



Red Deer Doula Association
www.reddeerdoulaassociation.com
reddeerdoulaassociation@hotmail.com

Welcome to the Red Deer Doula Association!
Doulas supporting Doulas so we can serve our community well.

Whether you are a brand new doula just starting your exciting journey or a seasoned doula wanting to open new doors, we are happy to see your interest in our Association.

The Red Deer Doula Association is a collection of doulas working to provide each other with support, exposure and continuing education. Through our regular meetings, Facebook group and page, social gatherings and public events we work to help doulas grow, learn and meet new people. We are a non-profit society with both birth and postpartum doulas, whose passion is to provide families in our community with these valuable services.

We have two levels of support, Active and Associate, each of which have wonderful benefits. As a supporter, you can choose the level that suits your needs best. We also have a separate business sponsorship program if that is an area you are looking for, please contact us regarding that.

The Red Deer Doula Association is known in the birth and postpartum community as a trusted source for educated and well respected doulas. Families turn to the Association looking for qualified and well trained birth and postpartum help. To meet this high standard of excellence, all members of the association are required to have training through a recognized organization such as DONA or CAPP.

Our website receives a high volume of traffic and has proven to be a widely used source of information within the community. Potential clients turn to the website to view the biographies of current doulas and often “meet” their future doula for the first time in this way. This is just one of the benefits of Active level status. The Association also promotes itself by attending trade shows, hosting Meet The Doula Nights and providing educational events for doulas and the community.

The Red Deer Doula Association exists to serve the birth and postpartum community and support, encourage and educate families and fellow doulas. We are always open to feedback and suggestions about how we can fulfill these roles better.

We are excited about your interest in the Association and look forward to meeting you in person.

Warm regards,

Christa Duquette – President – Red Deer Doula Association

& Laura Gauthier – Vice President – Red Deer Doula Association

Red Deer Doula Association - New Application Checklist

Please complete pages 3 – 8 to be sent to the Treasurer and keep the other pages for your own information.

Associate Level:

- New Supporter Information Form Completed and signed
- General Guidelines signed
- Associate level guidelines Signed
- Getting to Know You document completed and emailed to rddadoulas@gmail.com
- Standards of Practice and Code of Ethics Signed
- Copy of DONA, CAPPa or equivalent Training certificate

Active Level:

- New Supporter Information Form Completed and signed
- General Guidelines signed
- Active level guidelines Signed
- Getting to Know You document completed and emailed to rddadoulas@gmail.com
- Standards of Practice and Code of Ethics Signed
- Biography for Website and Photo file sent to Christa Duquette at rddadoulas@gmail.com
- Copy of DONA, CAPPa or equivalent Training certificate
- Name Tag information if required to Laura at laura@babyminedoula.com

Please mail or email application forms and amounts to Sandy at bodylogics@shaw.ca You may scan and email the signed forms as well. If you prefer to mail your application, please contact us.

SUPPORTER AMOUNTS: ***Due upon approval by Executive ***

Monetary Supports will only be issued receipts when amounts meet the recommended minimum for each level during each year term. When the minimum amount is received then the benefits outlined in this application for that level will be fulfilled. Recommended minimums:

Active Level - \$75

Associate Level - \$50

Our Association operates its term from October 1 to September 30 each year. In order to maintain benefits, amounts should be received by the end of September every year, and websites will be updated October 1st with updated information.

Cash and e-transfers are preferred and can be given to the Treasurer Sandy at bodylogics@shaw.ca

GENERAL INFORMATION

- Monthly meetings or Events are currently held on the 1st Thursday evening of the month at 7pm.
- There are no formal meetings in July or August, although a social gathering or two is usually planned.
- Society Year runs from October to September.
- Tax receipts will be issued for sponsorship over \$100 for each year term.
- We are actively looking for a public location/studio to hold these meetings and for future public events that would be at no or minimal cost to the Association.
- Throughout the year we are in need of a few donations for prize giveaways and encourage supporters to help
- Once your application and sponsorship are received you will be added to the FB Private Group page

Red Deer Doula Association
NEW APPLICATION INFORMATION



Name

Company
* if applicable

Mailing Address

City

Province
Postal Code

Website

Home Phone

Cell Phone

Email

I am applying as:

Active Level Yearly \$75
Associate Level Yearly \$50
 Yearly

I am applying as:

Birth Doula
Postpartum Doula
Both

What Doula training have you taken and when?:

How many families have you served Birth and/or Postpartum?

What cities/areas do you provide services to?

What other Certifications, training or skills do you have to share with the birth community?

What is your current fees? Are you willing to serve those with special situations & financial limitations?

Tell us about your self, your interests, why you are a Doula and anything unique you'd like us to know.

General Guidelines for the Red Deer Doula Association

The following document applies to both Active and Associate Levels.

As a respected Association we feel it is very important that our supporters all work together under common ground. We understand that every Doula will have different goals and different styles, and as an organization we want to ensure that all follow the guidelines set out by Red Deer Doula Association Executive committee to maintain a high quality of professionalism within our Society. We strive to provide the community with quality service and through these guidelines we can ensure all our supporters are representing the ideals and goals of the Red Deer Doula Association (RDDA) as a whole. All supporters are requested to promote the events of the RDDA and new connections to continue a viable organization. With your help we will see growth, empowerment, education and support at it's highest caliber. Thank you!

Guidelines/ Requirements

- Have completed training through DONA, CAPP, or another recognized organization that qualifies.
- Meet with members of the Interview Committee or a member(s) of the executive prior to approval to discuss goals as a doula, your experience and your interest in the association.
- Doulas are not permitted to attend unassisted births
- Doulas should maintain a fine and professional standing with in the entire birth community and strive to provide the best care they can offer to each and every client.
- Use other Doulas of the RDDA as back ups and referrals whenever possible.
- Opportunity to attend Doula social gatherings and educational events hosted by the RDDA.
- The chance to network with other doulas to exchange knowledge, ask questions and support each other.
- The opportunity to visit, chat and discuss in a casual, safe and comfortable environment with the support of other doulas and those who work in the birth industry.
- The RDDA Public Facebook page will be used to promote the association as a whole for evidence based birth and postpartum doula services only. It will not be used as a individual marketing tool. Articles posted will be evidence- based whenever possible and items of interest to expectant parents. Our Social Media Team and Sponsorship Coordinator will work to ensure consistency, quality, equality of posts.
- The private RDDA Facebook group will be used as a outlet for internal communications, information sharing and social networking within the current Doulas of the Association.
- We are all an important part of the RDDA and all decisions regarding the Association will be made with the consideration of input and concerns of our supporters. The Executive, which has been appointed and voted in by active Doulas every other year in September, makes the final decisions regarding any matters of the RDDA. The President and Vice President have authority to make decision as they see fit when there is limited time or disputes regarding RDDA business.
- Only Active Supporters of the Association have permission to advertise in their marketing as "A Supporter of the Red Deer Doula Association"
- The RDDA is not a governing body and can not be held responsible for the actions of individual doulas. Any concerns regarding Doulas of the RDDA should be submitted in writing to the Executive and involved parties will be contacted so a resolution can be made. Each case will be handled individually and action required will depend on the situation that has risen. A warning, then limitations would be issued as needed and finally termination.
- The Executive of the RDDA reserves the right to dismiss of any individual not practicing with in the guidelines and scope of practice or who is endangering the good standing of the RDDA within the community without Financial penalty to the RDDA.

Name _____ Signature _____ Date _____

ACTIVE LEVEL PARTICULARS

- Birth Doulas: Have attended a minimum of 3 births where you were the primary doulas
- Postpartum Doulas: Assisted a minimum of 3 families (minimum of 10hrs per family)
- A personalized biography about yourself, your business & what you offer and a photo on our website, which can be updated upon request.
- A chance to participate in Meet the Doula events which will be paid for by RDDA provided sufficient funds are available. This will be like a mini trade show where you can have your own table and feature your business, your skills and what you offer.
- Access to the RDDA Private Facebook group
- Getting to Know You document included in the Doula of the Month Program on our Public Facebook page as well as a chance to share it with others on the private RDDA group.
- Opportunity to attend regular meetings (Sept, Nov, Jan, March, May)& participate in all social gatherings & educational events hosted by the RDDA. You will be required to attend 5 meetings or events per year.
- Opportunity to network with other doulas to exchange knowledge, guidance and support.
- Can be considered for a position on the Executive after 1 year of involvement and an opportunity to vote in the executive elections held every two years in September.
- Minimum Yearly Support of \$75 due by the end of September each year to receive Tax Receipt.
- RDDA Name Tag to be purchased at an extra cost – New Doulas only (one time fee)

TRADE SHOW GUIDELINES

- The RDDA participates in a few trade shows a year that are paid for by the Association providing funds are available.
- Current members of the Executive committee and active Doulas who have held involvement for 1 year will be allowed to represent the Association at trade show tables. Those executive members wishing to participate at trade shows must attend at least one meeting prior to the event.
- Only RDDA promotional materials will be displayed on the tables at Trade shows and the Association will be promoted as a whole, encouraging the use of the website and Facebook page which has more detailed information and bio's of active Doulas
- When inquiries come into the RDDA via facebook or email, they will referred to appropriate doulas and when at all possible directed back to the website for more information and then encouraged to contact doulas in the Association of their choosing directly .

Name _____ Signature _____ Date _____

ASSOCIATE LEVEL PARTICULARS

- We will hold doula social gatherings or events every other month. You will be encouraged to attend at least 3 events a year.
- Opportunity to network with other doulas, exchange knowledge, guidance and support.
- Access to the RDDA Private Facebook group and a chance to share Getting to Know you information with current Doulas of association on the private group page.
- Minimum Yearly Support of \$50 due by the end of September each year to receive Tax Receipt.
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Name _____ Signature _____ Date _____

Executive Contacts for 2016/2017

Christa Duquette	President	Laura Gauthier	Vice-President
403-507-1267	duquette.cd@gmail.com	403-596-8392	laura@babyminedoula.com

Sandy Walsh	Treasurer/Memberships
403-304-6665	bodylogics@shaw.ca or crowningachievements@shaw.ca

MISSION STATEMENT

The Red Deer Doula Association believes that every woman and family deserve a doula.

The Red Deer Association strives to increase the quality of prenatal, birth and postpartum support by promoting access to doulas that adhere to a strict standard of practice. We provide continuing education and mutual support to our Doulas, which cultivates the growth of individuals, as well as the collective profession.

The Red Deer Doula Association strives to foster the relationships between doulas, health care providers and all members of the birth community in Red Deer and surrounding areas.

STANDARDS OF PRACTICE (Birth Doulas Only)

Services Rendered The Birth Doula:

- Strives to provide continuous support for the length of time that her client requires it.
- Accompanies the woman in labour, provides emotional and physical support, suggests comfort measures and provides support and suggestions for the partner.
- Does not displace existing support persons, but rather facilitates their full participation in supporting the client.
- Respects the client's right to self determination by not speaking for her, nor making decisions for her. She helps the mother incorporate changes to her birth plan if and when the need arises and enhances communication between the client and the care giver.
- Works as a member of the larger birth team.
- Does not perform medical or nursing tasks such as taking blood pressure or temperature, fetal heart tone checks, vaginal exams or postpartum clinical care.
- Does not attend planned unassisted home births.
- Makes back-up arrangements with another doula to ensure services to the client if the doula is sick or unable to be reached. Should any doula feel the need to discontinue service to an established client, it is the doula's responsibility to notify the client in writing.
- Will make referrals to appropriate resources should the client needs be beyond the scope of the doula's training.

CODE OF ETHICS

Primacy of Client's Interests

- The doula's primary responsibility is to support her client.

Confidentiality and Privacy

- The doula should respect the privacy of clients and hold in confidence all information obtained in the course of professional service.

Competence and Professional Development

- The doula should strive to become and remain proficient in the professional practice and the performance of professional functions through continuing education, affiliation with related organizations, and associations with other Labour Support Providers.

Community Service

- The doula should assist the profession in making labour support services known to the general public.

Fees

- When setting fees, the doula should ensure that they are fair, reasonable and considerate and commensurate with services performed.

As a member of the Red Deer Doula Association I have read the RDDA's current Standards of Practice and Code of Ethics and agree to abide by these guidelines.

I acknowledge that I have read and agree to abide by the above Standards of Practice and Code of Ethics

Name _____ Signature _____ Date _____

MISSION STATEMENT

The Red Deer Doula Association believes that every woman and family deserve a doula.

The Red Deer Doula Association strives to increase the quality of prenatal, birth and postpartum support by promoting access to doulas that adhere to a strict standard of practice. We provide continuing education and mutual support to our doulas, which cultivates the growth of individuals, as well as the collective profession.

The Red Deer Doula Association strives to foster the relationships between doulas, health care providers and all members of the birth community in Calgary and surrounding areas.

STANDARDS OF PRACTICE (Postpartum Doulas Only)

Services Rendered The Postpartum Doula:

- Cares for the mother and her family in their home in the weeks following birth and as needed throughout the first year.
- Provides non-medical support and companionship, assists with newborn care and sibling adjustment, meal preparation and household organization.
- Offers evidence-based information on infant feeding, emotional and physical recovery from childbirth and other issues related to the postpartum period.
- Does not perform clinical or medical tasks such as examining the mother or baby, or taking temperatures, blood pressure checks, or any other type of postpartum clinical care.
- When the postpartum doula agrees to work with a particular client, the obligation is to do so reliably, to the best of the doula's ability, for the term of the agreement. Should any doula feel a need to discontinue service to an established client, it is the doula's responsibility to notify the client in writing.
- For client needs beyond the scope of the postpartum doula's training, referrals are made to the appropriate resources.

CODE OF ETHICS

Primacy of Client's Interests

- The postpartum doula's primary responsibility is to support her client.

Confidentiality and Privacy

- The postpartum doula should respect the privacy of clients and hold in confidence all information obtained in the course of professional service.

Competence and Professional Development

- The postpartum doula should strive to become and remain proficient in the professional practice and the performance of professional functions through continuing education, affiliation with related organizations, and associations with other postpartum support providers.

Community Service

- The postpartum doula should assist the profession in making postpartum support services known to the general public.

Fees

- When setting fees, the postpartum doula should ensure that they are fair, reasonable, considerate and commensurate with services performed.

As a member of the Red Deer Doula Association I have read the RDDA's current Standards of Practice and Code of Ethics and agree to abide by these guidelines.

I acknowledge that I have read and agree to abide by the above Standards of Practice and Code of Ethics

Name _____ Signature _____ Date _____

Getting To Know You!

The RDDA is growing and we want to get to know you a little bit more. Please use this template to create a personal “bio” page to introduce yourself to the rest of the association, the information in this document will be shared with potential clients on our public Facebook page in the Doula of the Month Program if you are an active member. Have fun with it and share something new or interesting!

****Cut and paste following into a word document and replace the words with your own info****

NAME

Company Name

PICTURE Please insert a picture of yourself! (find the picture you would like to use and right click, select copy, come back here and right click, select paste and use the little arrows in the corner to size your picture)

I have been a doula since (date) and I offer Birth/Postpartum services.

BIO A short description of yourself, whatever you would like to share with the birth community

Special Skills

Are you a nurse? A massage therapist? Can you juggle? Let us know here!

****save the document with your name as the title and email to Christa Duquette separate from your application package- rddadoulas@gmail.com****

I give permission to the RDDA to post the above information on Facebook to be shared on the:

Private RDDA Facebook Group – Active and Associate levels

Public RDDA Facebook Page – Active levels ONLY

I give permission for the RDDA to post a link to my website or FB page and/or logo on:

Public RDDA Facebook Page

RDDA Website under resources

Name _____ Signature _____ Date _____

Helpful Information and Suggestions

Client confidentiality is of the utmost importance and we expect all our Doulas to respect the privacy of their clients. When dealing with any form of Social Media or websites be it your own or that of the RDDA please keep these points in mind:

- Posts should be articles of Evidence-based information that pertains to Birth, Postpartum, Pregnancy and children or birth industry. Sharing items of interest to your target audience.
- Any information about or alluding to clients should not be posted, discussed or commented on to protect the clients.
- Any and all details about your clients and their birth is confidential and should not to be shared without permission from them.
- Any reference to or information about other health professions including but not limited to doctors, midwives, hospitals, nurses, lactation consultants and other doulas may not be posted, discussed or commented on our website.
- In the matter of professional websites and blogs, any public use of client information, photographs, birth stories etc., should be accompanied by the phrase **used with permission**. Doulas should be in possession of permission from their clients for the public use of their photographs, birth stories, information and details. Written permission is best and should include both the information or photo being used and the way it is distributed. For example: I _____ (name of client) give permission to _____ (name of doula) to publish pictures #1, #3 and #7, my birth story and my testimonial on her website. Permission is/is not given for publication on her blog, facebook page etc....
- If in doubt, leave it out! If you are not sure if it's appropriate, don't post it.

DOULA FEE PROTOCOL

Sometimes there is confusion regarding what is an appropriate fee for new Doulas and experienced Doulas, but your fee structure should reflect that Doulas have value and what is needed to cover your time and expenses. Here are some guidelines to help you navigate this part of being a doula. Remember these are only suggestions and not a requirement of the Association.

- New Doulas need to set a base rate that is reflective of their value to the time and expenses.
- If a new Doula is using an experienced doula as back-up, the experienced doula can only expect to be paid what the new doula is charging. Information on the rate should be communicated clearly.
- Fees can be increased as seen fit as experience goes up often increasing every 5 births.

Here is an example Doula fee guidelines:

BIRTH DOULA FEES:

0-10 Births - \$400- \$500

11-20 Births - \$550- \$700

21-100+Births - \$750- \$1500

POSTPARTUM DOULA FEES:

- New postpartum doulas: \$15.00/hour
- Experienced postpartum doulas: \$20.00 - \$40.00/hour

Red Deer Doula Association New Application Policy

The following document applies to New Applications.

As our Society grows we feel it is important that we continue to work towards maintaining a high quality of service within our Association and that all are comfortable within the association. We strive to provide the community with quality service and through these guidelines we can ensure all our doulas are representing the ideals and goals of the Red Deer Doula Association (RDDA) as a whole and contributing to the success of our organization. The following guidelines reiterate some previous guidelines as well as introduce a few more.

Guidelines/ Requirements

- Doulas should maintain a fine and professional standing within the entire birth community and strive to provide the best care they can offer to each and every client.
- New Doulas will have a probationary period within the RDDA of 6 months at which time their involvement will be reviewed and discussed with them. At this time an opportunity to talk about their support, benefits, interaction and suitability within the association will be given. If both the Executive and Doula feel comfortable and satisfied with the probationary period, involvement will continue as normal.
- Any concerns or actions regarding a Doula will be dealt with by the Executive Board members and an opportunity to meet with and talk with all involved will be made. Options will be presented and discussed to find the best solution for both parties involved.
- The RDDA is not a governing body and can not be held responsible for the actions of individual doulas or businesses. Any concerns regarding supporters of the RDDA should be submitted in writing to the Executive and involved parties will be contacted so a resolution can be made. Each case will be handled individually and action required will depend on the situation that has arisen. A warning, then limitations would be issued as needed and finally dismissal.
- The RDDA maintains a standard of support for individual businesses and members within the birth community and encourages abundance and networking. The spirit of cooperation over competition and a positive spirit of mentor-ship is expected and will be further built upon as the society grows.
- The Executive of the RDDA reserves the right to terminate involvement of any individual not practicing within the guidelines and scope of practice or who is endangering the good standing of the RDDA within the community without financial consequence to the RDDA.

Name _____ Signature _____ Date _____