Evaluation Tool to Assess the Impact of CHWs: a Community-based Doula Model

Sarah Kerch, BS
Data Coordinator, HealthConnect One

Molly Chappell-McPhail, MSW, CD(DONA)
Program Director, BirthMatters

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Presentation Overview

- Community-based doulas (CBD)
  - Role
  - Impact
  - Needs
- Evaluation tool for CBDs – Doula Data
- BirthMatters and Doula Data
- Lessons Learned

CBD Role

- What is a doula?
- What is a community-based doula (CBD)?
  - Trusted member of the community she serves
  - Employed to establish supportive relationships with mothers and their families
  - Early in pregnancy, at labor & birth, and into postpartum

CBD Impact

- ## The Doula Project (Altfeld, 2002)
  - 3 sites in Chicago, 252 participants
  - Participants less likely to:
    - Receive inadequate prenatal care
    - Have low birth weight babies
    - Have preterm births
  - Doula presence at participant birth associated with lower rate of Cesarean sections
- ## 40 community agencies around the country implementing CBD model today

CBD Needs

- Resources for:
  - Valuing CBD work
  - Lengthen duration of services
- **Increase evaluation**
- **Build evidence base**

Doula Data

Doula Data

- Online monitoring and evaluation tool
- Topic based
- 419 variables
- Four types of user accounts
- Piloted in August 2009
- 10 CBD sites implementing

Key Functions for Doulas

- Enter data on:
  - Client history
  - Prenatal and postpartum contacts
  - Labor and birth
- Access data on:
  - Current service utilization
  - Previous client outcomes
- Track CEUs

Key Functions for Doulas

Key Functions for Supervisors

- Add a doula or a participant
- Assign or reassign a participant to a doula
- Access descriptive information about the doulas at your site
- Track meetings with doulas
- Access custom statistics on your doulas' clients
- Review cases

Key Functions for Supervisors

Key Functions for Site Directors

- Add a supervisor, doula or data enterer
- Assign or reassign a doula to a supervisor
- Access descriptive information about the doulas at your site
- Access custom statistics about your site
- Export de-identified data for your site

Key Functions for Site Directors

Benefits of Doula Data

- User-friendly
- Safe and secure
- Workforce development
- Online – anywhere!
  - iPads at BirthMatters

Lessons Learned

- Topics vs. Answers – maintaining trust
- Data system to guide service provision
- CHWs and data can work – don't make it mundane!
- CHW also as data enterer increases quality

Questions?

Contact Information:

Sarah Kerch

skerch@healthconnectone.org

Molly Chappell-McPhail

molly@birth-matters.org

Reference

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