

**FOR IMMEDIATE RELEASE:  
FEB 2022**

Frontline Doulas c/o Diversity Uplifts, Inc.  
6371 Haven Ave. Suite 3, #265  
Rancho Cucamonga, CA 91737  
(310) 817-0551 | [frontlineadmin@diversityuplifts.org](mailto:frontlineadmin@diversityuplifts.org)



[theeducatedbirth.com](http://theeducatedbirth.com)

## Frontline Doulas announce the 2022

### Frontline Doula Community Health Advocate Program :

#### Addressing Health Inequities in Maternal Health with Doulas/Community Health Advocates

**This program is funded by a community investment grant from Blue Shield of California as a part of their Maternal Child Health Equity Initiative. It will offer no cost Doula/CHA support to Black families in Los Angeles County.**

**WHEN does the program begin?** February 2022 through October 2022 in Los Angeles County.

**WHO will the Doula/CHA's serve?** For families that identify as **Black or African-American** with **due dates of March 15 to August 15, 2022**. Doulas can provide family centered services, that are trauma informed, to encourage safe and respectful care to birthing communities that have been historically marginalized.

**WHAT is a doula/community health advocate (CHA)?** As a part of this new program, our amazing community doulas have undergone rigorous training to serve as community health advocates (CHA) in addition to providing the excellent care Frontline Doulas are known for.

- Supports birthing people in prenatal visits, labor, and delivery, and post-delivery follow up.
- Provides physical, culturally appropriate emotional, and informational support.
- Conducts screenings prior to delivery for emotional wellness and health concerns.
- Provides referrals to any needed mental health, trauma-targeted or social service needs.

**HOW does a Doula/CHA work?** Doulas can provide family centered services, that are trauma informed, to encourage safe and respectful care to birthing communities that have been historically marginalized.

- Meetings between the doula/CHA and mother/birthing family
- Development of individualized birth plans with clients to ensure an empowered childbirth experience.
- Attendance of childbirth to support labor/delivery, postpartum visits and lactation education.

**Space is limited to 25 families, on a first come first serve basis. To check eligibility and request a doula:**  
[www.frontlinedoula.com/doulacha](http://www.frontlinedoula.com/doulacha)

**Brought  
to you  
by:**



**Funded by a community investment  
grant from Blue Shield of California**



**Our doulas are ready to help close the gap  
in perinatal healthcare.**

We are ready to connect Black doulas to families in need of support. We are ready to lay the foundation of love and care that our community deserves.

**For more details, visit [frontlinedoulas.com/doulacha](http://frontlinedoulas.com/doulacha)**

## ABOUT US: LINKS AND RESOURCES

**Frontline Doulas** are an uplifting generation of community doulas on the frontline of birth in the Black community co-creating and reclaiming family-centered narratives for generations to come.

<https://frontlinedoulas.com>



@FrontlineDoulas

@FrontlineDoulas



@frontlinedoulas

**Dr. Sayida Peprah | Co-Founder and Co-Director**, Dr. Sayida Peprah is a Licensed Clinical Psychologist and Birth Doula. She specializes in multicultural psychology, trauma, suicide prevention and maternal mental health. An advocate for human rights in childbirth, Dr. Sayida is a member of the Black Women Birthing Justice Collective and a Collaborator with the Black Mamas Matter Alliance, promoting research, education and community-based services to positively transform the birthing experiences of black families. Dr. Sayida supports community doula efforts as a co-director, doula mentor and trainer for the **Frontline Doulas** and the Sankofa Birthworkers Collective in Southern, California. Dr. Sayida is the Founder and Executive Director of the non-profit organization **Diversity Uplifts, Inc.**, focusing on fostering diversity and supporting diverse communities and the providers who serve them.

**Khefri Riley | Co-Founder and Co-Director**, Khefri Riley CLEC, CPYT, HCHD is a Childbirth and Prenatal Yoga Specialist who has taught thousands of people; mothers, fathers, and babies, to mindfully embody the multi-faceted experience of new parenthood and yoga. She has attended over 300 births, serving families at all major hospitals in Los Angeles County. Her infant classes have been featured in People Magazine, NBC, CNN and on Fox Ch. 11 News. She brings over 17 years experience as a Certified Lactation Educator Counselor, Birth and Postpartum Doula, Doula Trainer, Newborn Care/Childbirth Educator and Hypnobabies "Hypno-doula". She is CEO and Founder of **Khefri.com**, Urban Goddess Lifestyle and **Los Angeles Birth Partners**. She serves as a Program Creator and Co-Director of The **Frontline Doulas** - Centering the Community Program.

**Diversity Uplifts Inc.** is Frontline Doulas fiscal sponsor. Diversity Uplifts Inc. is a black woman-founded and led direct service, consulting and training 501(c)(3) non-profit organization determined to improve the well-being of individuals and communities of color, by supporting the community and increasing cultural competence and humility among providers who serve them. Since 2018, Diversity Uplifts, Inc. has trained over 5,000 maternal care providers, including doulas and other birthworkers, in birth justice, implicit bias dismantling, cultural humility and the impacts of historical trauma and racism affecting the African American community. Diversity Uplifts, Inc. is perfectly positioned to provide administrative, organizational and resource support to the Frontline Doulas - Centering The Community program, due to the wide network of both community-based organizational connections and hospital and university level connections focused on improving maternal health among communities of color. Example: Diversity Uplifts, Inc. facilitated a local community session at the 2019 March of Dimes Birth Equity Summit on Doula and Midwifery Care to Advance Birth Equity <https://www.marchofdimes.org/events/Event.aspx?eventId=21193&>.

<https://diversityuplifts.yolasite.com>



**For more details, visit [frontlinedoulas.com/doulacha](https://frontlinedoulas.com/doulacha)**

# Communities Love to Connect with us!

**The Revolution  
is in the womb!**

**#frontlinedoulas**

**#blackdoulaprising**

**#liberateblackbirth**

**#birthingjustice**

**#doulasonthefrontline**

**#frontlinehotline**

**#blackdoulas**

**#inthesebirthstreets**



**[@frontlinedoulas](https://www.instagram.com/frontlinedoulas) |**  
**[frontlinedoulas.com/doulacha](https://frontlinedoulas.com/doulacha)**  
**[frontlinedoulahotline.com](https://frontlinedoulahotline.com)**