

Application for an Enhancement Award Training and Strengthening the Medi-Cal Doula Workforce in California

The California Maternal Health Task Force (MHTF) proposes an **Enhancement Award** for **Training and Strengthening the Medi-Cal Doula Workforce in California** as the focus of the second year of the California Maternal Health Innovation Program (MHI Program) grant funding. Grant awards will be given to California community-based organizations (CBOs), doula hubs, or doula organizations to recruit and train new and existing doulas to serve Medi-Cal birthing communities, as well as to introduce and connect doulas to public health programs, healthcare providers, and community-based organizations/agencies providing maternal health services.

The California Department of Health Care Services (DHCS) added doula services as a Medi-Cal benefit in January 2023 and has taken steps to broaden pregnant and postpartum Medi-Cal members' awareness of and access to doula services, and to reduce barriers to Medi-Cal doula enrollment and reimbursement. However, additional investment to expand the Medi-Cal doula workforce is needed. Medi-Cal covers 40% of all births in California and this is a significant area of opportunity for the California MHTF to focus its resources upon.

The goals of the Enhancement Award for Training and Strengthening the Medi-Cal Doula Workforce in California are:

- 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.

To accomplish these goals, the California MHTF will disseminate **10-14 awards ranging from \$25,000 - \$35,000 (a total of \$382,000 in funding) 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 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.

When selecting entities to receive award, the California MHTF will prioritize CBOs, doula hubs, or doula organizations that demonstrate:

- Success in training new doulas and/or enrolling existing doulas in Medi-Cal.
- Recruitment, training, convening, and providing ongoing support of multiple doulas in their hub or CBO.
- Having 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 understanding of public health programs and community services.
- Experience with navigating and billing Medi-Cal for doula services.

(It is not necessary for an applicant organization to be engaged in all of these activities.)

PROPOSAL DEADLINE & KEY DATES: Beginning July 23, 2025, proposals will be accepted on a rolling basis until **12:00 pm PT on Friday, August 22, 2025.**

- Awards will be announced on Wednesday, August 27, 2025.
- More information on the announcement process will be available starting August 1, 2025.

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. Overall, \$382,000 in funding will be dispersed by fiscal intermediary [MOMS Orange County](#).
- **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 MHTF hopes that this funding will be used to invest in activities and initiatives already underway.

Awardees will be required to report on the following (detailed requirements will be available starting August 1, 2025):

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. 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?

Applicant Resources

[Optional] Award Overview Webinar: Friday, August 1, 2025, at 11:30 am-12:30 pm PT
[Register Here](#)

- Join the California MHI Program team to learn more about the awards, goals of the initiative, selection criteria, and reporting requirements.
- The webinar will be recorded and made available [on the MHTF website](#) within 48 hours after the event.

[Optional] Applicant Technical Assistance Office Hours: Friday, August 8, 2025, at 11:30 am-12:30 pm PT [Register Here](#)

- Does your organization have technical questions about eligibility, application requirements, or the process to apply? The California MHI Program team will address applicant questions in an open group setting. (For assistance with confidential questions, please email info@cmqcc.org.)
- The office hours will be recorded and made available [on the MHTF website](#) within 48 hours after the event.

Important: Please do not include any protected health information (PHI) in your responses. [Learn about the definition of PHI](#). This application is not intended to collect protected health data. Thank you.

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

- Yes
- No

Applicant Information

Applicant Contact Information

Organization Name _____

Organization Website (if applicable) _____

Primary Contact (Full Name) _____

Primary Contact Email _____

Primary Contact Position/Title _____

Secondary Contact (Full Name) _____

Secondary Contact Email _____

Secondary Contact Position/Title _____

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.)*

Which of the following best describes your organization?

- 501(c)(3) University, College, or School
- 501(c)(3) Hospital or Health System
- 501(c)(3) Other Public Charity
- 501(c)(3) Private Foundation



- Tax-Exempt Organization Described in 501 other than 501(c)(3) (e.g. 501(c)(4) or 501(c)(6))
- Government (non-Tribal)
- Government (Tribal)
- Other Tribal Entity
- For-Profit Entity (Corporation, Partnership or LLC)
- Other, please describe: _____

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Organizational Background

In what year was your organization formed? _____

Has your organization experienced a merger, divisions, or other substantive reorganization in the past 12 months, or, to the best of your knowledge, is your organization planning a substantive organizational change (including dissolution) in the next 12 months?

- Yes
- No

Provide a copy of your organization's audited financial 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.

Responses will be scored using a rubric based on the below criteria.

Enhancement of your current organizational programs and initiatives:

- Success in training new doulas and/or enrolling existing doulas in Medi-Cal.
- Recruitment, training, convening, and providing ongoing support of multiple doulas in their hub or CBO.
- Having 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 understanding of public health programs and community services.
- Experience with navigating and billing Medi-Cal for doula services.

(It is not necessary for an applicant organization to be engaged in all of these activities.)

Alignment with the goals of the Enhancement Award for Training and Strengthening the Medi-Cal Doula Workforce in California:

- 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.

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 (e.g., Miwok, Pomo).
- If you serve more than one Asian American/Pacific Islander group, please list the names of these groups (e.g., Filipino/a, Tongan, Hmong).
- If your services are tailored to communities or individuals who have experienced political situations (e.g., refugees) or recent environmental disasters (e.g., fires, floods), please identify these groups.

PLEASE CHOOSE ONE FORMAT: Submit a written response **or** file upload of an audio/visual/presentation response. **If you submit both, only one will be reviewed.**

- **Written Response:** Up to 2,000 characters.
- **File Upload:** An audio, visual, or presentation format that is three minutes or less in length.

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.

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- **Written Response:** Up to 2,000 characters.
- **File Upload:** An audio, visual, or presentation format that is three minutes or less in length.

State your goal, objectives, and timeline for activities of how you would use the award to:



1. **Increase the number of doulas serving Medi-Cal birthing communities.** Discuss the estimated number of doulas serving Medi-Cal birthing communities you plan on training or adding to the doula workforce. (For example: "During the award period will host two technical assistance sessions for practicing doulas about Medi-Cal reimbursement, one of which will be virtual and the other of which will be in person. Based on past attendance, we estimate we will train a total of 20 new doulas on Medi-Cal reimbursement.")
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.** Discuss how you will increase the number of doulas in areas of high need or where you have identified there being a need for more doula services. (For example: "In the Rosemont community of Sacramento County, there has been a recent increase in the number of young Asian Indian families. There is an increased need to provide high-quality, respectful, trauma-informed, and multilingual care for this community. We will build our infrastructure to promote outreach and training focused on serving this community.")
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.** Discuss how you will coordinate within existing local infrastructure and across organizations to increase Medi-Cal enrollment and billing, in order to increase the number of doulas who understand how to access this benefit. (For example: "We will reach out to local doulas and doula programs to support them in Medi-Cal enrollment and billing, as well as establish an infrastructure within our own organization to ensure all doulas who touch our services and programs know how to enroll and bill Medi-Cal.")
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.** Discuss the ways your services connect individuals (e.g., doulas and clients) to public health, healthcare, providers, and community-based organizations/agencies providing maternal health services, and how an award would solidify and/or increase this infrastructure. (For example: "Our training program and doula services are holistic, such that they are considerate of the entirety of each client's lived experiences. For this reason, our doula training includes information on how to support clients with accessing public health services, healthcare services, providers, and resources within their community.")



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- **Written Response:** Up to 2,000 characters.
- **File Upload:** An audio, visual, or presentation format that is three minutes or less in length.

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Budget and Budget Justification

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

	Amount	One sentence to justify this amount.
Personnel (include Fringe)		
Contractors/Consultants		
Travel		
Supplies and Materials		
Other Direct Costs		
Indirects (Up to 15%)		
TOTAL Amount Requested Should Range From \$25,000 - \$35,000. <i>The above lines must total to this amount.</i>		

END OF APPLICATION