

# Flourish Alachua

**Postpartum Doula Training Initiative of C.T.A.C**

Tracking Impact: Mid-Year Report Update on FY2024 - 2025



# The Children's Trust of Alachua County



## Mission Statement

The Children's Trust of Alachua County funds and supports a Coordinated system of community services that allows all youth and their families to thrive.

## What is Maternal & Child Health?

Health of Women during pregnancy, childbirth & postnatal period.

Health & development of infants up to their 1st birthday

Health & development up to age 5

Wellbeing of the family



# PPD Definition & Scope

A postpartum doula plays a vital role in easing the transition into parenthood by providing a wide range of supportive services that cater to the physical, emotional, and informational needs of the family.

This holistic approach helps to promote a positive and healthy postpartum experience.

## 1 Emotional Support

Providing empathy and understanding during the postpartum period.

## 2 Physical Support

Assisting with recovery and physical care after childbirth.

## 3 Informational Support

Offering evidence-based information on postpartum care and newborn care.

## 4 Practical Assistance

Helping with household tasks and baby care to ease the transition.

## 5 Advocacy

Supporting the family's choices and needs during the postpartum period.

# What is Flourish Alachua?

## Collaborative Effort

Flourish Alachua is a collaborative effort between The Children's Trust of Alachua County and Doulio.



## Program Aims

This program aims to provide community centered training, community resources, and continuing education to emerging doulas, bridging gaps in care and building a sustainable network dedicated to improving maternal well-being and family transitions, in Alachua county.

# Impact in Alachua County's Community



## Reduced Postpartum Depression

Improved mental health outcomes for new mothers.



## Early Development

Enhanced support for infant growth and development.



## Family Cohesion

Strengthened family bonds and relationships.



## Preventive Care

Improved access to preventive healthcare services.





# Training Initiative Overview

**1**

## **2 Day Postpartum Doula Training & Certification**

In-person intensive training to certify new postpartum doulas.

**2**

## **Supplemental Community Support and Continuing Education**

Virtual sessions covering topics such as Breastfeeding, Infant Care, Development, Bonding & Sleep, Family Dynamics & Support, Postpartum Mood Disorders and Screening Tools, Postpartum Planning & More.

**3**

## **Ongoing Education**

10-12 Sessions comprised of presentations, related trainings & networking opportunities led by subject matter experts and community leaders over the course of 6 months (September - February).

# Inaugural Postpartum Doulas

In August we trained and certified 12 postpartum doulas and just graduated our first cohort.

Applications are currently open for our spring cohort.



# FY2024 - 2025 Goals for Postpartum Doula Training

## How Much?

- 20 professionals will participate in the training
- 28 training sessions (in-person and virtual) will be offered

## How Well?

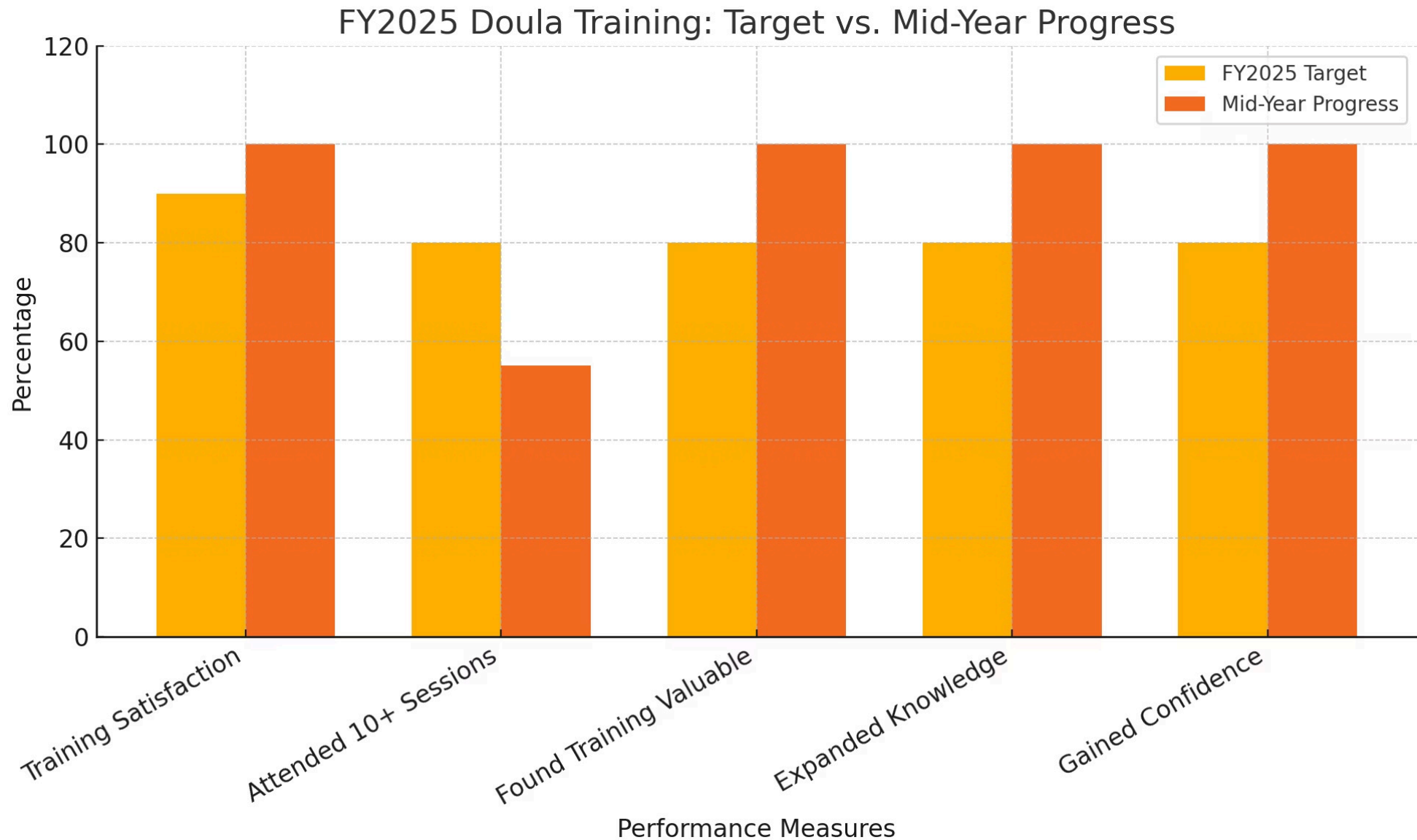
- 90% of participants will be satisfied with the training
- 80% will attend at least 10 sessions
- 75% will complete the certification process

## Better Off?

- 80% will find the training valuable
- 80% will report increased knowledge
- 80% will gain skills and confidence in postpartum doula care



# Mid-Year Report |Results from Cohort #1



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## How Much? (Outputs)

Measure	FY2025 Target	Mid-Year Progress	Status
Professionals participating	20	11 respondents <i>(more may have attended)</i>	🚧 In Progress
Training sessions offered	28	14	✅ On Track

## How Well? (Quality)

Measure	FY2025 Target	Mid-Year Data	Status
Participants satisfied with training (4 or 5 out of 5)	90%	100% (All rated 4 or 5)	✅ Exceeding
Attended at least 10 sessions	80%	6 of 11 (55%)	🚧 Slightly Behind
Completed certification	75%	<i>Not measured yet</i>	⌚ To be tracked

## Better Off? (Impact)

Measure	FY2025 Target	Mid-Year Data	Status
Found training valuable	80%	100% marked "Valuable" or "Extremely Valuable"	✅ Exceeding
Expanded knowledge	80%	100% said "Yes, significantly"	✅ Exceeding
Gained skills & confidence	80%	100% said "Confident" or "Very Confident"	✅ Exceeding

# Feedback from Cohort #1

## What Participants Loved

- Access to Britt during office hours
- Group sharing and community feel
- Guest speakers and practical sessions
- Program felt empowering and inclusive

## Suggestions for Improvement

- More in-person, hands-on sessions
- More fixed scheduling
- Post-program support

# Impact

The training received an **average rating of 5.0 across most categories**, including meeting expectations, trainer effectiveness, engagement, relevance, addressing questions, usefulness of materials, structure/pacing, and likelihood to recommend. **Confidence in applying what was learned averaged 4.38, and overall satisfaction was 5.**

"The most valuable was learning emotional support for new mothers." - **Erin Peterson**

"Valued comprehensive information, scenario-based examples, and time for questions." - **Desiree Schnoor**

"Most valuable part was understanding co-sleeping more." - **Courtney Cosper**

"Appreciated experiences from other women in the cohort and discussions." **Kiara Shaw**

# Cohort #2

## Launches in June

Building on our successful first program, we're ready for the next chapter.



### Applications Now Open

Join our second cohort beginning May 2025



### Improved Program Structure

All feedback from current participants is being carefully reviewed and incorporated



### Growing Our Community

Building a thriving network of confident, compassionate postpartum doulas in Alachua County

