



CHILDREN'S TRUST

OF ALACHUA COUNTY

Doula Friendly Initiative

Doula Friendly Designation National Initiative 2025 Overview

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&
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Disclosures

- Funding for this project is provided by The Children's Trust of Alachua County.
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CHILDREN'S TRUST
OF ALACHUA COUNTY



Our Team

Together Averjill and Angela have over 30 years of experience in perinatal health. Our robust backgrounds span from employee benefits expertise, state medicaid doula benefit projects, policy assessment, policy development, strategic planning, advocacy, evaluation, and providing full spectrum, individualized, client-centered support during the child bearing years.



Averjill
Co-Founder



Angela
Co-Founder

DOULA LANDSCAPE - WHAT IS A DOULA?

Trained non-medical support for
the birthing person throughout the
perinatal period



SPECTRUM OF DOULA CARE



- Fertility
- Pregnancy Loss
- Birth
- Postpartum
- Bereavement

SCOPE OF WORK

What does trained non-medical support look like?

- Physical Support
- Emotional Support
- Educational Support
- Partner Support
- Advocacy

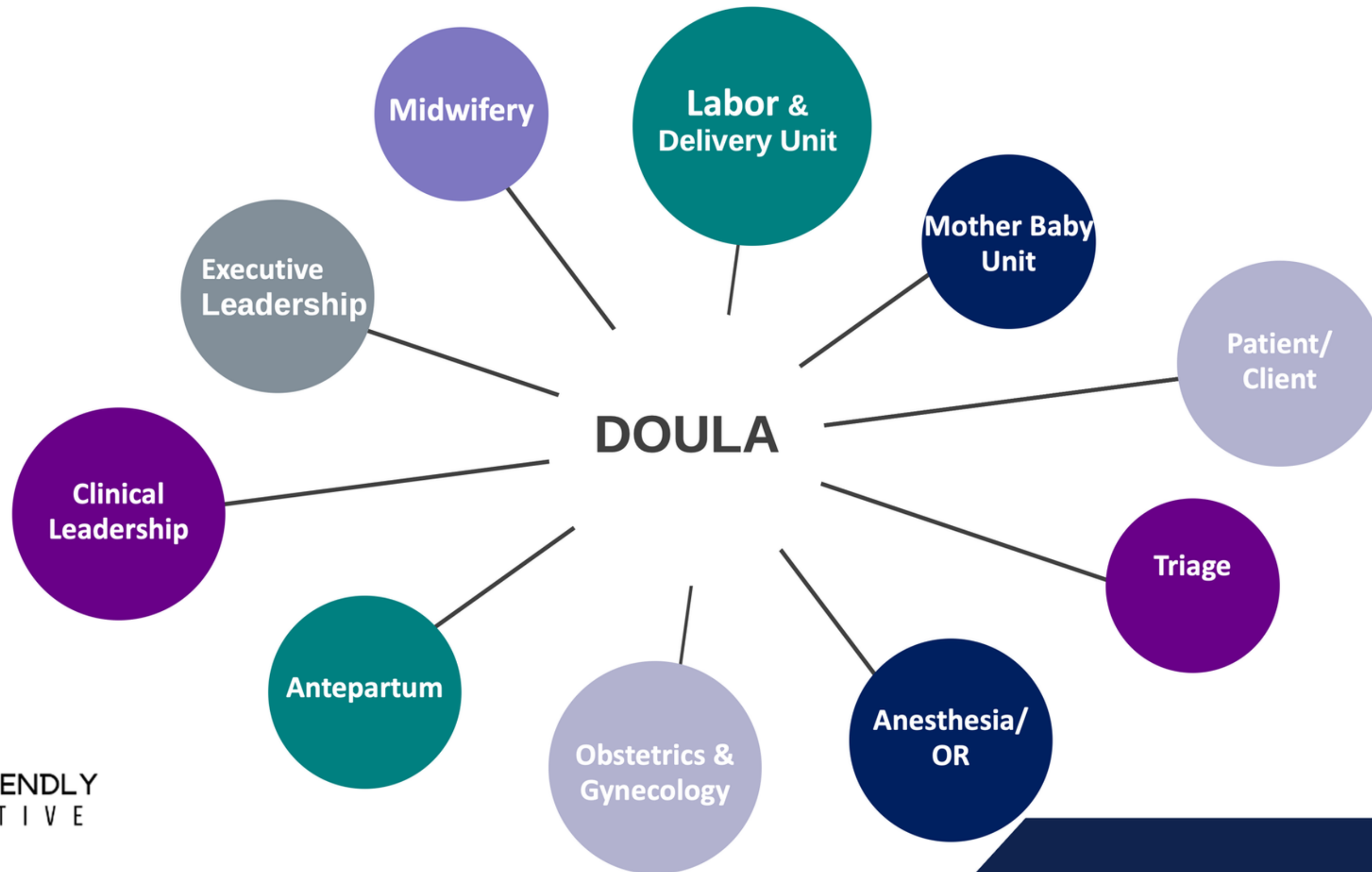


Why DFI

The Doula Friendly Designation is a dynamic, nationwide initiative, centering the evidence-based best practice of promoting doula services. DFI exists to provide a clear pathway and standards to support healthcare facilities in integrating doula care.



CROSS DEPARTMENTAL & FUNCTIONAL INTEGRATION



Hallmarks of a Doula Friendly[®] Hospital



Establish
Stakeholder
Committee



Doulas Are
NOT Visitors

Increased Access
to Clients

Doulas Welcome
in the OR

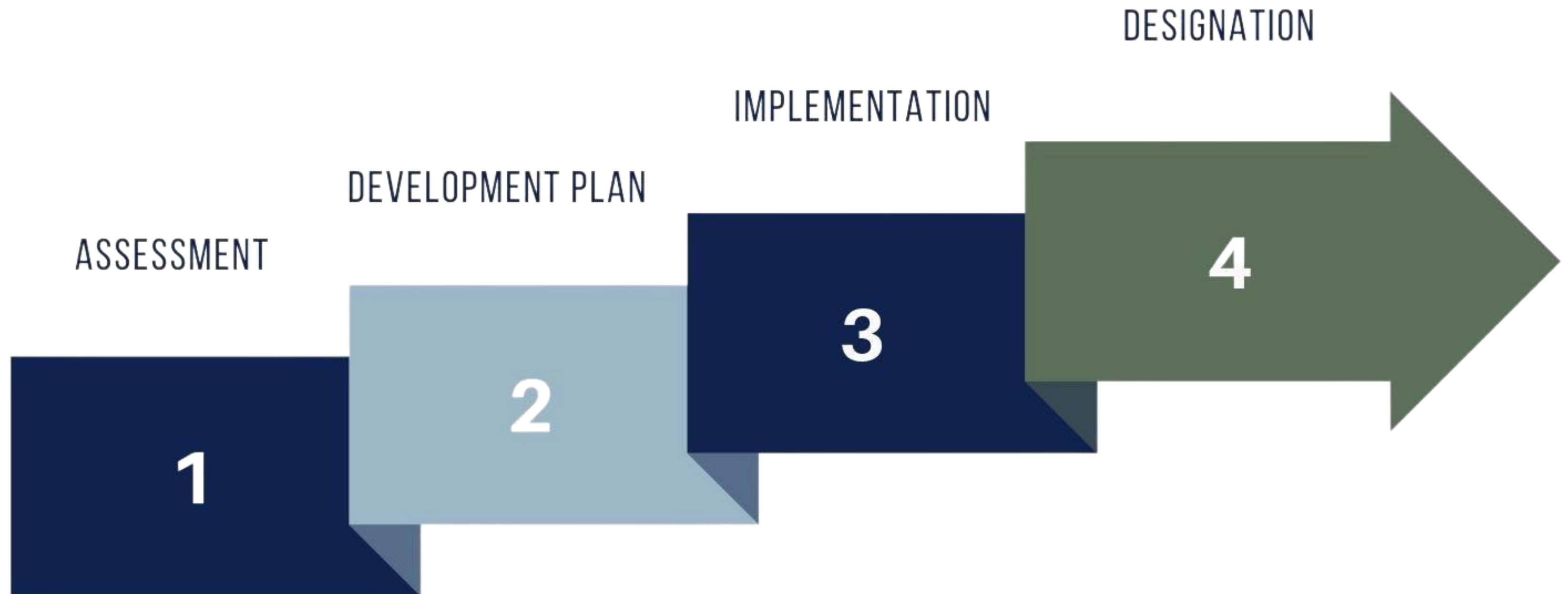
Doula Policy

Bi directional
Grievance Process

Educational Plan

Data Driven
Evaluation Plan

Earning the designation





**Everyone
benefits**



CELEBRATING ALACHUA COUNTY

UF Health - Launch Event: June 17, 2025

Accomplishments & Sustainability

- Doula Leadership Team Est May 2023
- Doula Town Hall
- Nurse Meet & Greet
- Grand Rounds
- Resident Information Sessions
- Launch Event

■ Total Events - 6

■ Total Attendance - 155



CELEBRATING ALACHUA COUNTY

HCA Florida North Florida Hospital



- Doula Leadership Team
Est November 2024
- Nurse Meet & Greet
- Leadership Presentation

- Total Events - 2
- Total Attendance - 23





Contact Us

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🌐 www.doulafriendly.com



Building bridges to achieve optimal outcomes.

