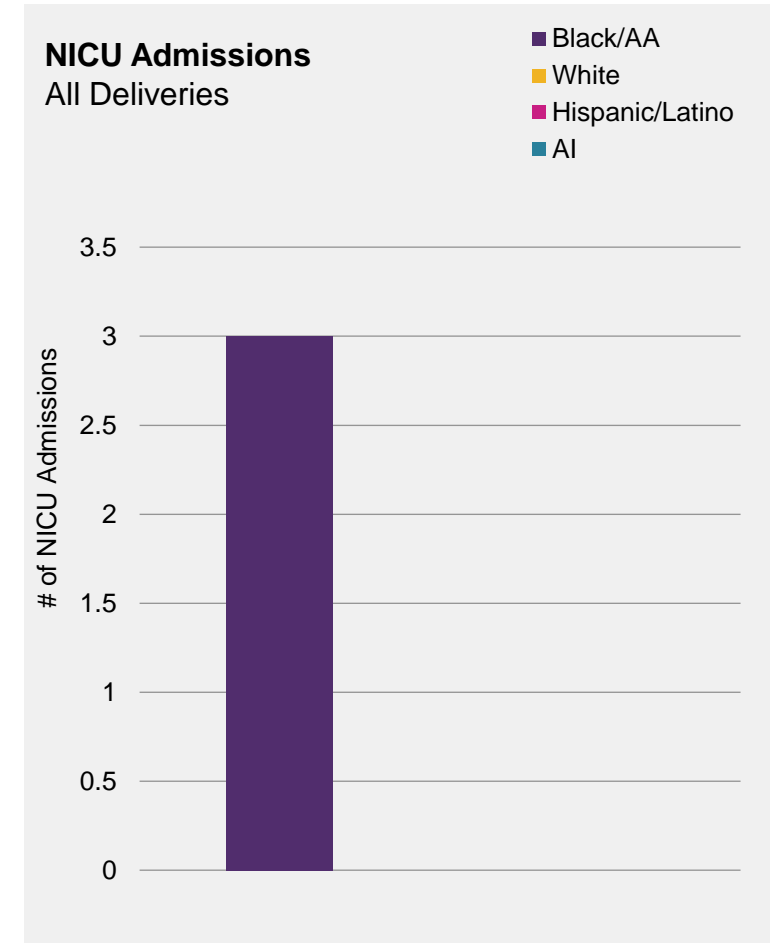
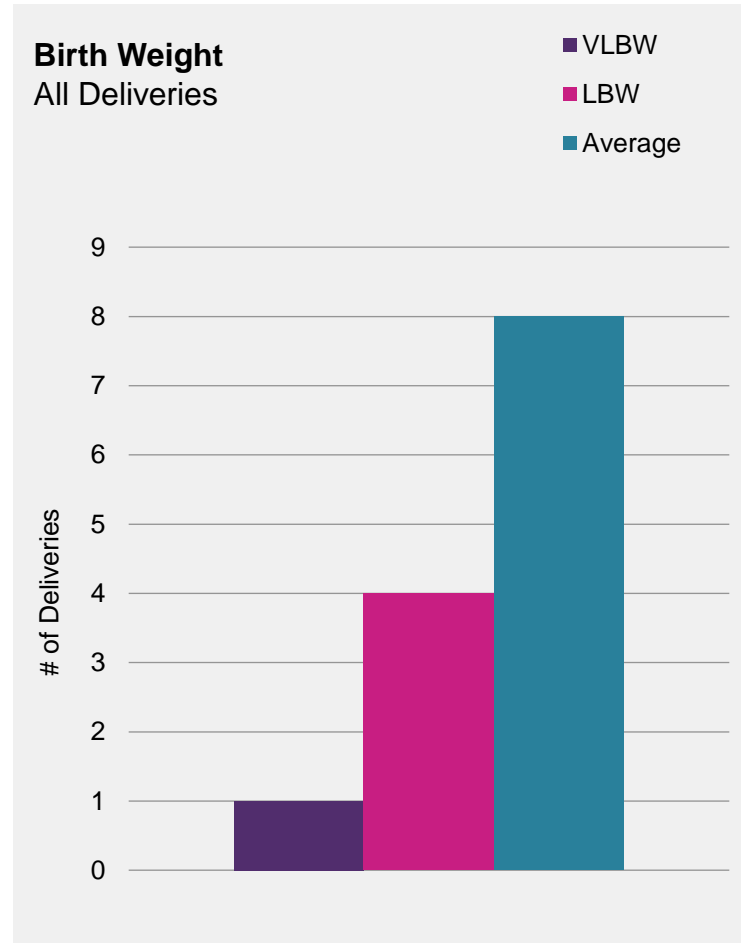
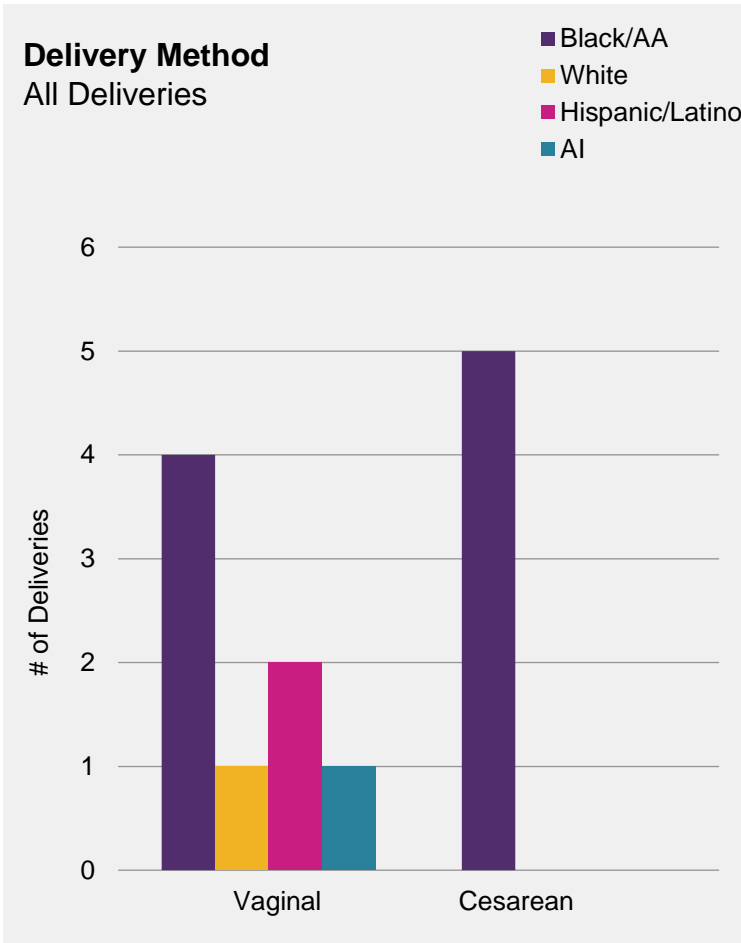


Age

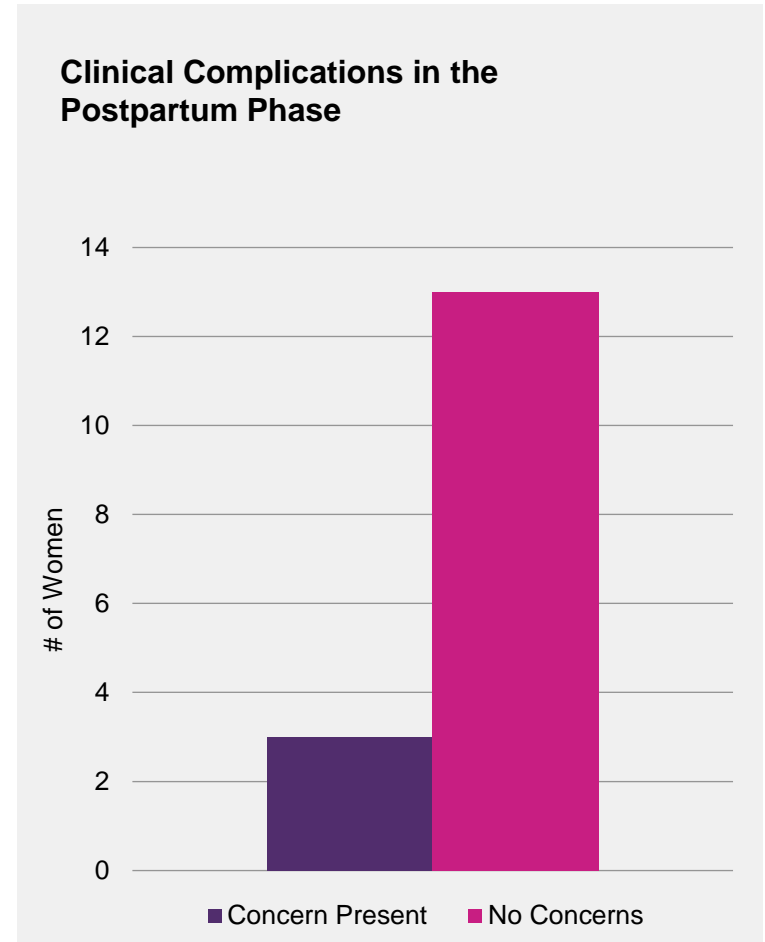
Program Participants from January 2021-July 2021



Birth Outcomes



Postpartum Outcomes

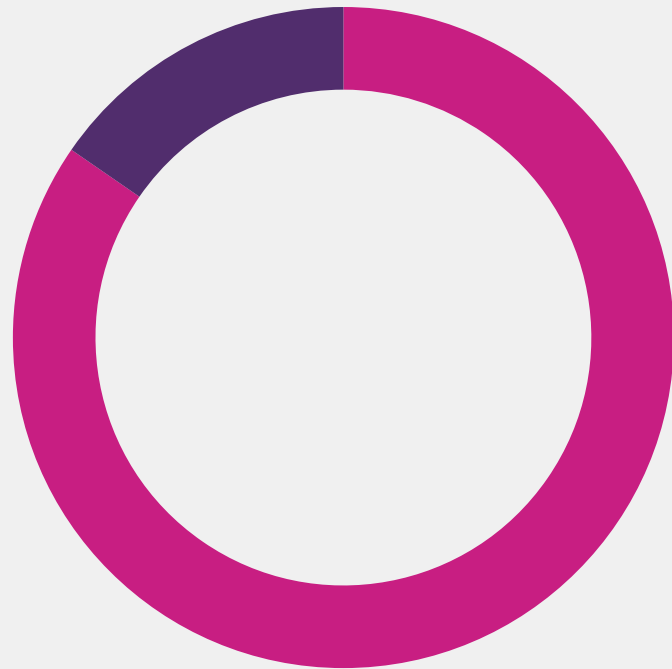


Breastfeeding Outcomes

Breastfeeding at Discharge

All Participants

■ Yes ■ No



Breastfeeding at 2-3 weeks Postpartum

Last Updated June 28, 2021

■ Yes ■ No



Cost Savings

	ED Visits Prior to Enrollment	ED Visits During Enrollment	ED Charges Before Enrollment	ED Charges During Enrollment
Total	29	6	48,264.16	5,760.31
Average	1.7	0.35	2,839.07	338.84

Avg. Cost Savings Per Participant	\$2,500.23
Total Cost Savings To-Date	\$42,503.85

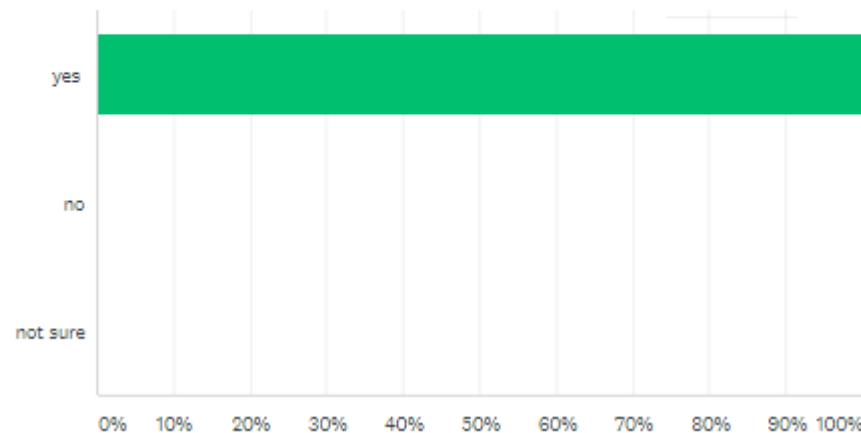
How well did program staff address any questions or concerns you had throughout your pregnancy and birthing experience?

5.0★
average rating



“...They helped me through really tough times without even knowing!”

Overall, did the education and support provided by the program increase your confidence and knowledge during the postpartum phase?



“The program was helpful. I liked being able to have support at appointments during times like this when your partner isn’t able to come to appointments. They made sure I understood all of my options. I was frequently checked up on during pregnancy and after birth. I would recommend the program to fellow friends and family members.”

Challenges & Lessons Learned

- Cohesion among providers and program staff
- Ongoing challenges associated with clinical practices/care standards
 - “Failure to progress” during labor
 - Lacking standardization of lactation support
 - SDOH Screening
 - Trauma-informed care
- Limited support available for mental health services

Recommendations

-  Standardized Program Model
-  Racial Equity & Trauma-Informed Trainings
-  Increased Support for Rural-based Agencies
-  Regulated Maternal & Infant Care Standards
-  Adoption of Statewide Doula Support

Thank You.

Novant Health New Hanover Regional-Health Equity Department



Marissa.Bryant@nhrmc.org



Marissa (Bryant) Franks



(910) 620-5650