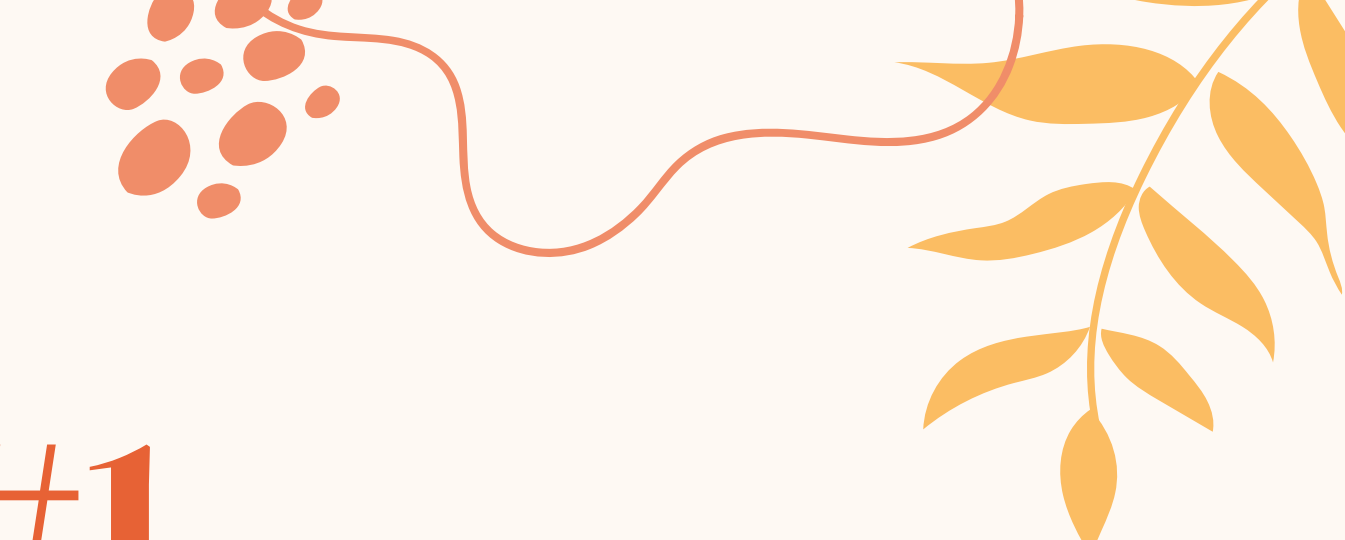




SOLUTION #1

Create a virtual space where expectant moms can share information, support one another and access resources

PURPOSE

Foster connection and culturally safe support



- rebuild connection in the face of displacement
- offer community, and culturally grounded support
- center Indigenous knowledge and voices
- fills geographic, resource and systemic gaps

“There is a breakdown in the traditional family structure, as the mom is away from her community and family while she is giving birth. The family is excluded from the joy of being at the birth- this is important to our community, to our families”

Tina Brown

EVIDENCE

Culturally-grounded support models improve access and experience of care

- Foster trust and connection
- Improve health outcomes
- Reduce isolation
- Bridge systemic gaps
- Support trauma-informed care
- Increase engagement
- Improve emotional wellbeing



STRENGTHS

Foster connection and culturally safe support during pregnancy and birth

- empower expectant First Nations moms
- promote cultural safety and identity
- reduce isolation
- foster peer support
- access to trusted resources



(Liblub et al. (2024); Peiyu (2023))

IMPLEMENTATION

- Design and build the platform
- Co-design and Leadership
- Purpose, Scope and Values
- Ensure privacy and data sovereignty
- Recruit and train moderators
- Curate and create content
- Partnerships



COST

Facebook-based - no cost

- easy set up, accessible, built in tools, invite members, post content, host discussion, live, share

Operational funding

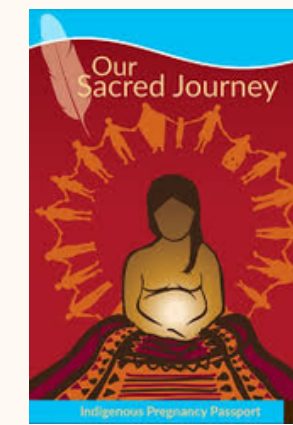
- salaries, training - moderating, facilitation, outreach and engagement, honoraria

FEATURES

- Information sharing
- Topic based discussions
- Scheduled video chats
- Moderated group sessions
- Expert Q & A
- Educational materials
- Resource Library
- Quick links to professional help
- Cultural relevance/teachings



Doulas for Aboriginal Families
Grant Program



Tina Brown

TARGET AUDIENCE

- Indigenous expectant mothers across various stages of pregnancy
- Health care professionals, doulas and support partners



CHALLENGES

- Engagement and Trust
- Content Creation & Moderation
- Privacy and safety
- Cultural relevance and representation
- Elder and knowledge keeper involvement

WHAT SUCCESS LOOKS LIKE



- Increased confidence
- Improved access to information
- Reduced anxiety and isolation
- Strong engagement
- Improved birth experiences

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