



"Integrating doula services throughout health care teams."

## Who We Are

A&A Doula Consulting, co-founded by Averjill Lacey and Angela Daniel, combines over 30 years of expertise in perinatal health, advocacy, policy development, and strategic planning. Our extensive experience includes supporting Medicaid doula benefit projects, employee benefits expertise, and providing individualized, client-centered doula care.

## About Doulas

Doulas are skilled, non-clinical professionals dedicated to providing continuous physical, emotional, informational, and advocacy support to individuals and families during pregnancy, childbirth, and the postpartum period. Evidence shows doula support significantly improves birth outcomes and enhances patient satisfaction.

## Doula Friendly® Initiative

The Doula Friendly® Initiative is a nationwide framework designed to integrate evidence-based doula care into healthcare facilities. DFI establishes clear guidelines and pathways for hospitals, emphasizing patient-centric care, culturally responsive, and inclusive practices.

## Launching the First Doula Friendly Hospital

Thanks to generous funding from the Children's Trust of Alachua County, UF Health Hospital in Gainesville, Florida, will be recognized as the nation's first Doula Friendly® designated hospital. This milestone represents significant advancement in perinatal healthcare standards and acknowledges UF Health's dedicated collaboration with nurses, administration, obstetricians, midwives, and local doulas.

## The Path Forward

Following UF Health, HCA Florida North Florida Hospital in Gainesville is next in line to receive the Doula Friendly® designation by late 2025. Additionally, three hospitals within Miami's Jackson Health System, Jackson North Medical Center, Jackson South Medical Center, and Jackson Memorial Hospital in collaboration with the University of Miami Health, are actively progressing toward this prestigious designation.