



Request for Proposals (RFP) for Doula Training Services

Issued by: NAEBOR Medical Group

Issue Date: March 31, 2025

Proposal Submission Deadline: April 30, 2025, by 5:00pm

Introduction

NAEBOR Medical Group is dedicated to providing exceptional prenatal care tailored to the needs of Black, African American, and other underserved families throughout Riverside and San Bernardino counties. Our mission is to offer individualized, patient-centered care to improve patient experiences and maternal health & birth outcomes.

NAEBOR offers patients a unique setting of independent, community based care under physician leadership nationally recognized for improving black maternal outcomes. NAEBOR has begun a multi-phase project, which includes training maternity community health workers and training DOULAs to work collaboratively but independently with private, community practices.

NAEBOR's goal is to increase the number of qualified and locally trained doulas available, credentialed and compensated as trusted members of care teams in the Inland Empire. We are seeking proposals from individuals or groups recognized as qualified to deliver doula services in California and interested in providing training with the Naebor team.

We are seeking proposals from Doulas to provide core doula training designed to educate and encourage local candidates to pursue this work as part of a community team committed to equitable and supportive prenatal care.

The selected applicant will see and promote the benefit of coordination and collaboration between doulas and medical care providers to both train doulas, and to improve patient services through integration of doulas into medical practice. Our goal is to train doulas to provide a supportive role for the birthing person, equipping them with a comprehensive understanding of the doula role as a valuable member of the health care team, and to create a culture of trust with our experienced obstetric care providers and the health care system.

Background

Doula services have been shown to significantly improve maternal and infant health outcomes. Research indicates that having doulas as part of a family's maternal care team contributes to better overall experiences and outcomes. Doulas provide continuous emotional, physical, and informational support, which leads to reduced stress levels and higher patient satisfaction. The presence of a doula has also been linked to improved breastfeeding initiation and duration, as well as enhanced

maternal-infant bonding. By expanding access to trained doulas, NAEBOR Medical Group seeks to ensure that all pregnant individuals receive comprehensive, culturally competent support throughout pregnancy, labor, and the postpartum period.

Black and African American families often face disparities in health outcomes during pregnancy and infancy. Factors such as structural racism, implicit bias, and socioeconomic inequalities contribute to the disproportionate rates of maternal morbidity and mortality that are seen both nationally and locally. NAEBOR Medical Group aims to address these challenges by offering tailored prenatal care models, including traditional in-clinic care, virtual alternatives, and intensive care for high-risk pregnancies. Our care team comprises culturally competent medical providers, dedicated social workers, and maternal community health workers who understand and reflect the experiences of our patients. Our training team will include the care team and business facilitators to ensure Doulas finish the training with a core understanding the legal, business, and care setting for their work.

Scope of Work

The selected applicant will be responsible for:

1. Curriculum Development

The proposed doula training program must meet the minimum eligibility requirements established by the California Department of Health Care Services (DHCS) and include at least 16 hours of training covering the following topics:

- **Lactation Support** – Fundamentals of breastfeeding support, including positioning, latch techniques, and addressing common lactation challenges.
- **Non-Medical Comfort Measures and Labor Support Techniques** – Use of massage, movement, breathing techniques, and emotional support during labor.
- **Prenatal Support** – Supporting birthing persons during pregnancy through emotional and informational guidance.
- **Postpartum Care and Recovery** – Physical and emotional changes after birth, postpartum depression awareness, and infant care basics.
- **Developing a Community Resource List** – Connecting clients with local health and social service resources.

Recognizing that medical care providers are uniquely experienced to educate the trainees in medical obstetric services, the selected applicant will collaborate with and/or defer training in the following topics to the NAEBOR Medical Group physicians:

- **Childbirth Education** – Stages of labor, pain management techniques, and common medical interventions.

- **Anatomy and Physiology of Pregnancy and Childbirth** – Understanding fetal development, hormonal changes, and the birth process.
- **High-risk pregnancy management.**
- **Population health and birth metrics** – quality improvement and metrics in the obstetric community.

Recognizing that the NAEBOR Medical Group has a particular expertise in the provision of culturally competent care, the selected applicant will collaborate with and/or defer training in the following topics to the NAEBOR Medical Group:

- **Cultural competency and implicit bias training**
- **Trauma-informed care**
- **Advocacy and communication skills**

Recognizing that the NAEBOR Medical Group has experience expertise in the successful operation and integration of private medical practices with community hospitals in the provision of culturally competent care, the selected applicant will be invited to attend training in the following topics:

*** Protection of health information**

Medical Recordkeeping

Enrollment & Credentialing of Doulas

Contracting and Claims for Reimbursement for Doulas

Ethical Performance and Communication

2. Training Delivery

- **Format:** The selected applicant may perform the requested training services in-person or virtually. The trainees will participate in an in-person location as specified by the NAEBOR Medical Group.
- **Schedule:** The training should be structured as a multi-day program (e.g., 9 a.m. – 5 p.m. over four days) or a flexible schedule to accommodate working participants.
- **Location:** The NAEBOR Medical Group will secure an appropriate location for the in-person cohort. The proposer should specify logistical needs.

3. Certification and Compliance

- Provide certificates of completion to participants upon successful completion of the program.

- If applicable, selected applicant may define additional activities and experiences needed to obtain full certification as a doula.

4. Evaluation and Reporting

- Develop and implement evaluation tools to assess training effectiveness.
 - Submit reports detailing participant engagement, completion rates, and feedback.
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Proposal Requirements

Interested applicants should submit a proposal that includes:

1. Overview

- A description of the applicant, its mission, and experience in doula training and maternal health.
- Any previous experience providing training in California, including but not limited to Riverside and/or San Bernardino counties or surrounding regions.

2. Training Plan

- A detailed outline of the doula training curriculum, methods, and timeline.
- Description of additional training topics covered beyond DHCS minimum requirements.

3. Qualifications

- Professional background and qualifications of key personnel involved in training. Include experience working with historically marginalized communities.

4. Budget

- Comprehensive budget, including training materials, stipends, and any subcontracting costs.

5. References

- Contact information for at least three references familiar with the applicant's doula training work.
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Submission Instructions

Proposals should be submitted electronically in PDF format to naeborclinic@gmail.com by 5:00pm on April 30, 2025. Submissions received in any other manner or after the

stated deadline will not be considered.

Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- Depth of experience providing training in DHCS-required topics.
 - Inclusion of additional training topics relevant to working with NAEBOR Medical Group's target patient populations.
 - Willingness to collaborate with NAEBOR Medical Group physicians and experts.
 - Experience with historically marginalized populations.
 - Cost-effectiveness of the proposed budget.
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Contact Information for Questions Related to this RFP

NAEBOR Medical Group

Attention: Launa K. Wilson, MSW

Email: naeborclinic@gmail.com

We look forward to partnering with an applicant that shares our commitment to improving maternal health outcomes through high-quality doula training services.