



Mothers First Toolkit  
Story 3: Midwives and Doulas  
November 10, 2020

**Release Date**

November 10, 2020

**Mothers First Landing Page on Houston Public Media**

<https://www.houstonpublicmedia.org/mothersfirst/>

**Story 3 Direct Link on Houston Public Media**

TBD

**Story 3 YouTube Video Direct Link**

<https://www.youtube.com/watch?v=u03O6yVNTdM>

**Suggested Hashtags**

#maternalhealth #blackmaternalhealth #improvingmaternalhealth  
#imhhouston #midwives #doulas

**Sample Social Media and Newsletter Copy**

Women benefit from and value the presence of a support person during labor, to provide psychological, physical, emotional, informational and practical support. In this episode of Mothers First, Kendra Oates, a midwife, and Sierra McClain-Henry, a doula and childbirth educator, talk about what women should know about using a midwife and a doula during their pregnancy, labor and postpartum time.

Women given midwifery care are more likely to have shorter labors, spontaneous vaginal births without hospitalization, less perineal trauma, higher breastfeeding rates, and greater satisfaction with their births. As a midwife, Kendra Oates provides holistic care for women with low-risk pregnancies, empowering mom to ensure she has the healthiest, most successful course of pregnancy.

The positive effects of doula care have been found to be greater for women who were socially disadvantaged, low income, unmarried, primiparous, giving birth in a hospital without a companion, or had experienced language/cultural barriers. Sierra McClain-Henry, a Houston-based doula, provides women with evidence-based information and education, while most importantly, supporting mom and the decisions mom makes about her birth experience.

**Social Media Handles** (should you wish to tag)

### Improving Maternal Health Houston

- Facebook: @imhhouston
- Instagram: @imhhouston
- LinkedIn: @imhhouston
- Twitter: @imhhouston

### Houston Public Media

- Facebook: @houstonpublicmedia
- Instagram: @houstonpubmedia
- LinkedIn: @houstonpublicmedia
- Twitter: @HoustonPubMedia

If you have any questions, please contact Alicia Lee, Director, Improving Maternal Health at [alicia@imhhouston.org](mailto:alicia@imhhouston.org).

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### **Improving Maternal Health**

*Harris County has one of the highest rates of maternal mortality and morbidity among metropolitan areas in the United States. Further, between 2008 and 2015, Harris County's incidence of maternal morbidity increased 53 percent, compared with a 15 percent increase for Texas overall. The Improving Maternal Health initiative addresses the various and complex drivers of maternal mortality and other adverse outcomes through a comprehensive, long-term strategy. The initiative is funded with support from Houston Endowment, Episcopal Health Foundation, Cullen Trust for Health Care and others, and includes more than 100 area maternal medical leaders and community leaders committed to increasing maternal survival and improving women's pre- and postpartum wellness by shifting healthcare norms and societal attitudes. More at [www.imhhouston.org](http://www.imhhouston.org).*