

Partnership between East Liberty Family Health Care Center, and East Liberty Family Health Care Center, aimed at reducing infant mortality. East Liberty Family Health Care Center and Metro Family Practice have each been providing health care within their designated Medically Underserved communities since 1982 and 1978. The family practices are known throughout their neighborhoods for providing whole person healthcare. The patient population at both offices is primarily African-American and a majority of patients live at or below the poverty line. The East Liberty Family Health Care Center is a faith-based and federally-qualified health care center with a mission to witness to God's love, known in Jesus Christ, by offering quality, whole-person health care to all, especially to the poor. Metro Family Practice is a federally-qualified health care center look-alike, known for its care for the poor and underserved, as well as its commitment to the gay, lesbian and transgendered communities in Pittsburgh.

The Birth Circle's mission is to work with the East End communities to build an integrated circle of care that addresses the needs of childbearing families. We do this by developing knowledgeable, supportive networks of women based in their neighborhoods trained to provide accurate, non-judgmental information about pregnancy, birth and early parenting. These networks are made up of community ambassadors and doulas supported by local maternal-child health professionals and organizations, including UPMC for You, Magee-Women's Hospital and UPMC Braddock. The Birth Circle model is two-fold, our ambassadors work with women in the community, addressing diverse aspects of childbearing and women's health and our doulas accompany families to the health care centers and hospitals, caring for all members as they bring their baby into the world.

Our ambassadors are trusted lay-women who provide accurate health information and emotional support to other women throughout their neighborhoods who are pregnant or of childbearing age. Recruited because they are known as the "go-to" women in their neighborhoods, ambassadors are trained in the basics of healthy pregnancy behaviors, normal birth and positive early parenting. Ambassadors make themselves available to women informally to answer questions about having a healthy pregnancy and birth wherever those questions come up - on the bus, in the grocery store, at church, at school or work. They are supported through continuing education each month provided by local health professionals. When preparing for motherhood, women rely not only on medical professionals, but also on friends, family and community. By making themselves available as informal resources, our ambassadors become recognized as the wise women within their communities.

Our doulas are ambassadors who have had additional training in how to help women and their families during birth. Doulas typically meet women either in their homes or at their prenatal appointments to teach childbirth education, help families prepare for birth and plan with the family for a positive postpartum experience. When a woman goes into labor, the doula accompanies the family, providing physical, emotional and informational support. She helps the family understand how the medical system, as well as comforting and encouraging that woman through her labor. Unlike the physician or labor nurse, the doula's primary responsibility is the comfort and support of the entire birthing family. She is a continuous presence, from early labor through the baby's first feeding. All Birth Circle doulas are trained through DONA International



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ice and code of ethics. All doulas are either certified or
ing education and supervision is provided monthly.

The doulas and ambassadors are supported by the Birth Circle administration. Supervision is provided by Dr. Irene Frederick, Kathy McGrath and Cynthia Salter. Irene is an ob/gyn with 30+ years of experience providing healthcare. Kathy is a doula, childbirth educator, perinatal licensed social worker and national trainer specializing on issues of doula care and the special needs of abuse survivors in pregnancy. Cynthia is the program administrator, with an MPH in international health, and trained as a doula..

Critical Community Need(s) to be addressed through member service:

The Birth Circle grew out of a desire to address the disproportionate rates of infant mortality in Pittsburgh's East End and the surrounding eastern suburbs.

The Birth Circle operates in areas of Allegheny County (low-income neighborhoods in the East End of Pittsburgh) certified as Medically Underserved. Infant mortality among African-Americans remains at three to four times the Healthy People 2010 goal.

In 2002 and 2003, the Birth Circle conducted focus groups with patients at local family practice office, asking the question, "what would help women in your communities have a healthy pregnancy and better early parenting experiences?" Three areas of interest and concern were identified by the community: a better understanding of the importance of early and consistent prenatal care, support during breastfeeding and a desire to understand the value of preconceptional planning. These three areas remain the Birth Circle's main focus.

For seven years, the Birth Circle has been quietly working in Pittsburgh's East End, utilizing our patients' positive experiences as our primary outreach tool. We have become known throughout the East End largely by word of mouth. As the Birth Circle grows into other medically underserved populations through collaboration with other community organizations and agencies, such as the UPMC Health Plan, Magee Women's Hospital, Every Child, Inc, and the RAND organization, we look for new ways to preserve the neighborhood-based model with which we began. We continue to expand our ambassador and doula programs so that we can achieve a larger network of women supporting healthy pregnancy behaviors. We outreach to all underserved communities, with a special concentration on Pittsburgh's Hispanic population. Recent grants have targeted the teen population, including interaction with high school nurses and other paraprofessionals interacting with young women at risk for pregnancy, and also targeted education for the doulas in behavioral health issues. We seek to identify new opportunities for our experienced members and develop the connections between the ambassadors/doulas and the health care services or community organizations already at work in their neighborhoods.

Site Supervisor assigned to support member:



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II. Service Description *(Remember, a member cannot duplicate services provided by a current employee or that an employee has provided within the past 6 months)*

Service Activities/Responsibilities: *(be sure to include numbers, amounts, and time lines)*

This position will focus on the Birth Circle's Ambassador program. Ambassadors are lay women who make a commitment to learn about healthy pregnancy and early parenting behaviors and serve as resources within their communities, sharing the information they've learned with any interested community member. Ambassadors work in both a volunteer outreach capacities (i.e., health fairs, speaking to local community groups) and informal capacities (talking with women on the bus, in their workplace, school, peer group.) The member responsible for our ambassador outreach will take over the responsibility of recruiting for and organizing the Birth Circle Ambassador training, maintaining communication and engagement within the Ambassador group and connecting volunteers to meaningful outreach opportunities and on-going training.

Ambassadors are recruited to attend a series of monthly meetings (7 per year) during which pertinent topics are presented. These meetings serve to introduce new members to the philosophy of the Birth Circle, educate them on the core topics, and also to provide long term members with new topics of interest, each of which focuses on a women's health topics relevant to pregnancy, birth or early parenting. These meetings also represent an opportunity to discuss the status of healthcare within the individual neighborhoods in the Birth Circle service area and address questions or needs that have arisen within those communities. Ambassadors then go back to their communities to share the knowledge they have gained. A celebratory meeting will held be after the 7 core meetings, to recognize the completion of a year's service for new Ambassadors.

A concern of our health care center is the presence of a growing Hispanic community. A component of this service year will be the recruitment of an individual with at least basic Spanish language skill, written and spoken. Working as a liaison to this community, within the Birth Circle, the health center and the community, will be a part of this year's experience. For those entering the health care field, the acquisition of skill in medical translation will be of great value.

Overall Service Goals: *(be sure to include numbers, amounts, and time lines)*

clude:

- 1) Member will become familiar with Birth Circle (BC) services and basic infant/maternal childbirth education. She/he will:
 - train with the BC childbirth educator and perinatal social worker
 - attend weekly BC staff meetings
 - attend the monthly doula meetings to become familiar with the Birth Circle services and the basic needs of pregnant women and new families
 - attend monthly Ambassador meetings to further education on core topics
 - attend monthly OB case conferences with the ELFHCC Ob staff

- 2) Member will be responsible for organizing and managing the Ambassador program, with guidance from the director and program administrator. She/he will:
 - schedule space, food, equipment and speaker needs for each of 7 monthly Ambassador meetings, to be held the second Tuesdays of Sep, Oct, Nov of 2009 and Jan, Mar, Apr and May of 2010.
 - update and compile training materials for the year
 - communicate with participants to enhance attendance
 - assist the program administrator in identifying and contacting speakers for the meetings
 - send monthly meeting notices to each Ambassador
 - research, compose and distribute a monthly newsletter
 - recruit within the BC service areas to identify, interview and screen 20 potential new ambassadors for the 2010 training year
 - coordinate the annual celebratory dinner for June 2010
 - track the attendance of new trainees for the 2009/10 year and produce certificates to present at the June dinner
 - assist in obtaining DONA CEU credits and certificates for doulas

- 3) Member will seek outreach opportunities for the BC and assist the program administrator in assigning BC Ambassadors and Doulas to participate. She/he:
 - research outreach opportunities in the community
 - track all outreach opportunities performed by the BC . date, site, participant, goal
 - solicit participation by Ambassadors and doulas
 - continue outreach to the school nurse program in the public schools
 - promote relationship with other programs which correlate with BC goals, to include Center for Healthy Hearts and Souls, Every Child, Inc and Promoting Adolescent Development through Sexuality Education

- 4) Member will outreach to the Hispanic community. She/he will:

CC patients
language training and educational materials

- attend Nueve Lunas meetings
- coordinate outreach opportunities unique to the Hispanic community

5) Member will serve as integral member of the BC administrative team. She/he will:

- assist program administrator in daily office tasks such as phone management, filing, etc
- attend all BC staff meetings
- assist program administrator in coordinating monthly doula meetings
- conduct quarterly evaluation of her/his performance with the program administrator and director
- assist ELFHCC OB coordinator in coordinating liaison to ELFHCC Ob services

Outcome Measures: *(be sure to qualify what measurable impact the member will have through service at Partner Site)*

First quarter (Sep – Nov) goals/outcomes:

- Organize, track attendance and attend Oct and Nov Ambassador meetings. Outcome: meetings will be well attended and organized
- Attend 3 childbirth education sessions with perinatal social worker Kathy McGrath to become familiar with the Birth Circle services. Outcome: member will understand philosophy of childbirth education
- Attend all weekly Birth Circle staff meetings. Outcome: member will integrate into BC staff
- Make contact with the most recently recruited ambassador trainees and encourage their attendance at meetings. Outcome: 75% of new trainees will attend the Oct and Nov meetings
- Set up for weekly and monthly meetings: every Monday daytime, and second and fourth Tuesday evenings. Outcome: Meetings will be organized and conducive to positive learning experiences.
- Attend 3 Nueve Lunas meetings. Outcome: Member will become familiar with the organization and practice Spanish language skills.
- Identify 2 new outreach opportunities. Outcome: Member will develop knowledge of programs with similar missions.
- Meet with Metro Family Practice staff. Outcome: Member will be introduced to partner practice.
- Create and send newsletter monthly. Outcome: BC members will have consistent information on the BC activities.
- Attend monthly OB case conferences at ELFHCC (second Wed AM of month). Outcome: BC will have stronger relationship with OB service activities at ELFHCC.

week to assist in patient translation at ELFHCC.
Women will receive better care because of proper translation.

Second quarter (Dec-Feb) goals:

- Maintain contact with all new ambassadors through monthly phone contact and encourage each ambassador to identify a personal area of interest (ex., breastfeeding, SIDS, teenage pregnancy) to incorporate into their learning. Outcome: Ambassador program will be stronger and have new focus.
- Contact 5 previously trained Ambassadors to assess how the Birth Circle can continue to provide meaningful training opportunities and relevant community activities. Outcome: BC will learn from past experience and improve future activities and direction.
- Identify 2 outreach activities for Ambassador and recruit Ambassadors to attend. Outcome: BC will become better known in the community.
- Member will make contact with 2 public school nurses, health teachers or community organizations to explore options for collaboration with Ambassador program. Outcome: BC will broaden its community associations.
- Attend all weekly Birth Circle staff meetings. Outcome: Cohesive team environment will be encouraged.
- Set up for weekly and monthly meetings: every Monday daytime, and second and fourth Tuesday evenings. Outcome: Meetings will be organized and conducive to positive learning experiences.
- Attend 3 Nueve Lunas meetings. Outcome: Member will enhance coordination of Nueve Lunas and BC missions and practice Spanish language skills.
- Create and send newsletter monthly. Outcome: BC members will have consistent information on the BC activities.
- Attend monthly OB case conferences at ELFHCC (second Wed AM of month). Outcome: BC will have stronger relationship with OB service activities at ELFHCC.
- Organize, track attendance and attend Jan Ambassador meeting and dinner. Outcome: 75 % of new trainees and 10 established Ambassadors will attend dinner.
- Track all outreach opportunities on master list. Outcome: BC will have evidence of outreach when writing and reporting for grants.
- Obtain DONA CEU credits for Jan, Mar, Apr and May sessions. Outcome: BC doulas will have access to CEU to maintain their certification.
- Meet with Program administrator and director in Dec for performance evaluation. Outcome: Member and BC will have clear understanding of performance successes and challenges.
- Be available 2 half days a week to assist in patient translation at ELFHCC. Outcome: Women will receive better care because of proper translation.

Third quarter (Mar-May) goals:

- ambassadors through monthly phone contact and to identify a personal area of interest (ex., breastfeeding, STDS, teenage pregnancy) to incorporate into their learning. Outcome: Ambassador program will be stronger and have new focus.
- Contact 5 additional previously trained Ambassadors to assess how the Birth Circle can continue to provide meaningful training opportunities and relevant community activities Outcome: BC will learn from past experience and improve future activities and direction
 - Identify 2 outreach activities for Ambassador and recruit Ambassadors to attend. Outcome: BC will become better known in the community
 - Member will make contact with 2 public school nurses, health teachers or community organizations to explore options for collaboration with Ambassador program. Outcome: BC will broaden its community associations and meet grant obligations.
 - Attend all weekly Birth Circle staff meetings. Outcome: Cohesive team environment will be encouraged.
 - Set up for weekly and monthly meetings: every Monday daytime, and second and fourth Tuesday evenings. Outcome: Meetings will be organized and conducive to positive learning experiences.
 - Attend 3 Nueve Lunas meetings. Outcome: Member will enhance coordination of Nueve Lunas and BC missions and practice Spanish language skills.
 - Attend monthly OB case conferences at ELFHCC (second Wed AM of month). Outcome: BC will have stronger relationship with OB service activities at ELFHCC.
 - Organize, track attendance and attend Mar and Apr Ambassador meetings. Outcome: 75 % of new trainees and 10 established Ambassadors will attend meetings.
 - Track all outreach opportunities on master list. Outcome: BC will have evidence of outreach when writing and reporting for grants.
 - Meet with Program administrator and director in Mar for performance evaluation. Outcome: Member and BC will have clear understanding of performance successes and challenges.
 - Be available 2 half days a week to assist in patient translation at ELFHCC. Outcome: Women will receive better care because of proper translation
 - Organize dinner and prepare new Ambassador certificates for the June celebratory meeting. Outcome: Efforts of Ambassadors and doulas will be acknowledged and program participation will be enhanced.
 - Compile and send monthly newsletter Outcome: Attendance at meetings will be enhanced because of good communication.

Fourth quarter (Jun-Jul) goals:

- Meet with each newly trained Ambassador to review her first year of training and outreach, assess how that Ambassador has impacted her community and discuss what additional learning or opportunities she would like to explore with

BC will improve the training program in the

- Compile all training and program materials from the 09/10 year into a replicable curriculum for the next service year. Outcome: BC training will be consistent and recognized for its high standards.
- Contact 5 additional previously trained Ambassadors to assess how the Birth Circle can continue to provide meaningful training opportunities and relevant community activities. Outcome: BC will learn from past experience and improve future activities and direction
- Identify 2 outreach activities for Ambassador and recruit Ambassadors to attend. Outcome: BC will become better known in the community
- Attend all weekly Birth Circle staff meetings. Outcome: Cohesive team environment will be encouraged.
- Set up for weekly and monthly meetings: every Monday daytime, and second and fourth Tuesday evenings. Outcome: Meetings will be organized and conducive to positive learning experiences.
- Attend 3 Nueve Lunas meetings. Outcome: Member will enhance coordination of Nueve Lunas and BC missions and practice Spanish language skills.
- Create and send newsletter monthly. Outcome: BC members will have consistent information on the BC activities.
- Attend monthly OB case conferences at ELFHCC (second Wed AM of month). Outcome: BC will have stronger relationship with OB service activities at ELFHCC.
- Track attendance and attend Jun Ambassador meeting. Outcome: 100 % of new trainees and 20 established Ambassadors will attend meeting.
- Track all outreach opportunities on master list. Outcome: BC will have evidence of outreach when writing and reporting for grants.
- Meet with Program administrator and director in Jun for performance evaluation. Outcome: Member and BC will have clear understanding of performance successes and challenges.
- Be available 2 half days a week to assist in patient translation at ELFHCC. Outcome: Women will receive better care because of proper translation
- Complete training year as Ambassador. Outcome: Member will become a Birth Circle Ambassador for life.
- Enjoy final days with Birth Circle. Outcome: Member will have had a positive experience with the Birth Circle which will impact her/his future career.

III. Performance Measures: The PHC AmeriCorps program is based on National Health Corps Performance Measures. Each PHC member should provide services that fall in at least one of the NHC Performance Measures below:

1. Access to Care

Does your service position include assessing eligibility for, completing paperwork for, and enrolling community members in adult/child health insurance and/or patient medication assistance programs?(please check one) YES NO

and explain the details regarding how the member will provide service with these programs:

2. Individual & Group Health Education Instruction

Does your service position include any of the following:

Teaching health education classes, workshops, one on one sessions, leading clubs or organized activities on public health topics including home/public safety, violence prevention, smoking cessation, nutrition and exercise, asthma, diabetes, hypertension, HIV/AIDS, hepatitis and other public health topics that meet local community needs.

(please check one) X YES NO

If "yes", please provide site specifics and explain the details regarding how the member will provide health education: Member will help identify, organize and attend various community events, educational sessions and patient encounters in which women's health care topics are presented.

3. Health Screening, Testing & Immunization

Does your service position include the member organizing, coordinating, promoting and/or participating in health screenings, testing and immunization campaigns for HIV/STDs and other communicable diseases, BMI, blood pressure and other issues that respond to local needs? (please check one) x YES NO

If "yes", please provide site specifics and explain the details regarding how the member will provide service relating to health screenings, testing, and immunization: Member will participate in outreach which promotes breastfeeding and proper prenatal care.

4. Health Information & Outreach Material Distribution

Does your service position include the member distributing health education and outreach materials to individuals in underserved populations?

(please check one) x YES NO

If "yes", please provide site specifics and explain the details regarding the information that will be distributed and how it relates to the services provided by the site as a whole: Member will assist doulas in conveying childbirth education information.

5. Promotion of Health Professions

Does your service description include giving the member the opportunity to be trained on health professions, health care settings, health care education opportunities, the healthcare needs of the underserved, health disparities, cultural competency, and various health related topics such as tobacco, asthma, hypertension, nutrition and HIV/AIDS? (please check one) x YES NO

If "yes", please provide site specifics and explain the details regarding how the member will be trained, gain experience in the health related topics mentioned:

Member will be exposed to a complex health care system through contact with two medical practices, healthcare insurers, community health related organizations and policy change agents within the greater Pittsburgh medical community. She/he will



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Spanish medical language translation skills, a
are systems today. Services of the BC are
oriented to underserved women and their families. Close relations with organizations
which promote smoking cessation and improved lifestyle choices will be available to the
member.

IV. Logistical Information

Expected Schedule for Providing Service at Site:

M- F 9-5

Occas earlier meetings

Twice monthly evening meetings (2nd and 4th Tues 5:30-8PM)

Occas weekend events

Orientation Plan:

Initial orientation 2 day with BC staff in office

Three sessions with Perinatal Social Worker for childbirth education

Three days conducting home visits with doulas to familiarize with services

Service Location(s) if different from site address:

Same

Additional Info (parking, transportation, ID, etc.):

Street parking is available for free outside building

Bus service is available to the door.

Member Qualifications:

The minimum skill sets required for this experience include:

- Excellent computer literacy in all Microsoft Office applications. Experience in Publisher desirable.
- Bachelor's degree
- Driver's license. Car preferred.
- Excellent organizational ability
- Self motivation and ability to work independently



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language written and verbal skill (ability to translate)
relationship ability

- Interest in women's health care