

BIRTH OUTCOMES MADE BETTER (BOMB) DOULA PROGRAM

COMMUNITY HEALTH BRANCH
CITY OF MILWAUKEE HEALTH DEPARTMENT (MHD)

CREATED BY DEPUTY COMMISSIONER OF COMMUNITY HEALTH ERICA OLIVIER |
MAY 3RD, 2022



AGENDA

BOARD OF HEALTH MEETING

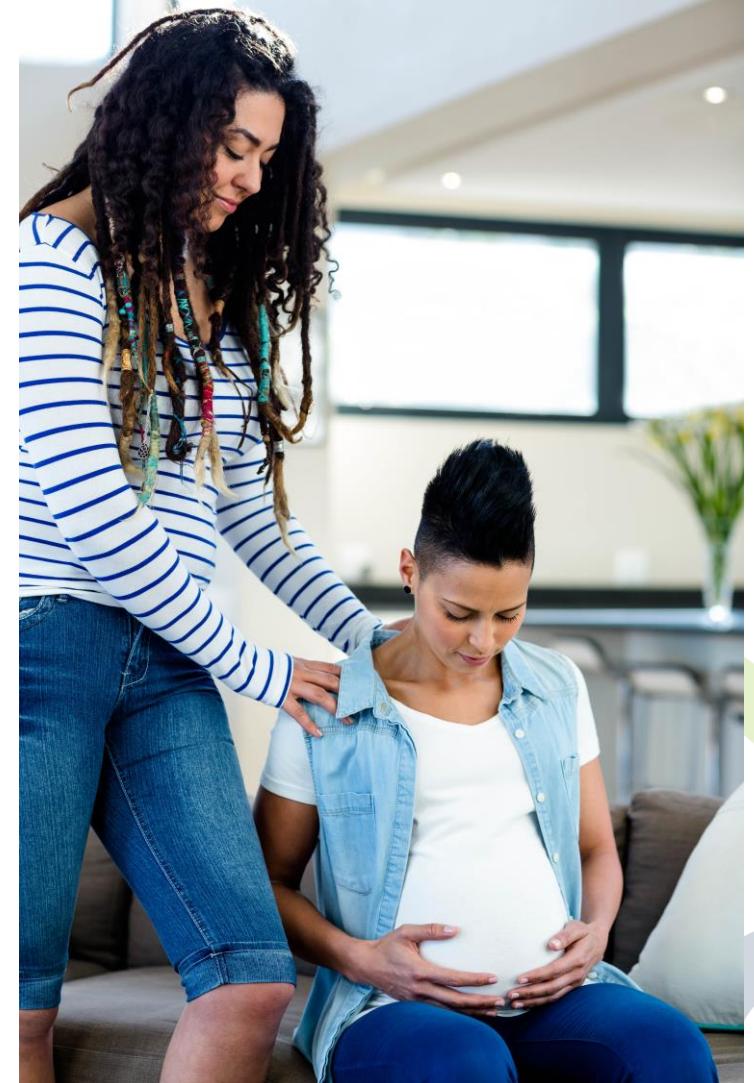
- Brief Overview of BOMB Doula Program
- Program Updates
 - Data Report Out
 - Successes and Challenges
- Goals Moving Forward



OVERVIEW

BIRTH OUTCOMES MADE BETTER (BOMB) DOULAS

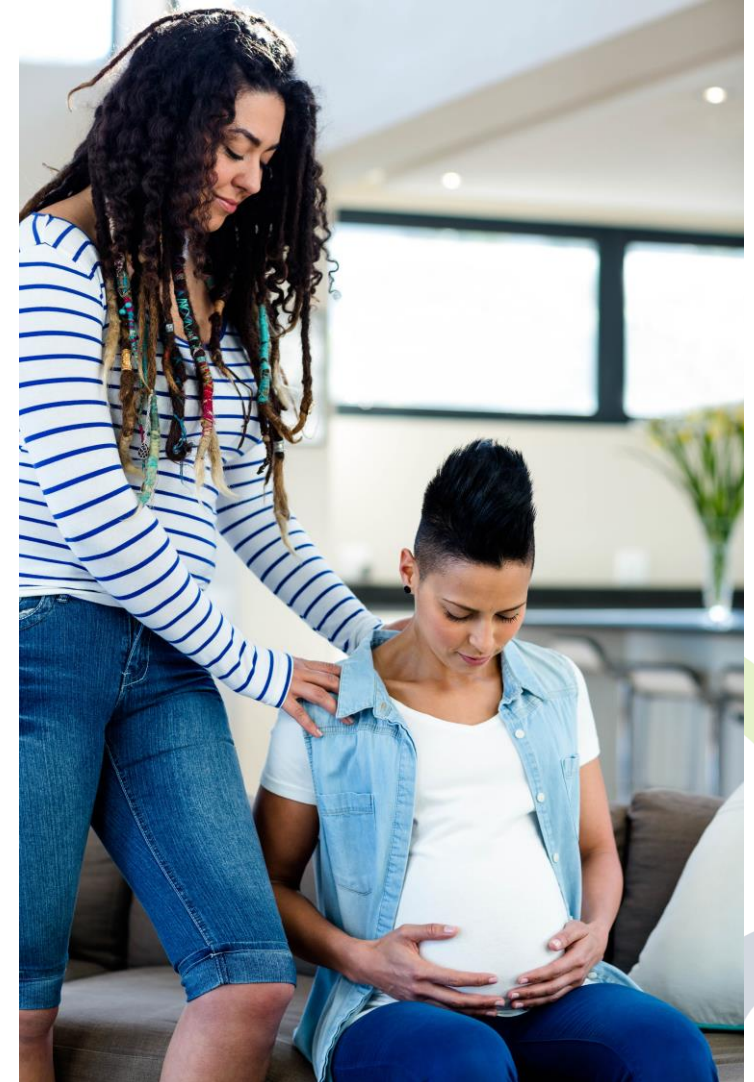
- MHD's newest Maternal and Child Health Program established November 2019; began enrolling clients as of January 2021
- Serving pregnant mothers throughout the City of Milwaukee, including an initiative targeting 53206 due to high infant mortality



BIRTH OUTCOMES MADE BETTER (BOMB) DOULAS

What we do?

- Labor and delivery support
- Birth Plan formulation
- Breastfeeding assistance
- Health Education
- Prenatal support 12 weeks postpartum
- Target high-risk pregnancies
- Counsel prior negative birthing experiences



DATA AND UPDATES

BOMB DOULA PROGRAM – DATA!

January 2021 – Present Day	
Total Number of Clients Reached	172
Total Number of Clients Enrolled	140
Number of Babies Born	102
Percentage of Babies Born Premature (<37 weeks)	10%
Percentage of Babies Born Low Birth Weight (>2500 grams)	20%
Infant Deaths while Enrolled in Program	2*
Race of Clients	African American – 70% White – 15% (50% Hispanic ethnicity) LatinX – 5% Asian – 4% Native Hawaiian/Pacific Islander – 3% Mixed Race – 2% American Indian – 1%

BOMB DOULA PROGRAM – DATA!

Summation of Survey Results of Enrolled Clients

My Doula

- Understands me and respects my choices
- Shared knowledge effectively
- Encourages me to ask questions
- Motivates me to keep my baby, my family and me safe
- Tries to understand how I see things before suggesting a new way to do things.

Areas of Life Improved since enrollment in BOMB

- Understanding of child development and parenting
- Understanding how to advocate for their selves
- Where to access resources
- Birthing experience
- Relationship with partner
- Coping with stress
- Knowledge of Breastfeeding
- Confidence
- Natural support network

SUCCESSES!

- Now contracting with Community Based Doulas since November 2021
- \$15K Donation from iCare
- Wisconsin Partnership Program Grant Recipient - \$150K
- Active Biological Fathers - 70% Present at Birth
- Doula programming impacting regular prenatal and postpartum medical appointments



CHALLENGES

- COVID-19 impact on Labor/Delivery Access
- Healthcare navigation
- Diverse Doula recruitment
- Postpartum follow-up and follow through
- Breastfeeding duration
- Lax provider continuity of care



GOALS FOR 2022

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- Continue to build relationships with healthcare providers to educate about doulas and diverse birthing options
- Compile client survey data and provide feedback to healthcare organizations to improve practice and accountability
- Identify continued financial support for the Doula Program to expand and match the public demand
- Evaluate duration of time Doulas are involved to best match needs of clients (i.e. postpartum)
- Increase enrollment in 53206



HOW DO YOU REFER TO BOMB DOULAS?

- Call Central Intake Line at (414) 286-8620
- Fax referral form to (414) 286-5480
- Access Referral Form on website and submit electronically
<https://city.milwaukee.gov/Health/Services-and-Programs/MCH/BOMB>



THANK YOU!

Feel free to reach out to me with any questions!

Erica Olivier

Deputy Commissioner of Community Health

Pronouns: She • Her • Hers

City of Milwaukee Health Department

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The background of the slide is a solid blue color. In the lower half, there are several concentric, semi-circular arcs in a lighter shade of blue, creating a ripple effect. The word "QUESTIONS?" is written in a bold, white, sans-serif font, centered horizontally and positioned over the arcs.

QUESTIONS?