



Strategic Goal 1

## Supporting women and their babies

Service delivery

### Number of birth, labour and postnatal support services provided

Birth and labour support

**54**

vs **51** Last year

target: 60

Postnatal support

**34**

vs **28** Last year

target: 24

How we are tracking towards FY 21-22 service delivery target:

Q1-2

FY 21-22 target: 168

### Clients reporting increased satisfaction, knowledge and preparedness for pregnancy, birth and parenting

**90%**

vs **82%** Last year

target: >85%

Doula workforce

### Bicultural doulas inducted into doula support program

**8**

vs **2** Last year

target: >10

### Active volunteer doulas

**51**

vs **62** Last year

target: >45



**My doula was really kind, I like her, she explained everything for me – before birth, after birth. After birth...she came to my home and explained it was normal, she helped me emotionally and helped me look after my baby and with everything. I was so happy with her.**

– Birth for Humankind client

### Summary

In Q1-2, we saw a 6% increase in the number of birth and labour support services we provided and a 21% increase in the number of postnatal support services.

As COVID-19 lockdowns and hospital restrictions eased, our doulas increased their attendance at births, appointments at client's homes and participation in hospital appointments via telehealth. Referrals for both birth and postnatal support from public hospitals and support services also increased over this time period, which will affect service delivery in Q3-4.

Only 19 clients had completed our post-service evaluation at the time of Q1-2 impact reporting. Of those interviewed, 18 received birth support and 13 of these also received postnatal support, although services are evaluated together.

We had eight new students commence our 2021 doula training program in Q1-2 and all were matched with an experienced doula mentor to assist them with completing their three required births. All eight were inducted as Birth for Humankind doulas on completion of their coursework in October 2021. We look forward to our next doula training commencing in May 2022 (Q4).



Strategic Goal 2

**Encourage and model respectful maternity care in the Australian maternal health system****Media articles published****1**vs 4 Last year  
target: 4**Social media engagement****7.8%**vs 8% Last year  
target: 5%**Public or sector learning and engagement opportunities****5**vs 2 Last year  
target: 2**Summary**

The only media article in Q1-2 was an interview with Body+Soul about the challenges of becoming a parent during the pandemic. Another key piece that generated national TV and online coverage on ABC was coordinated during Q1-2; however, the piece went live in early Jan 2022 (Q3).

Our social media engagement saw a very small decrease from LY; however, our online audience numbers continue to grow.

We delivered three webinars in Q1-2: two with renowned birth educator and doula Rhea Dempsey and one with Bernadette Lack of Core and Floor Restore. We had over 600 people register for the three webinars.

We developed two e-learning modules for maternal health professionals in Q1-2. These will be made available on our website in Q3-4.



Strategic Goal 3

**Ensure organisational sustainability, accountability and impact****Satisfaction and engagement****Staff****83%**vs 78% Last year  
target: >75%**Volunteers****90%**vs 90% Last year  
target: >75%**Summary**

In Q1 and Q2 we continued to have high staff and volunteer satisfaction rates, although we had low participation numbers for our Q2 survey distributed in December, which reflects the busyness of the time of year. We will consider the timing of surveys in FY23.

At this stage, six-monthly reports are most effective in communicating our progress and impact.



**I learned a lot [from my doula] I didn't understand before. When I was with her I was able to share things that I don't feel comfortable sharing with my friends.**

- Birth for Humankind client