



THE DOULA
ASSOCIATION

Annual General Meeting

October 13th 2021, 10am



Introduction from CEO

- A VERY WARM WELCOME!
- This meeting is going to be recorded
- A big thank you to everyone!

Ways in Which You Wanted Support from TDA

You felt the biggest challenge was in getting work.

How have we have tried to help:

- Promotion of doulas in the public eye has been really boosted by the work of TDA this year, including newspaper articles, supporting celebrities such as Dr Zoe Williams and Kate Lawler, #butnotmaternity campaign, interview on news channels, mentions of doulas on This Morning.
- As a result of this promotion, advertising and the hard work of all of you to raise your profile on social media as doulas and in your local area, the Number of enquiries on the DD up until 1st October was: 428, compared to 122 in the whole of last year.
- We have provided regular Doula Moolah sessions about networking, building your Instagram, etc to help support you in building your businesses.
- We have set up regional ambassador meetings to help your network with doulas that are in a similar geographical area though we know this needs work and we welcome your help in making this an even better support system



What You Said You Needed From TDA

- **To grow public awareness**
 - Number of followers on Instagram has grown from 3,500 to 7174 and TDA now have 1166
 - Networking with organisations, MVPs, influencers, celebrities
 - *See next slide for details add slide*
- **Ideas for growing and advertising business**
 - Regular Doula Moolah sessions to help you set up and run your business effectively various subjects have been covered including networking, Instagram, business planning, business admin etc.
- **Representing a gold standard in the doula profession**
 - We hope we are doing this by offering a bespoke Birthrights' training, developing bias awareness training, having regular low cost CPD events for members, developing the PIFP, which will include training on communication in the birth space and supporting survivors and people facing multiple disadvantage. This is helpful for all work as a doula, not just working as a PIFP doula if you choose to do so
- **Access to a group of like-minded people and access to online support group**
 - We have a supportive Facebook group and regular Zoom meetings as well as having local ambassador meetings
- **To have a code of conduct for our doulas**
 - We have set up a Code of Conduct and have a procedure in place if a client feels a doula has not upheld this, which supports the doula and resolving this way as a priority. The Operational Team have supported clients and doulas through the process to resolution, so hopefully neither have felt alone or unsupported.

You felt we could raise the profile of doulas by:

Engagement with other organisations, celebrity endorsement, newspaper and magazine articles, television interviews, social media campaigns, advertising and presence at fairs and markets.

We are pleased to say that as volunteers, we have managed ALL of these in our first year!

- Engagement with other member organisations – My Surrogacy Journey, First 1001 Days, AIMS, European Doula Network, Stakeholders with NICE
- Celebrity endorsement – Dr Zoe Williams from This Morning, Dr Larisa Corda from this Morning, Kate Lawler Radio presenter
- Newspaper and magazine articles – Harpers Bazar, Grazia, Vogue and Fabulous
- Television interviews – This Morning, SKY News
- Instagram lives – Kemi Johnson, Sheena Byrom, Dr Larisa Corda, Dr Zoe Williams
- Social media campaigns – #butnotmaternity, #doulasfindaway #doulasmakeadifference
- Advertising through our partnership The Doula Directory – Google, Instagram and Yell Smart Performance
- Presence at fairs and markets – The Doula Directory will be representing our doulas at the upcoming baby show
- Ongoing conversation with Consultant MWs who sit on the Maternity Transformation Committee - working on setting up information sessions about doulas to MWs. Explain our role and how we can work together to support mothers and birthing people better.

Internal/External Comms

Internal Comms -

- Facebook jobs shared = over 30 jobs shared on the FB group in September as well as a wonderful cuddle of support for every question raised or ask for help. Thank you all for being such a gorgeous cuddle of doulas.
- Newsletters – 4 newsletters so far this year jam packed with exciting content
- Email engagement – We see that you are opening and reading our emails and staying connected, so we hope we have the balance of communication about right
- Survey achievements – Everything you have asked for in our survey, we have achieved this year and we will keep on keeping on

External Comms -

- NICE response on behalf of TDA – We will talk a little about this in more detail later
- *#butnotmaternity #doulasfindaway #doulasmakeadifference*
- Multiple press coverage



Areas you wanted to feel more confident:

Your Priority in feeling more confident was for knowledge about supporting trans birthing people and those who do not speak English as a first language.

You all felt quite confident in supporting other groups of people which is great!

- We had an excellent training session with Wes from My Surrogacy Journey who gave us some excellent tips for supporting people from the LGBTQ+ community so hopefully this has boosted your confidence.
- We have included information in our PIFP training regarding supporting people who do not speak English as a first language, in how best to facilitate communication between you and the parent safely, as well as advocating for open communication with and from the medical staff. It includes practical tips on how to use translation apps and other forms of communication that can be hugely effective. The cost of the training is £75 minimum donation, of which the fee goes into the PIFP fund to help support clients facing multiple disadvantage.

Becoming Stake Holders With NICE

We want to raise the profile of doulas and feel that engaging with the NHS, NICE and the government are important steps to do this.

We want your voices, thoughts and ideas to be heard.

So, we became stakeholders with NICE so that we can research and comment on draft guidance to help shape future policy within the NHS, to hopefully become more evidence based.

- We worked intensely for several weeks to research and raise points about the NICE guidance on induction and drafted a response that included over 30 points where we felt the guidance needed change. We had a discussion group with TDA doulas as well to gain your insight into the guidance. Thank you.
- The new guidance is expected to be published on the 4th of November. Hopefully, the points that we raised will be addressed and make positive change. We have been working with other activist groups with regard to highlighting items in the NICE guidance as well.

The Pay It Forward Program

Everyone who responded to our survey supported us setting up a Pay it Forward Program and so we have

- You can watch the information session about the PIFP to learn what it is all about. The link was posted in the Facebook group and will be in the next newsletter.
- The PIFP has a bank account up and running. You can donate from the TDA Website, so please do! Look on thedoulaassociation.org for the link to donate!
- As part of the PIFP we are intending to collect information from clients, doulas, health care practitioners and from partners, so that we can write reports and research each year to help promote doula support in the public eye as well as in the NHS
- The training sessions are starting soon and getting booked up, so get your application sent in!

The Pay it Forward Program

Over the next 6 – 12 months

- Regular training dates available to become a PIFP doula - all funds are paying it forward, so come join us!
- Raising money so that we can open the fund and start helping people with your lovely support
- Collection of data so that we can write a report showing how our support has helped with a view to raising awareness and getting further funding for the future
- Having an antenatal and hypnobirthing course available for all PIFP clients to access
- Looking into setting up a structure for the PIFP that will allow us to apply for grants to help more people
- Regular support and relaxation sessions for our PIFP doulas

Your Training Priorities were:

Doula business, Ongoing coaching, Diversity, Breastfeeding, Supporting survivors and Birth comfort measures

We are pleased to say that as volunteers, we will have managed ALL of these in our first year by:

- Regular and varied business help with our Doula Moolah sessions
- Ongoing coaching and support with our monthly meetings
- Diversity – We have developed a bias awareness training and the dates for this will be released soon for you to sign up
- Breastfeeding – We have had low-cost breastfeeding training as part of our doula discoveries series
- Supporting survivors – We have developed the PIFP program, the training for which includes supporting survivors and those facing multiple disadvantage as well as how to effectively communicate in the birthing space and much more, so come join the training!
- Birth comfort measures – reduced price for birthing biomechanics training and information about aromatherapy and reflexology and spinning baby's techniques in our doula discoveries

Training & Development

110 Doulas attended 8 Doula Discovery sessions

- Birthing outside of guidelines
- Placenta remedies
- Reflexology
- Home birthing
- Aromatherapy
- Breastfeeding
- Spinning Babies
- Osteopath

62 Doulas have so far attended 3 Birthrights courses

89 Doulas have taken part in 6 Doula Moolah sessions

- Identifying my strengths
 - Doulography
 - Limiting belief & your relationship with money
 - Finding your village & networking
 - Business planning
 - Instagram, creating content and social media planning
-
- Offered a £15 discount on Biomechanics course
 - 3 doula digest sessions with Alex Heath, Kay King & Hillary Lewin
 - Monthly group mentoring sessions

Training & Development

Over the next 6 – 12 months

- Birthrights course every 4 months
- PIFP training
- Roll out of Bias Awareness training
- Doula Discoveries covering breech birth, twin birth, newborn sleep, supporting VBAC birth
- Doula Moolah covering administration, SEOs, investing time & money in your business, Administration of your business
- Offer baby loss training



Presented by
Elizabeth

Diversity & Interculturalism

- TDA published a statement on inequality within perinatal services
- We have curated a bespoke bias awareness workshop
- The workshop will be launched imminently

Diversity & Interculturalism

Over the next 6 – 12 months

- Roll out of the Bias Awareness Workshop
- Partnership with the Irth App
- Securing additional meaningful partnership opportunities
- Ongoing interactive dialogue (format TBC)

Ambassadors Programme

Your regional ambassadors are working to engage and support TDA Doulas in their regions BUT we need you!

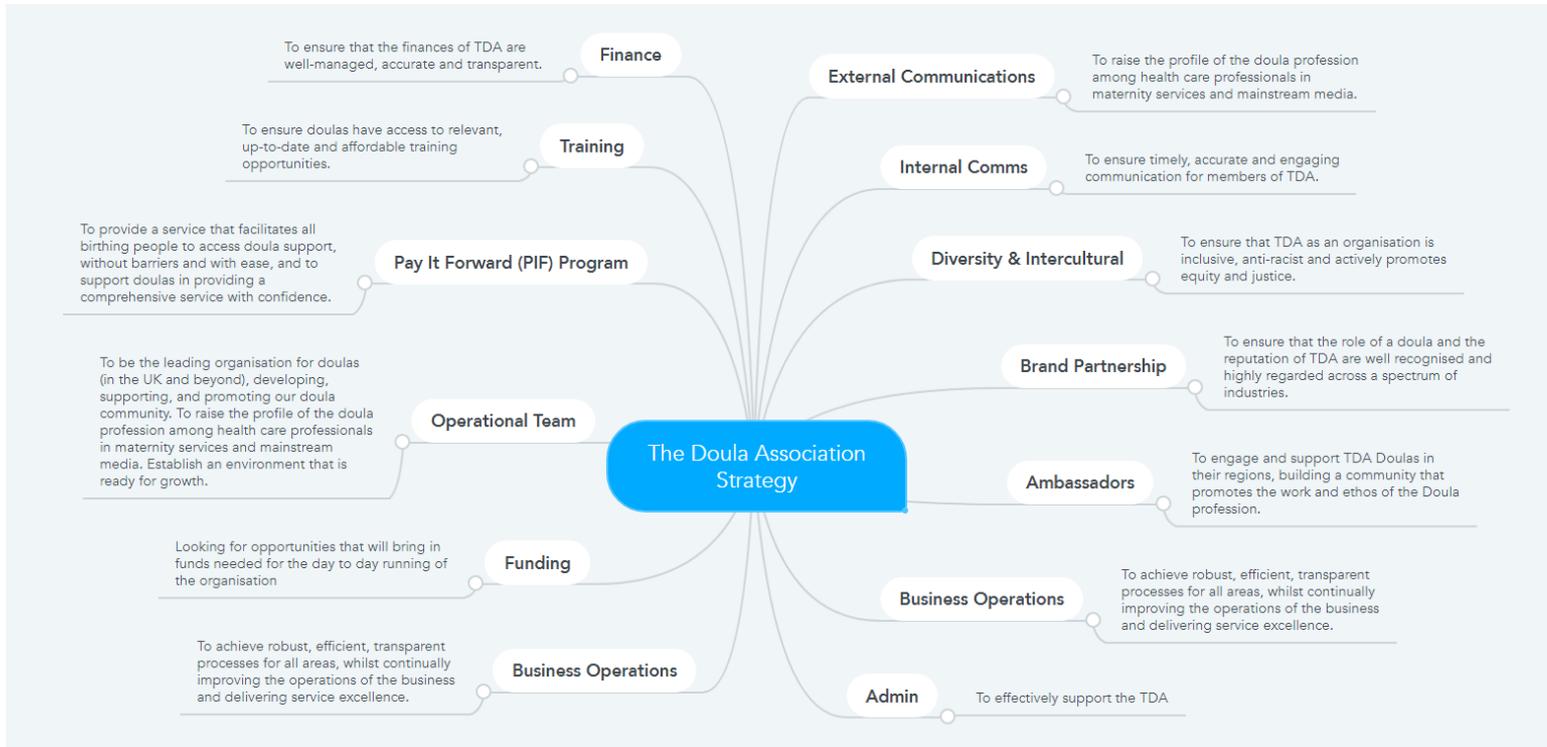
The next 6-12 months

- *Establish leadership for the Regional Ambassadors through the Ambassador Coordinator, ensuring they feel supported and confident in their role.*
- *Establish administration processes to ensure new members are linked to their ambassadors quickly and efficiently when they join TDA.*
- *Establish a regular schedule for meet-ups and ongoing contact (in most cases a regional WhatsApp group).*

"The circles of women around us, weave invisible nets of love, that carry us when we're weak and sing with us when we are strong." - SARK



Business Operations – Strategy





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Presented by Shellie

Average rating 4.5/5 stars

Points You Raised on AGM Survey

Pleased about the DD being represented at the baby show – Though we have a common link through Kicki, The Doula Directory, The BirthBliss Academy and The Doula Association are separate organisations. The Doula Directory will be representing our members at The Baby Show and currently only features doulas from The Birth Bliss Academy. The Doula Directory targets advertising and presence where it will have the largest impact to get you clients.

Wanting to get more enquiries but not sure how to go about it - Attend the Doula Moolah sessions so you can learn about growing your business. The TDA and the DD are working hard to promote all doulas, advertise and promote on google and on Instagram to help increase the inquiries on the DD. Ask on the friendly Facebook group if you need help with something.

Wanting a world doula meet up/changes to the ambassador program – We recognise the ambassador program needs work and we are in the process of making it better and welcome your feedback

"If you have knowledge, let others light their candle in it " - Margaret Fuller



Average rating 4.5/5 stars

Points You Raised on AGM Survey

Continued Professional Development - That you are overall finding the continued learning opportunities offered as part of TDA membership are beneficial and you would like these to continue – Don't worry, they will! We appreciate all your feedback and work to have bespoke and tailored training.

You want more support for new doulas - We have monthly support sessions, are available at any time for you to contact us for support and will be introducing more regular zoom doula cuddle meetings. Our zoom sessions are a welcoming space. We also have doula moolah for business development which are included in your membership fee. If you have ideas for more support, let us know what they are.

Wanting a central place to access evidence-based information - We had this idea when we were setting up TDA, it is now live and has links to research papers as well as online blogs. The link for this will be included in the winter newsletter and has been posted in the Facebook Group. It is editable by everyone so that we can all contribute to everyone's knowledge base.

"Sharing knowledge is the most fundamental act of friendship. Because it is a way you can give something without losing something" - Richard Stallman

Points You Raised on AGM Survey

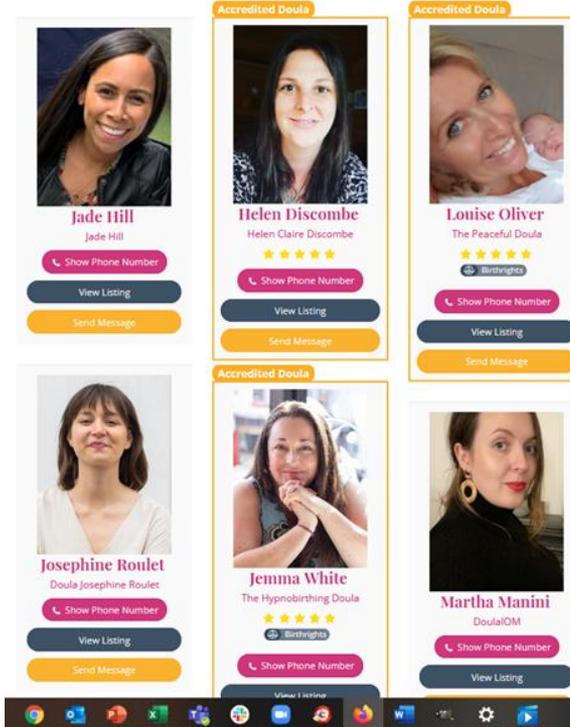
Concern raised about accreditation & someone feeling the changes are not inclusive - Accreditation and support through the Birth Bliss Academy is not compulsory but can be helpful when you are starting out to build your confidence and with building your business. Anyone can be a doula, you do not have to be accredited to be a doula. This is clearly stated on the DD.

Concern raised that non birth/postnatal doulas are not represented - we recognised this and have introduced labels on the doula directory to include antenatal, birth, night and postnatal doulas. It also shows if you have done Birthrights training



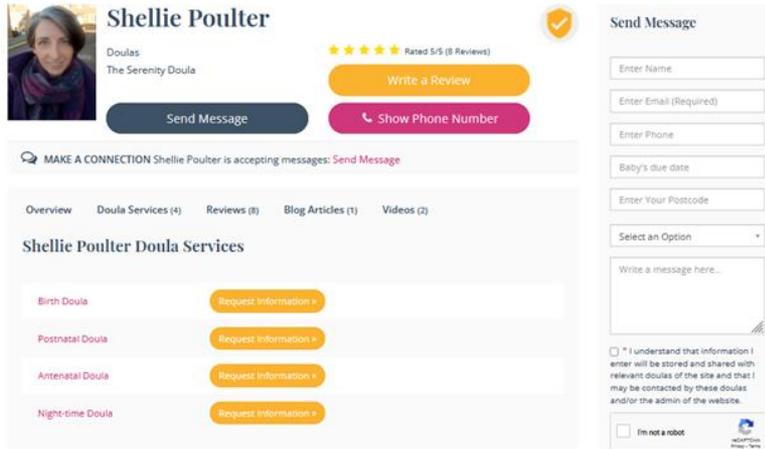
Shellie Poulter
 Birthrights Trained
 Doulas
 The Serenity Doula
 Rated 5/5 (8 Reviews)
 Write a Review
 Send Message
 Show Phone Number

Antenatal Doula Results



Accredited Doula: Jade Hill, Helen Discombe, Louise Oliver, Josephine Roulet, Jemma White, Martha Manini

Labels: Accredited Doula, Birthrights, Doula/IOI



Shellie Poulter
 Doulas
 The Serenity Doula
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MAKE A CONNECTION Shellie Poulter is accepting messages: Send Message

Overview Doula Services (4) Reviews (8) Blog Articles (1) Videos (2)

Shellie Poulter Doula Services

- Birth Doula [Request Information]
- Postnatal Doula [Request Information]
- Antenatal Doula [Request Information]
- Night-time Doula [Request Information]

Send Message Form:
 Enter Name
 Enter Email (Required)
 Enter Phone
 Baby's due date
 Enter Your Postcode
 Select an Option
 Write a message here...
 I understand that information I enter will be stored and shared with relevant doulas of the site and that I may be contacted by these doulas and/or the admin of the website.
 I'm not a robot



Breakout for ideas for 2022

Into groups for

- Ideas for 2022
- Annual survey – should we have one and what should it include?
- Ambassadors Programme ideas



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Q&A

Any questions?

Wrap up from CEO

TDA Plans for 2022

- PIF Programme
- CPD
- Reaching out to more organisations
- Research and statistics
- Promoting each other – focus on why we do what we do

This is 'your' community.

We are always happy to hear from you with feedback.

We want our organisation to be nurtured and grow so we need your involvement and interaction.