



Impact Report

A Look at Birth in Color's Impact

2023



Dear Supporters,

I am delighted to present to you our annual Impact Report, a comprehensive overview of our organization's endeavors and accomplishments throughout the past year.

At Birth In Color, our commitment to fostering positive birth experiences, supporting maternal well-being, and championing diversity and inclusion remains unwavering. This report encapsulates the dedication and collaborative efforts of our team, partners, and the community we serve.

In the pages that follow, you will find compelling stories of empowerment, resilience, and the transformative impact of our programs and services. From prenatal education initiatives to advocacy efforts aimed at reducing disparities in maternal healthcare, each section highlights the strides we've made toward our mission of ensuring equitable and affirming birth experiences for all.

Moreover, the report provides a transparent look at our financial stewardship, demonstrating our commitment to accountability and responsible use of resources.

As we reflect on the accomplishments of the past year, we recognize that none of this would be possible without the support of individuals like you. Your belief in our mission and your contributions have played a pivotal role in advancing our goals and extending our reach within the community.

Looking ahead, we are excited about the possibilities that the future holds. Birth In Color remains steadfast in its dedication to effecting positive change in maternal health, and we are eager to continue this journey with your continued support.

And guess what? Your support has been a game-changer. Seriously, none of this would be possible without folks like you who believe in what we're doing.

We've got big dreams for the future, and we're stoked to keep pushing for a world where everyone feels supported and heard during childbirth.

Take a moment, dive into the Impact Report, and let's celebrate the wins together. Thanks a bunch for being part of the Birth In Color fam. Your continued support means the world to us.



Kenda Sutton-El
Founding Executive Director

DOULAS

In 2023, Birth in Color operated in 8 areas comprised of over 20 cities addressing reproductive injustices through, but not limited to, birth support, reproductive health education, birth and labor education, pregnancy, postpartum, and newborn support for low-income recipients, doula training, and free and low-cost classes and education for expecting and postpartum families.

Birth in Color has trained over 200 doulas since 2018. We have over 100 active doulas and over 40 doulas who are Medicaid licensed.



New Doulas Trained in 2023

75

Active Birth in Color Doulas in Virginia

115

Doulas Trained in Belly Binding

8

Certified Breastfeeding Specialists

9 CBS students in training

14



PROGRAMS

Our classes and programs have been in high demand in 2023. Specifically, our Childbirth Education classes, Dad's workshops, and Lactation Clinics have grabbed the attention of many pregnant people, new fathers, and lactating individuals. We have seen our classes transform from informational and educational spaces to spaces that foster community, develop trust between clients and our doulas, and truly prepare attendees for the realities of birth, parenthood, lactation, postpartum experiences, and more.

Monthly Recurring Programs Hosted

5

Childbirth Education
Prenatal and Postpartum Yoga
Lactation Support Group + Clinic
Infant Loss Support Group
PMAD Support Group

Other Recurring Programs Hosted

4

Fathers' Workshop (6 this year)
Date With a Doula (2 this year)
Free Wellness Day (2 this year)
Community Baby Showers (5 this year)

POLICY

As a Reproductive Justice organization, Birth in Color is always busy in the policy and advocacy space. Our team has been actively working to present legislation that supports Reproductive Justice initiatives, advocating for policies that support maternal health and aim to reduce the maternal and infant mortality rate disparities, and protect reproductive freedoms in our state.



BLACK MATERNAL HEALTH WEEK

#BMHW is the annual week in April where we highlight Black Maternal health history, victories, disparities, advocacy work, and more. This year, our cohorts hosted community baby showers in 4 cities, held screenings of the impactful and award-winning documentary Birthing Justice and the highlight of the week was our Black Maternal Health Summit.

Families Served Through Community Baby Showers

176

Black Maternal Health Summit Attendees

112



Click to read the full report about our priority legislation in 2023.

Presented 3 Priority Legislation Bills



Supported 12 Additional Bills in Line with RJ work



Organized an Advocacy Day at the Capitol



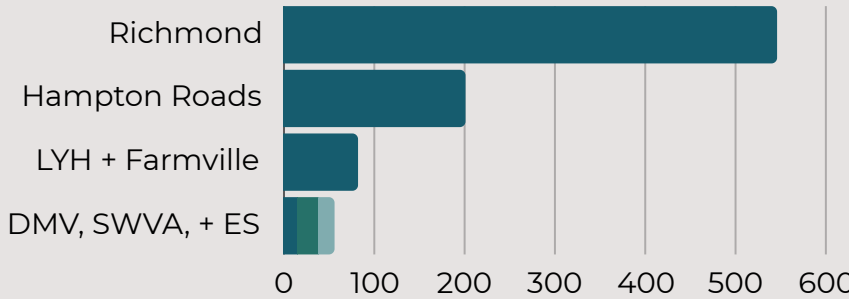
Hired Our First Policy Fellow



OUTCOMES

Birth in Color doulas are trained to provide their clients with thorough education and evidence-based information to support their informed decision-making during their pregnancies, births, and postpartum experiences. We are proud of our outcomes and have seen positive trends in the experiences of our clients compared to state and national averages.

Birth in Color Clients Supported in 2023



Clients Served in 2023 **885**

Cities and Counties Served **20+**

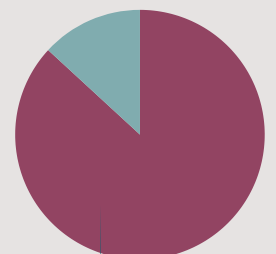
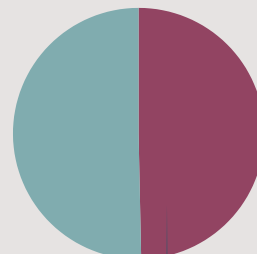
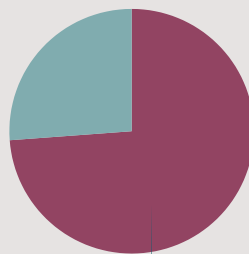
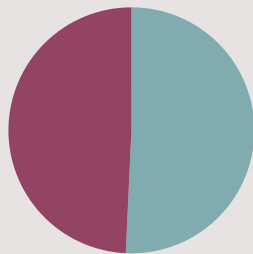
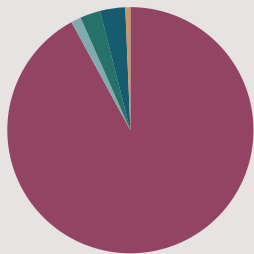
- Black/African-American
- Multi-Racial
- Hispanic/Latina
- White/Caucasian
- Indigenous

- Medicaid
- Project + Self-Pay

- Vaginal Birth
- Surgical Birth/Cesarean

- Without Epidural
- With Epidural

- Breastfed
- Did Not Breastfeed



73.8%

49.7%

86.8%

WHAT THE DATA TELL US

Representing multiple demographics, our clients are able to receive free or low-cost doula services depending on eligibility. Just over half of our clients this year were able to benefit from doula services fully covered by their Virginia Medicaid insurance!

Across all of our cohorts, Birth in Color clients are having Cesarean Sections/Surgical births at 6.3% less than the State and National rates.

Data show that the presence of Doulas can also lower the use of additional medical interventions, such as the use of IV pain medications and Epidurals. In Virginia, 78.1% of birthing people use an epidural. In 2023, 50.3% of Birth in Color clients used an epidural, and 49.7% birthed without an epidural.

This year, our clients initiated breastfeeding at a rate 3.6% higher than the state average.

For more information like additional outcomes statistics, plans for 2024, and grants received in 2023, click below.