

Building Bridges with Community Partners: Fostering Meaningful Connections

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Session Objectives

- Describe two or more strategies to promote collaboration between health care institutions and community organizations for addressing social drivers of perinatal health.
- Identify two or more care-continuity practices for improving perinatal outcomes.



Birtherd in 2019

Staffed by 11 doulas
(birth & postpartum)
& 2 admin staff

Donor and grant
funded

No cost services for
clients who receive
social services
assistance and
Medicaid

Some doulas are
former recipients of
services

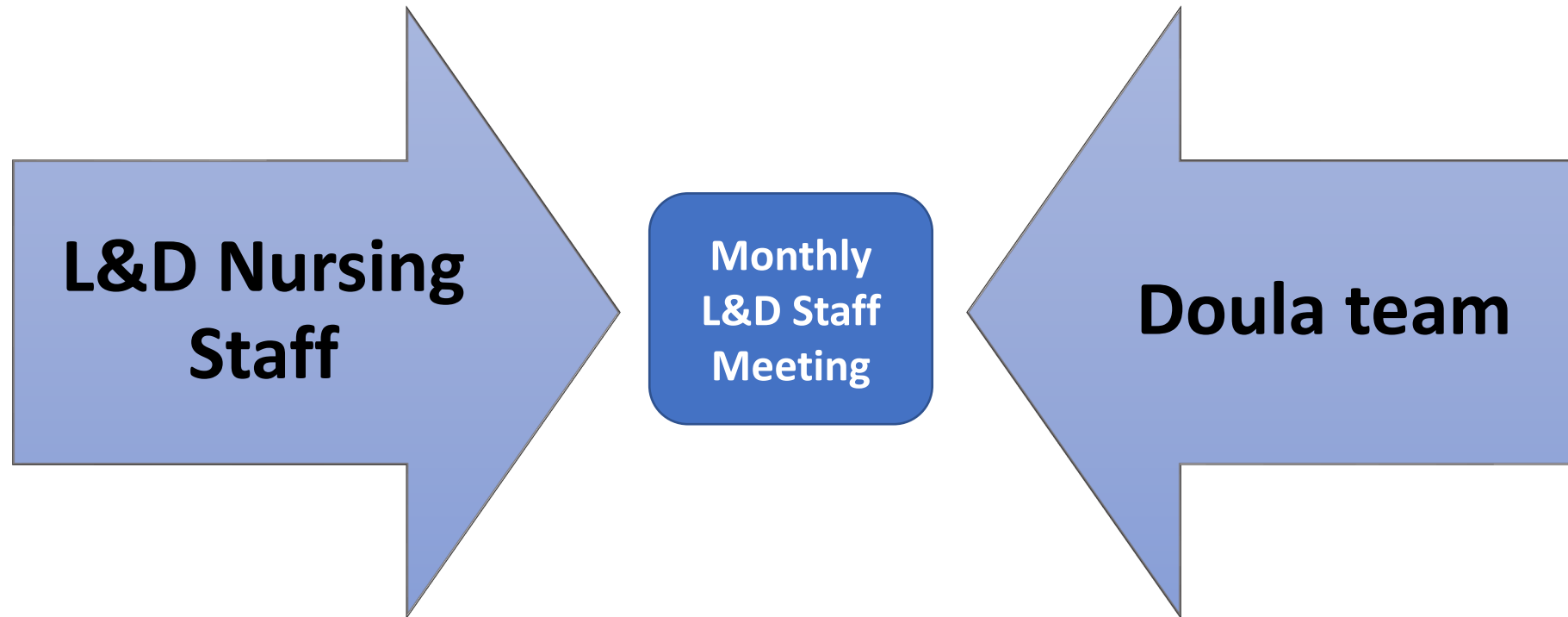
160 families served

What is a community-based doula?

What is a Community-Based Doula?

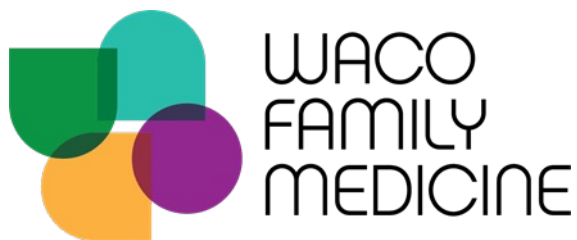
- “A paraprofessional who occupies the gap between the expert professionals in the health and human service systems and the families whose life experiences keep them distant from resources and slow to trust.”
- “The community-based doula understands community context, interpreting across cultural divides, and plays a bridging role in helping families access important services and act on behalf of their own health.”

Preparing for Collaboration

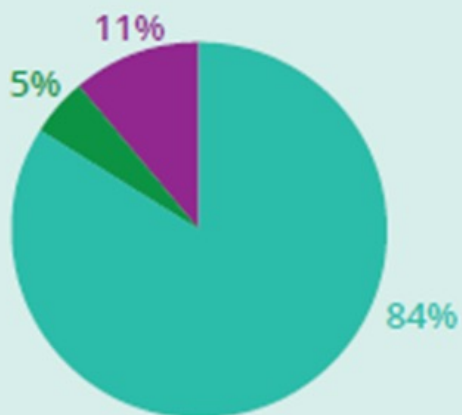


*How can we help you do your job?
What would you like us to know?*

Bi-directional

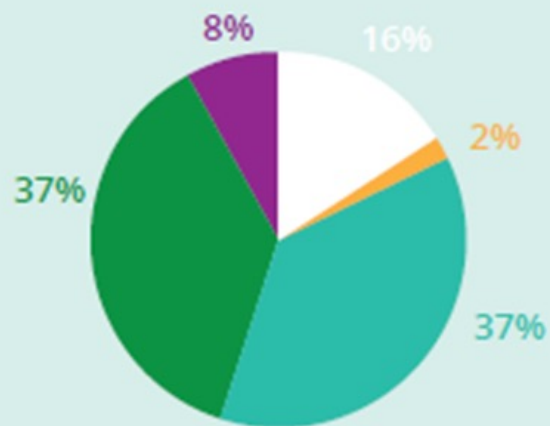


Nearly **60,000** patients each year for more than **200,000** health encounters.



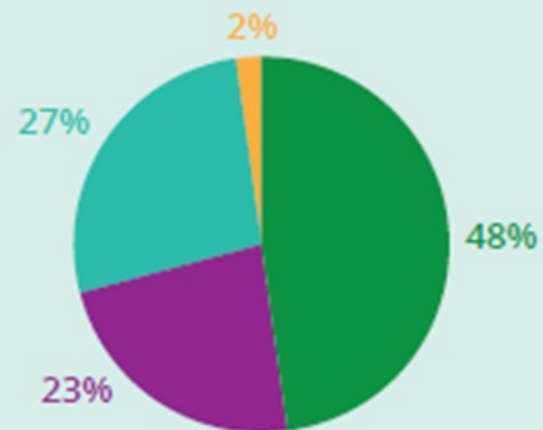
By income

- Over 200% FPL
- 100-200% FPL
- Below FPL



By insurance

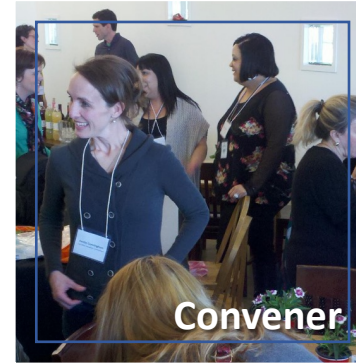
- Medicare
- Private
- CHIP
- Uninsured
- Medicaid



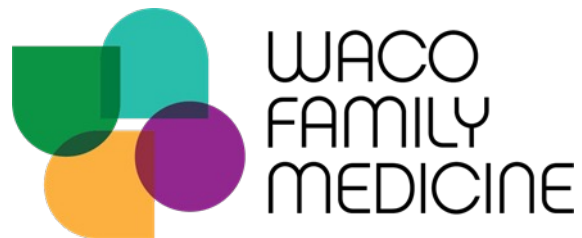
By race

- Hispanic
- African American
- White
- Other

Healthcare's Organizational Assets



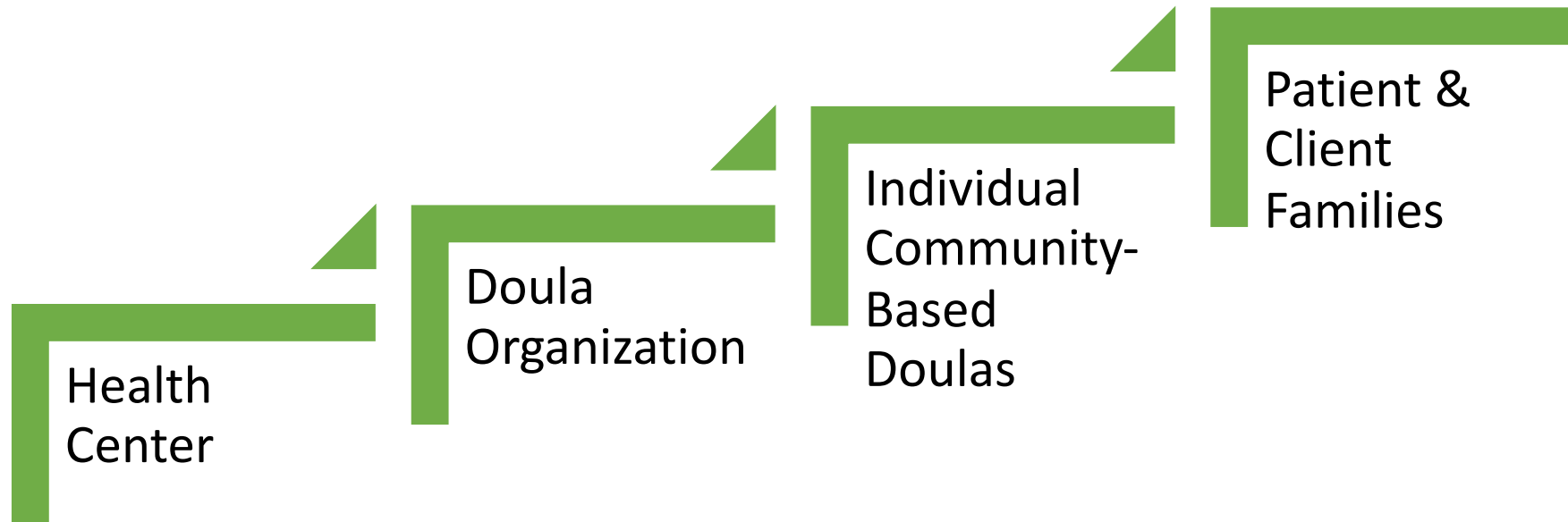
MCO-Funded Doula Quality Improvement Project



Initial conversations

- Assembled the data
- Relevant to target population
- Defined doula role
- Emphasized shared goals:
 1. Client experience
 2. Quality care
 3. Financial Feasibility

Furthering Equity = Building organizational capacity



Channels of Organizational Capacity

DATA

- Analysis
- Reporting
- Interns

RESOURCES

- Doula scholarships
- Printing
- Shared teaching supplies

GRANT

- Funder introductions
- Editing assistance
- Outcomes reports

PROMOTION

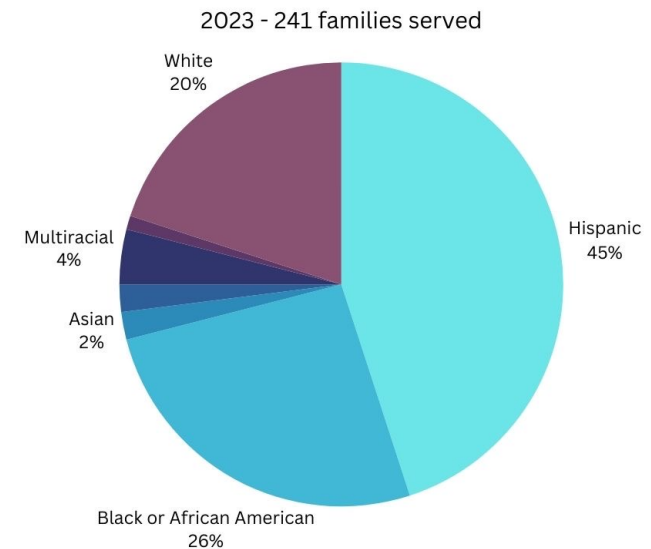
- Speaking invitations
- Program promotion
- Included in our materials



Baylor Scott & White
MEDICAL CENTER – HILLCREST
WACO



- Home Visitation Program for first time mothers
- Less than 29 weeks gestation
- Serves McLennan County
 - 10 Nurse Home Visitors
 - 100% eligible certified nurses





Stop,
Collaborate
and Listen

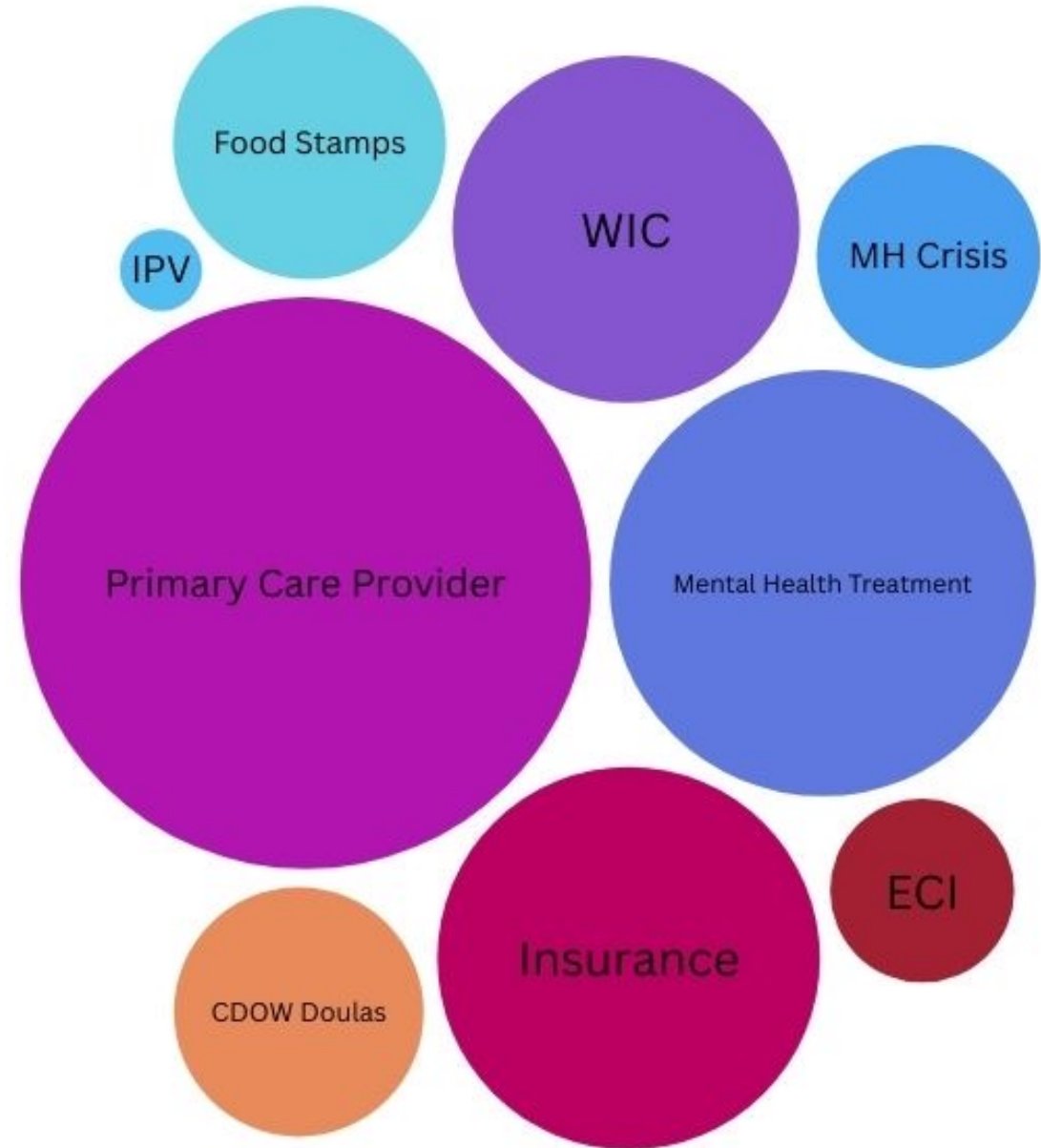


Be involved where you can

- Healthy Women and Children Coalition (HWCC)
- Alliance for Safe Children
- HOTRAC – Perinatal Workgroup
- Non-Profit Network
- McLennan County Child Well Being

Referrals

We want to empower our families and we utilize our community for their needs.



Closing the Gaps

What else is needed?

- Does the family have support?
 - Are they a candidate for the doula program?

How do we facilitate connections?

- Internal team building
- Case conferences/Team meetings
 - Guest speakers
- Quarterly Team building
- Team building with community partners
 - Lunch N Learns with Alliance for Safe Children
 - Team meetings with Community Doulas





Barriers to Bridge-Building

- Working as gatekeepers
- Being territorial
- Political differences distract from shared goal
- A one-sided relationship

DO...

- Look out for each other
 - Community meetings
 - Promotion opportunities
- *Routinely* refer to each others' programming
- Get the teams together socially
- Send right clients to right organization

Yes and....

Questions

For additional questions contact us at

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