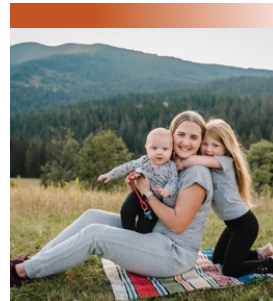
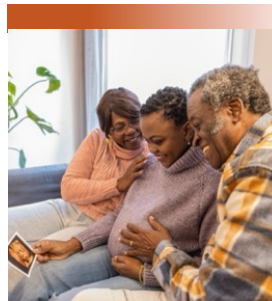
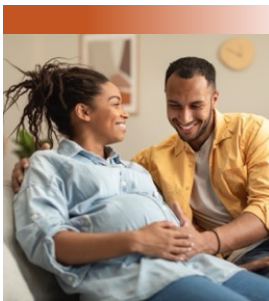
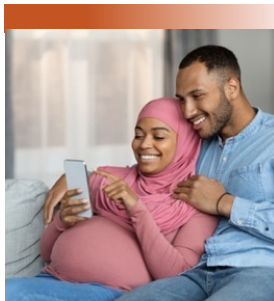
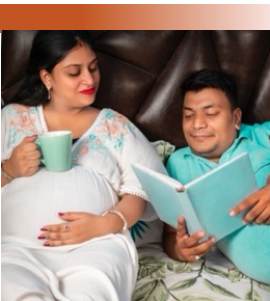


# Doula Organization Enhancement Awards

Friday, August 1, 2025  
11:30am – 12:30pm  
Virtual





# Welcome

Anna Sutton



# Today's Speakers



**Susan Perez, PhD, MPH**  
Research Consultant  
CMQCC



**Anna Sutton,  
RN, PHN, MSN**  
Associate Director  
California Maternal Health Innovation Program  
CMQCC





# Agenda

- I. Welcome
- II. Agenda Review
- III. California Maternal Health Innovation Program
- IV. Timeline
- V. Overview of Application
- VI. Review Process
- VII. How can we support you?
- VIII. Questions & Answers
- IX. Let's Stay Connected!



# Who's In the Room?

## Zoom Poll

Doula Enhancement Award Survey  
3 questions



Use your phone's camera to scan the QR code



# California Maternal Health Innovation Program

Anna Sutton



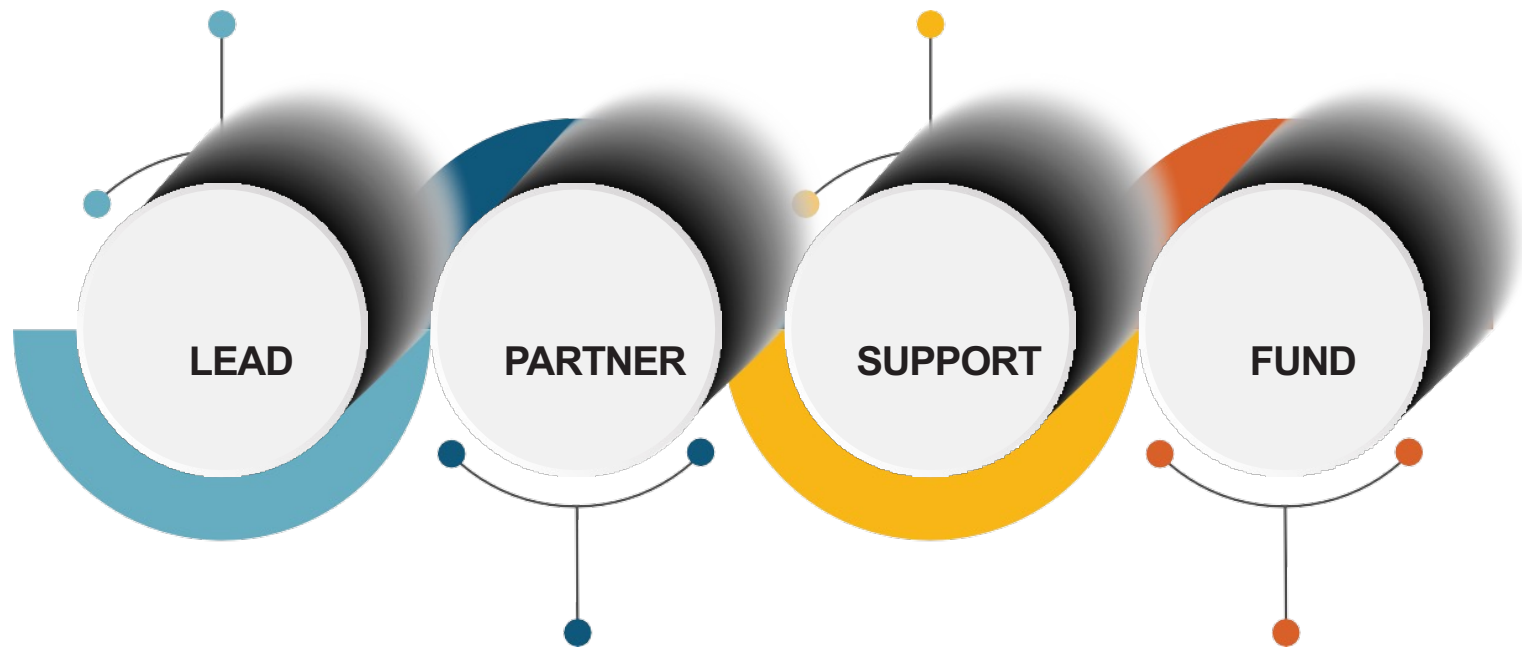


# Purpose & Funding Acknowledgement

- This cooperative agreement is supported by the U.S. Health Resources & Services Administration (HRSA) through a five-year, \$10 million State MHI award to the California Maternal Quality Care Collaborative (CMQCC), California Department of Health Care Services (DHCS), California Department of Public Health (CDPH), and Office of the California Surgeon General (OSG).
- We extend our deepest gratitude to our generous funder for their transformative support.
- This game-changing investment empowers California to help reduce maternal mortality and morbidity, unite maternal health efforts, and elevate impact to improve maternal health outcomes through improved coordination of existing systems.
- Thanks to this funding, the state will be equipped to enhance community, public health, healthcare coordination, and the quality of maternal health services across California.



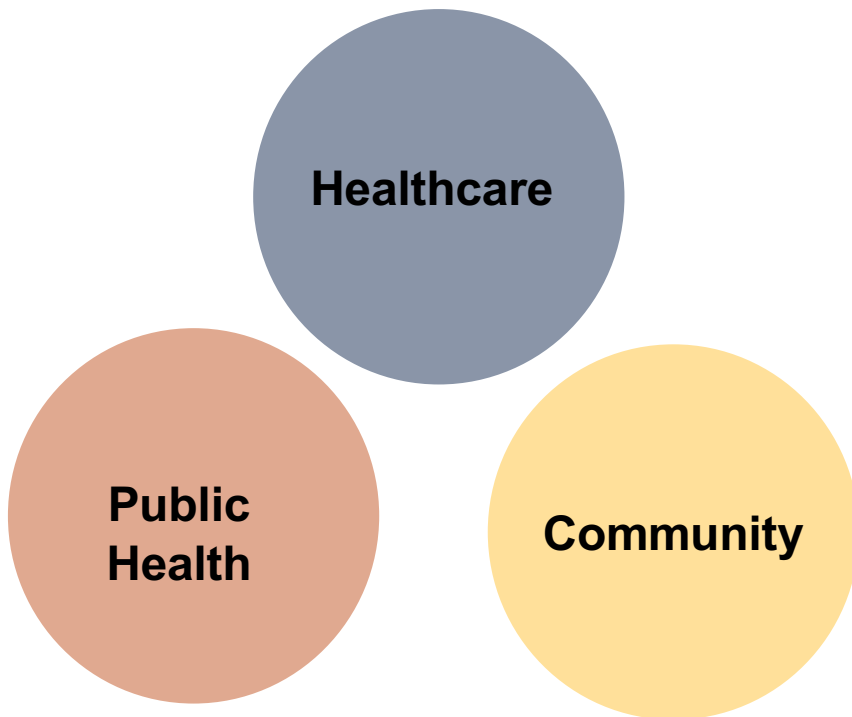
# Role of the MHI Program



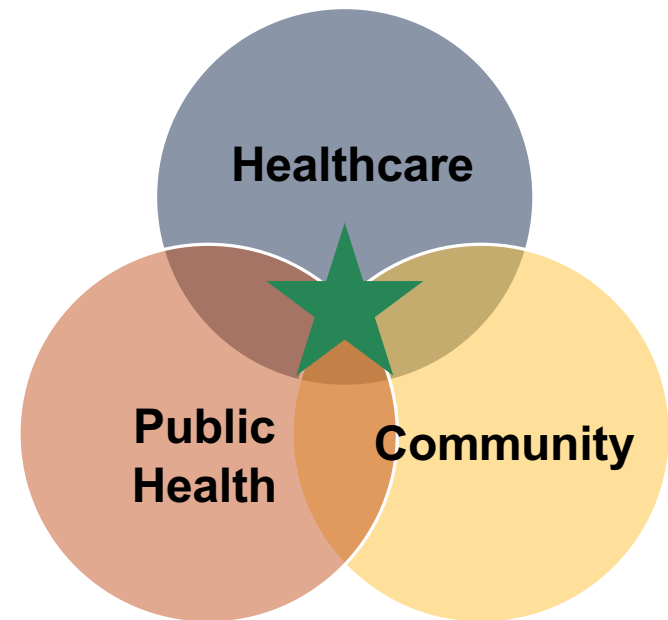


# Vision for Maternity Care in California

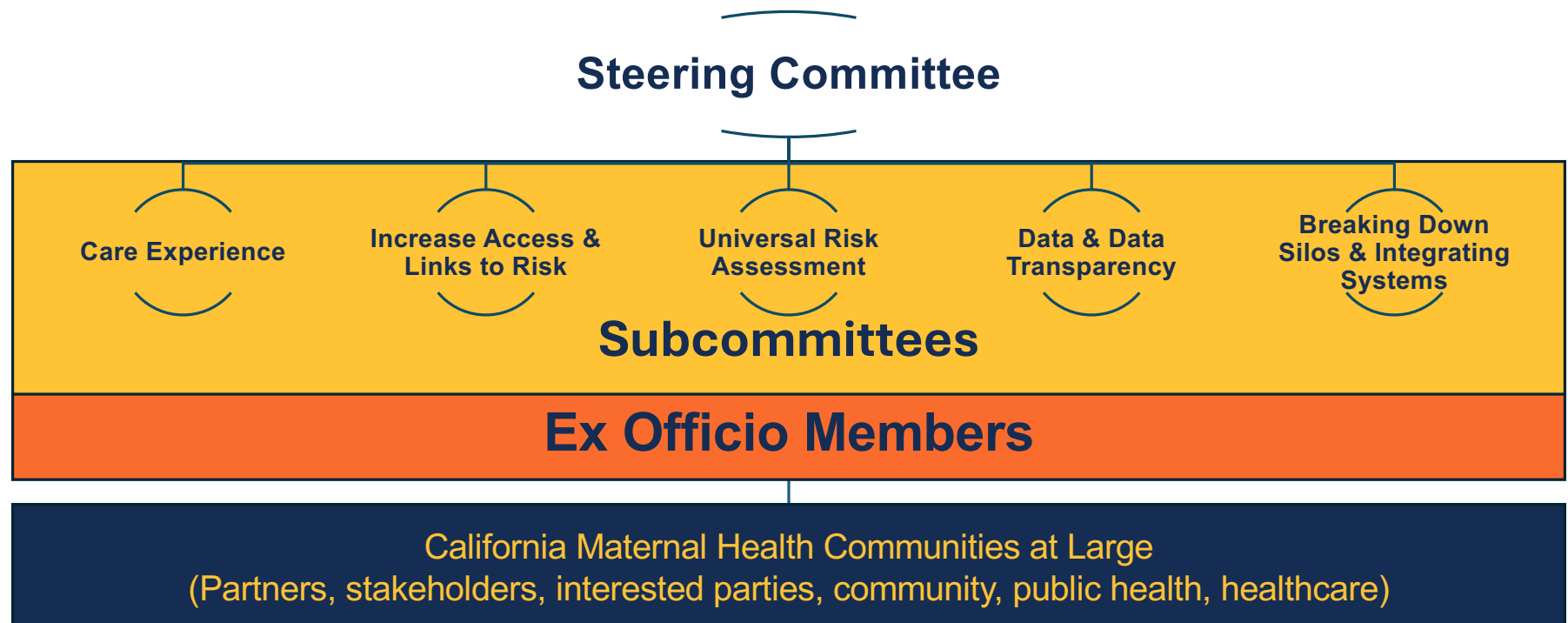
## Current State



## Goal



# Maternal Health Task Force: Structure



# Community Innovation Funds: How We Got Here

Task Force: Pitched Ideas

Task Force: Voted on Ideas

Task Force: Discussed Top Votes and Themes

- Investment in doula hubs, training, and support for Medi-Cal reimbursement

Developed a Doula Organization Enhancement Award RFP

Established Timely Distribution and Equitable Administrative Processes

- Coordinated with Fiscal Intermediary and Key Partners



# Fiscal Intermediary: MOMS Orange County



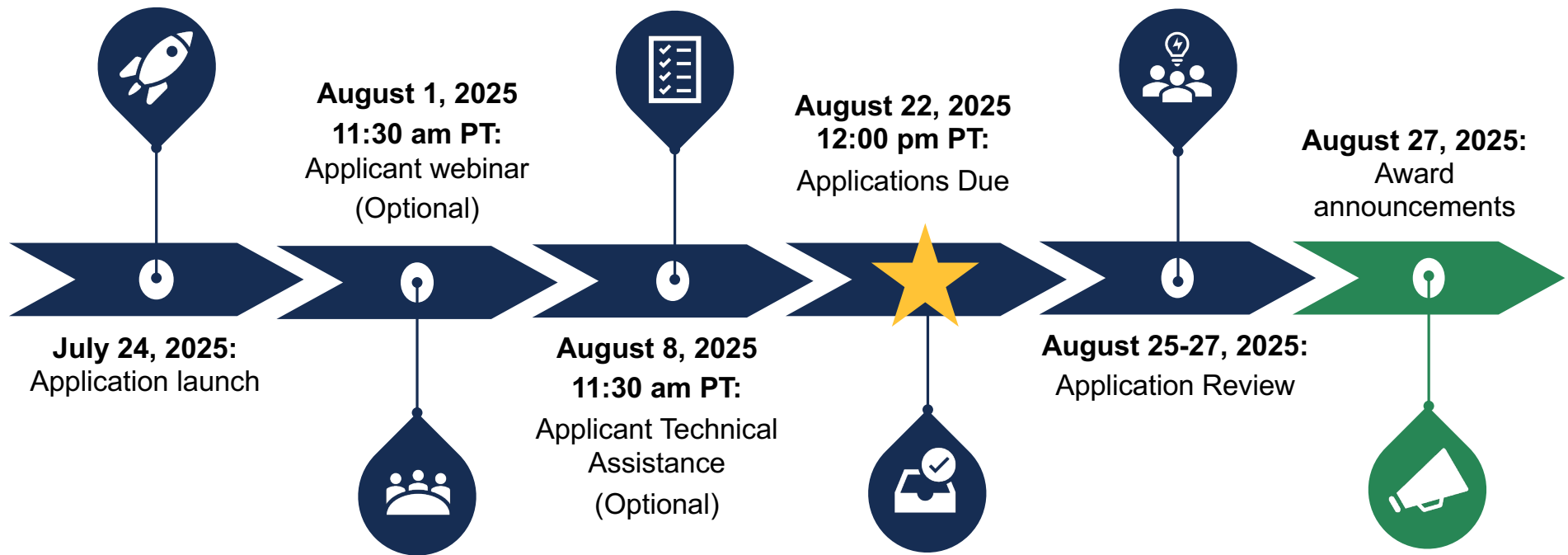
MOMS is the region's largest nonprofit dedicated solely to infant and pregnancy health and well-being. MOMS surrounds expecting families with a community of support to promote a healthy pregnancy, deliver a healthy baby and build a strong family.

Role: To distribute a total of **\$382,500 in awards** to community-based organizations (CBOs), doula hubs, and doula organizations in California that are working to expand access to high-quality, respectful, and trauma-informed doula care for Medi-Cal populations.

# What's Available

- A total of 10-14 awards ranging between \$25,000 - \$35,000
- Awards will support doula recruitment, training, and/or Medi-Cal billing assistance, as well as activities that introduce doulas to public health programs, healthcare providers, and/or CBOs providing maternal health services
- There is no set award amount. Each organization should request the amount of funding it will need to complete the proposed project—including direct and indirect costs—for the entire duration of the award. The requested amount should be between \$25,000 - \$35,000.

# Application Timeline







# Overview of Application

Susan Perez





# Application Review

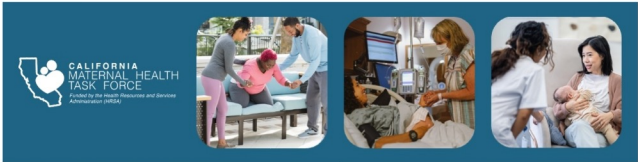






# Application Website

## California MHTF Doula Organization Awards



### Training and Strengthening the Medi-Cal Doula Workforce in California

The California Maternal Health Task Force (MHTF), in partnership with [MOMS Orange County](#) as a fiscal intermediary, is offering funding through **Enhancement Awards** for California doula organizations that serve Medi-Cal birthing communities with high-quality, respectful, and trauma-informed care.

Enhancement Awards will support community-based organizations (CBOs), doula hubs, and doula organizations in training, recruiting, and/or supporting doulas, and/or with introducing and connecting doulas to public health programs, healthcare providers, and maternal health CBOs/agencies.

[Submit a proposal](#)

[Download](#) a reference-only copy of the application.)

### Goals of the Enhancement Awards

- Increase the number of doulas in Medi-Cal birthing communities
- Expand the doula workforce in California areas with little-to-no doula service, and/or expand the number of doulas supporting families in different languages with high-quality, respectful, and trauma-informed care
- Support existing organizations that enable Medi-Cal doula care
- Expand existing doula organizations that unite public health, healthcare, providers, and communities to improve risk assessments and referrals for Medi-Cal members during pregnancy, birth, and postpartum





# Application

- 1. Background/Opening Page
- 2. Applicant Information
- 3. Applicant Background
- 4. Application Narrative
- 5. Budget and Budget Justification

# Application: Background/ Opening Page

- Project Background
- Goals of the Enhancement Award for Training and Strengthening the Medi-Cal Doula Workforce:
  - Increase the number of doulas serving Medi-Cal birthing communities.
  - Expand the doula workforce in geographic areas of California with little to no doula service and increase the doula workforce to include doulas who can provide high-quality, respectful, and trauma-informed care in different languages.
  - Support existing CBOs, doula hubs, and doula organizations that help doulas enroll in, contract with, and bill Medi-Cal to scale doula access.
  - Expand on existing CBOs, doula hubs, or doula organizations across California that unite public health, healthcare, providers, and community-based organizations/agencies providing maternal health services to improve risk assessment and referral services for pregnant and postpartum Medi-Cal members.

# Application: Background/ Opening Page

- To accomplish these goals, the California Maternal Health Task Force is disseminating 10-14 awards ranging from \$25,000-\$35,000 to CBOs, doula hubs, or other doula organizations working with doulas to expand doula recruitment, education, training, and technical assistance with billing Medi-Cal.
- Funds will be awarded via an expedited grant application process open statewide in California and disbursement will be handled by a fiscal intermediary MOMS Orange County.
- Preference will be given to applicant organizations that are tax-exempt under Section 501(c)(3) of the Internal Revenue Code and are not private foundations or Type III supporting organizations.
- Applicant organizations must be based in California.



# Application: Background/ Opening Page

- Proposal deadline and key dates
- Total Awards:
  - Type of Award: Awards funded under this opportunity will be structured as grants.
  - Number of Awards: A total of 10-14 awards ranging between \$25,000 - \$35,000 will be provided.
  - Amount of Award: There is no set award amount. Each organization should request the amount of funding it will need to complete the proposed project—including direct and indirect costs—for the entire duration of the award. The requested amount should be between \$25,000 - \$35,000.
  - Award Duration: The award period is 90 days. As an enhancement award, the California Maternal Health Task Force hopes that funding will be used to invest in activities and initiatives already underway.

# Application: Background/ Opening Page

## Reporting Requirements

1. The number of new doulas recruited and trained who intend to enroll as Medi-Cal doulas in the six months following the award period.
2. The number of doulas trained to understand maternal risk assessment and referral.
3. The number of new collaborative relationships established between the awardee and public health, healthcare providers, and/or community-based organizations/agencies providing maternal health services.
4. **(Optional)** The number of Medi-Cal members receiving doula services from the awardee.
  - a. Specifically, how many members were served prior to the award, and how many members are expected to be served in the six months following the conclusion of the award?

# Application: Background/ Opening Page

Response to this question must be “**Yes**” to continue with the application as this is a requirement of the award.

Applicant organizations must be based in the California. Awards will be made to organizations, not to individuals. Does your organization meet these criteria?

- a) Yes
- b) No

# Application: Applicant Information

- Contact Information
- “What are the geographic regions or reach of your organization, programs, and work?”
  - Examples of responses might include statewide, counties, regions (e.g., Central Valley, Northern California, Bay Area, Southern California), or neighborhoods (e.g., Rosedale).
  - If your organization reaches or serves rural or frontier communities, we encourage you to specifically mention this component of your work. *(The California MHTF will reference the definition of “frontier” used by the U.S. Department of Health and Human Services—Health Resources and Services Administration.)*
- Organization status
  - Non-profit
  - Government
  - Tribe

# Application: Organizational Background

- Year your organization was formed
- Recent changes in your organizational structure
  - Mergers, divisions, or substantive reorganizations
- Organization's audited financial statements statements, including the opinion letter (and management letters from the auditors, if applicable), for the last two completed years.
  - If the audited financial statements are not yet available for the most recently ended fiscal year, provide the internal financial statements for the last fiscal year and the most recently audited financial statements.
  - If your organization doesn't have audited financial statements, you may provide internal financial statements (e.g., balance sheet, Form 990, revenue/expense statement) for the last two completed years.
  - [Optional] If you believe your financial documents alone don't adequately convey your organization's financial status, please feel free to provide additional context.
  - If this information is available online, you may upload a Word document containing the URLs.

**All non-public financial information will be kept confidential, and will not be shared publicly even if the organization receives an award.**





# Application: Narrative

- Responses can be submitted as a written response or as a file for video or audio response.
  - You only need to respond to ONE (written or file) and can change the way you respond between questions.
    - For example, for the first question you might provide a written response and the second question can be a video upload of your response.

# Application: Narrative

Describe your organization, who you serve in California, community connections, your doula programs, and qualifications to meet the goals of the awards. If your organization reaches or serves populations impacted by negative health outcomes, we encourage you to specifically mention this component of your work.

In your response, please also list each subpopulation or subgroup that you serve. Some examples might include:

- If you serve more than one American Indian/Alaska Native (AI/AN) tribe, please list the names (or number) of tribes served.
- If you serve more than one Asian American/Pacific Islander group, please list the names of these groups.
- If your services are tailored to communities or individuals who have experiences political situations (e.g., refugees) or recent environmental disasters (e.g., fires, floods), please identify these groups.

## CHOOSE ONE

### WRITTEN RESPONSE

Up to 2,000 characters

### FILE UPLOAD

Audio, visual, or presentation  
format that is 3 minutes or less



# Application: Narrative

What are your organization's existing programs and processes to grow the doula workforce and train doulas to serve Medi-Cal clients? What are some of the barriers and challenges you have encountered to grow your doula program and how did you overcome them?

If available, we are also interested in the number of doulas you have trained in the past year, the number of doulas you currently work with or coordinate annually, and the approximate number of Medi-Cal members served by your efforts, as well as the number of doulas your organization has provided billing assistance to in the past year.

## CHOOSE ONE

### WRITTEN RESPONSE

Up to 2,000 characters

### FILE UPLOAD

Audio, visual, or presentation  
format that is 3 minutes or less

# Application: Narrative

One  
Question,  
Four Parts

1. Increase the number of doulas serving Medi-Cal birthing communities.
2. Expand the doula workforce in geographic areas of California with little to no doula service and increase the doula workforce to include doulas who can provide high-quality, respectful, and trauma-informed care in different languages.
3. Support existing community-based organizations, doula hubs, and doula organizations that help doulas enroll in, contract with, and bill Medi-Cal to scale doula access.
4. Expand on existing CBOs, doula hubs, or doula organizations across California that unite public health, healthcare, providers, and community-based organizations/agencies providing maternal health services to improve risk assessment and referral services for pregnant and postpartum Medi-Cal members.

## CHOOSE ONE

### WRITTEN RESPONSE

Up to 2,000 characters

### FILE UPLOAD

Audio, visual, or presentation  
format that is 3 minutes or less



# Application: Budget and Budget Justification

You can estimate these amounts and use round numbers. The California Maternal Health Task Force just needs a high-level understanding of how the funding will be spent.

Item	Amount	One sentence to justify this amount.
Personnel (include fringe)		
Contractors/Consultants		
Travel		
Supplies and Materials		
Other Direct Costs		
Indirect Costs (Up to 15%)		

**TOTAL** Amount Requested Should Range From \$25,000 - \$35,000.  
*The above lines must total to this amount.*







## Review Criteria

Priority will be given to organizations serving areas with high maternal health disparities, and those capable of training doulas to provide high-quality, respectful, and trauma-informed care in different languages.

**Important: Applicant organizations must be based in the California. Awards will be made to organizations, not to individuals.**

# Review Criteria

When determining awards, the California MHTF will prioritize applicant organizations that demonstrate:

- Success in training new doulas and/or enrolling existing doulas in Medi-Cal;
- Recruitment, training, convening, and/or providing ongoing support of multiple doulas;
- Conducted or co-facilitated trainings to improve doula capacity to enroll in Medi-Cal, contract with Medi-Cal managed care plans, and bill Medi-Cal for doula services;
- Active engagement with community and an understanding of public health programs and community services; and
- Experience with navigating and billing Medi-Cal for doula services.

**It is not necessary for an applicant organization to be engaged in all these activities. However, strong applications will demonstrate high engagement with one or more activities.**

# Who is reviewing my application?

5-7 members will make up the review committee. At least 3 reviewers will be assigned to each application.

Professional representation of birth workers, healthcare professions, and maternal health community-based organization leaders

Representation of the communities, populations, and birthing experiences across California

Representation from public health, healthcare, and community

Individuals who have experience with and knowledge of the doula landscape in California including the doula benefit

# We Are Here For YOU!

Technical Assistance  
(August 8<sup>th</sup>, 2025)

Email: [info@cmqcc.org](mailto:info@cmqcc.org)  
(Response within 2 working  
days)

Application  
Support &  
Resources

Application Webinar  
(August 1<sup>st</sup>, 2025)

California MHTF Doula  
Enhancement Awards  
Website





## Questions & Answers

- Please put your questions in chat or use the “Raise Hand” function.
- For questions specific to your organization or application, email ([info@cmqcc.org](mailto:info@cmqcc.org)) is preferred so that we can tailor our response to your question.

# Let's Stay Connected!



Tell us about yourself and how you would like to be involved.

**Email us at**  
[info@cmqcc.org](mailto:info@cmqcc.org).



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