



STRATEGIC PLAN

FY20-21 to FY22-23

OUR PURPOSE

To achieve equitable maternal health and wellbeing for all by providing and advocating for respectful* pregnancy, birth and early parenting support for women experiencing social and financial disadvantage.

OUR CLIENTS

Our clients experience financial hardship and a range of interconnected social barriers to accessing equitable maternal health care.

They may be:

- experiencing family violence, trauma or abuse
- experiencing or at risk of perinatal depression or anxiety
- experiencing homelessness
- socially isolated with no other support person
- experiencing or have a history of alcohol or drug misuse
- new migrants, refugees or asylum seekers
- Aboriginal and Torres Strait Islanders
- under 25

OUR LOCATION

We provide services to clients in greater Melbourne and Geelong.

We advocate for, and build capacity of, the maternity sector across Victoria.

We seek to influence more respectful maternity care across Australia.

OUR GOALS, OBJECTIVES AND MEASURES



Support women and their babies

WE WILL

By FY22-23 we will increase access to respectful, tailored support, education, and connection for women and their babies experiencing socioeconomic disadvantage.

OUR MEASURE OF SUCCESS WILL BE

More women experiencing socioeconomic disadvantage are able to access high quality social and emotional support during pregnancy, birth and early parenting.

WE WILL ACHIEVE THIS BY

- Delivering our one-to-one doula support program
- Providing individual, needs-based childbirth education
- Strengthening our relationships with referrers
- Using evidence to continuously monitor, evaluate and improve our programs
- Training our volunteers to support women with diverse backgrounds and needs
- Training bi-cultural doulas to support their communities

OUR MEASURES OF PROGRESS WILL BE

- Number of clients accessing one-to one doula support (birth and labour support and postnatal) each year
- Percentage increase in client satisfaction, knowledge and preparedness for pregnancy, birth and parenting
- Number of doulas inducted and practising each year
- Number of bicultural doulas completing Birth for Humankind foundational training
- Number and type of individualised education packages delivered



Encourage and model respectful maternity care in the Australian maternal health system

By FY22-23 we will build capacity for maternal health workers to provide respectful maternity care for all women, and increase awareness of this need with the wider community.

Percentage of birth workers in Victoria with increased knowledge and ability to practice respectful maternity care as a result of engagement with Birth for Humankind.

- Building understanding of the barriers faced by women experiencing socioeconomic disadvantage
- Sourcing and using evidence to promote and demonstrate the benefits of doula support
- Strengthening our relationships with key influencers at hospitals and referral agencies
- Delivering professional development opportunities for health workers
- Building a community of birth workers who practice with a trauma-informed and person-centred approach

- Percentage of birth workers engaged with Birth for Humankind that report improved understanding of the importance of, and how to practice respectful maternity care
- Percentage increase in media, social media and digital engagement
- Percentage increase in brand awareness and reputation amongst target stakeholders
- Number of professional development opportunities provided for maternal health workers



Ensure organisational sustainability, accountability and impact

By FY22-23 we will continue to strengthen our governance and operations, whilst growing and diversifying our funding to secure our sustainability.

Percentage increase in sustainability as a result of transparent governance, financial growth and diversification, and staff, volunteer and supporter retention whilst growing and diversifying our funding to secure our sustainability.

- Ensuring responsible governance and operations that support our program needs
- Continuously measuring, monitoring and sharing our impact
- Strengthening our relationships with existing funders and seeking new funding and other partnership opportunities
- Continuing to grow and develop a skilled, motivated staff and Board team, and a supportive, values-aligned culture
- Celebrating our successes and reflecting on and learning from our past performance
- Ensuring our work and decision-making is guided by a trauma-informed approach

- Ongoing evaluation and quarterly outcome and impact reporting, designed to improve transparency and strengthen sectoral relationships
- Percentage growth in our partnership portfolio
- Percentage growth in income from major donors and public fundraising
- Percentage increase in donor retention rates
- Percentage increase in staff and volunteer engagement rates
- Percentage of staff participating in professional development opportunities
- Completing an organisational wide audit of trauma-informed care and practice and embed trauma-informed care and practice into all forms of service delivery and organisational policy

OUR VALUES



Trust



Respect



Equity



Connection



Celebration

OUR PART IN A GLOBAL COMMITMENT

Birth for Humankind is committed to achieving the UN Sustainable Development Goals, including but not limited to:

SDG 3 - Good health and wellbeing

Especially Goal 3.1: Reduce the global maternal mortality ratio to less than 70 per 100,000 live births and Goal 3.7: Ensure universal access to sexual and reproductive health-care services, including for family planning, information and education, and the integration of reproductive health into national strategies and programmes.

SDG 10 - Reduced inequalities

Especially Goal 10.3: Ensure equal opportunity and reduce inequalities of outcome, including by eliminating discriminatory laws, policies and practices and promoting appropriate legislation, policies and action in this regard.

* Birth for Humankind's definition of respectful maternity care refers to the World Health Organisation guidelines for ensuring every woman has the right to the highest attainable standard of health, which includes the right to dignified, respectful health care.

