

# JustBirth Space

**Operationalizing Birth Justice: Breaking Silos  
and Transforming Perinatal Care with  
JustBirth Space**

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**JustBirth Space (JBS) is revolutionizing perinatal care by advancing systemic change and fostering equity-driven, culturally humble support across healthcare settings.**

This is how we do it!



**JustBirth Space** provides individuals with free, responsive, and trustworthy virtual support to safely navigate pregnancy, birth, and the postpartum period.

Our mission is to operationalize birth justice to **foster CARE (Connection, Accountability, Repair, and Equity)** throughout the perinatal care system, from institutions to health care providers to birthing families.

**Our work is rooted in core values of:**

**Anti-Racism and Equity**

**Accountability**

**Inclusion**



## Our Model:

### Direct Services

Community-based doula support via free text, phone and video, and virtual support groups and classes



### Systems Transformation

Integration of birth justice principles into institutions through health systems partnerships and implementation of innovative tools

### Sustainability for Doulas

Supportive and flexible work opportunities for the community doula workforce through a virtual model.



**JustBirth Space** is a virtual perinatal support space that offers support for individuals over the course of pregnancy, labor and birth, postpartum, and lactation and infant feeding, via three types of support:

### Text Connect



**Immediate text message responses**, any time between 9am to 9pm, over text or Facebook Messenger

### We Connect



**Phone or video support sessions**, one on one, to answer more in-depth questions

### Community Connect



**Virtual support groups and classes** on Zoom to build community with other pregnant and parenting people



**JustBirth Space Connectors are an interdisciplinary team of experienced community-based doulas, lactation counselors, childbirth educators, and postpartum specialists, who provide:**

- Emotional, informational, and systems navigation support that is respectful, culturally congruent, and person-centered
- Localized support and referrals
- Warm, welcoming interactions that are inclusive and safe for all identities, especially for queer and trans\* individuals
- Communication in English and Spanish

**JustBirth Space**  
Text Support

*live support*

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Support Team  
JustBirth Space Connectors

Birth Equity

TEXT 646-681-1648



# JBS Community Connect Schedule

- Prenatal Yoga
- HEAL: A Birth Trauma Processing Circle
- Grupo de Apoyo durante el Embarazo y Postparto
- **Pregnancy Support Group\***
- Prenatal Infant Feeding
- Postpartum Infant Feeding
- Childbirth Education
- Educación para el parto
- **Postpartum Support Group\***
- **Postpartum Is Forever\***
- Queer Families Support Group
- Induction Basics
- Newborn Care
- Ins and Outs of GBAC/VBAC
- Herbal Support for Pregnancy

**\*Since the beginning of 2024, there have been a total of 2,858 JustBirth Space Community Connect participants, with our most highly-attended groups being: Postpartum Support: 1,276 Postpartum is Forever: 695 Pregnancy Support: 650**



## Expanding Reach with Proven Impact

**24,000+**

individuals reached  
through  
messaging-based  
perinatal support

**1500+**

one-on-one phone  
and video calls  
with pregnant &  
postpartum people

**12,000+**

attendees of  
virtual support  
groups & classes

**850+**

maternal health  
providers and  
professionals  
trained

Across all services, JustBirth Space clients have described support they received to be **compassionate, accessible, inclusive**, focused on **trust-building, culturally responsive**, and **non-judgmental**.



# **So, What Does Operationalizin g Birth Justice Look Like?**

## ***Birth Justice is....***

When individuals regardless of race or gender identity are able to make informed decisions during pregnancy, childbirth, and postpartum for themselves and babies that is free from racism and implicit bias; without fear of coercion into unnecessary medical interventions, reprisal for refusal of care, and/or face inadequate medical care and are able to express their full human rights around their reproductive health choices for themselves and families that incorporates the intersectional and structural needs of the individual and communities.

*Ancient Song*

## **Personalized Support**



## **Trust-Building**



understanding our

# C.A.R.E. MODEL

Instead of

We Prioritize

Disconnection

CONNECTION (antidote to shame and blame that centers humanity)

Lack of Accountability

ACCOUNTABILITY (pathway to healing and changed behavior)

Obstetric violence and racism

REPAIR & RECONCILIATION (transformation that acknowledges the root causes of inequity)

Inequity

EQUITY (outcome based on earned trust grounded in a relational framework)





## Strategies IN ACTION

### for *Equity & Inclusion* through the Lens of Birth Justice

Moving away from definitions of health equity that:

- Focus exclusively on the reduction of disparities
- Are not explicit about race equity
- Perpetuate the same structures and systems

We focus on an approach to equity rooted in birth justice:

- **Prioritize** patient and provider wellbeing
- **Grounded** in trust and collective action
- **Rooted** in active anti-racism (not just implicit bias training)
- **Centers** people where they are and not where you expect them to be
  - *Mindfulness of culture, gender expression, religion*
- **Directs** people to relevant resources to meet their needs through collaborative care

# TOOLS FOR IMPLEMENTING AND OPERATIONALIZING BIRTH JUSTICE

We provide actionable tools and strategies to implement and operationalize birth justice across two interconnected dimensions: direct service delivery and health system transformation.

## DIRECT SERVICE APPROACH

Empowering birthing individuals through culturally humble, equity-driven support that prioritizes their unique needs.

This includes real-time virtual support, mentorship for community-based doulas, and accessible resources to ensure compassionate, person-centered care.

## HEALTH SYSTEM TRANSFORMATION

Training healthcare providers in actionable birth justice principles to address systemic inequities.

Our approach fosters collaboration, cultural humility, and accountability within healthcare systems, breaking silos and promoting holistic, equitable care practices.





**JustBirth Space has developed pathways to deepen accountability work and guide healing for birthing people, doulas and birth workers, and hospitals and health systems.**

### **Direct Accountability Support**

Connections and direct support for birthing people and families to **build trust**, while also addressing and **processing birth trauma**, all within the context of the broader **birth justice movement**.

- Building trust and connection throughout pregnancy
- Sharing and processing birth stories
- Identifying instances of trauma or rights violations
- Defines pathway to accountability

### **Health Provider Trainings**

Group trainings with residents, providers, and health system administrators focused on **birth justice, human rights in childbirth**, and how to **implement systems change**.

- Respectful maternity care
- Language of consent and shared decision-making
- Cohesion in interprofessional practices towards collaborative care
- Provider wellbeing



# Referral Partnership with Montefiore Health System

- Group trainings with residents, providers, and health system administrators focused on **birth justice, human rights in childbirth**, and how to **implement systems change** to **operationalize birth justice**



# JustBirth Space can support health systems to:

 <p><b>Alleviate Capacity Issues</b></p>	 <p><b>Combat Isolation</b></p>	 <p><b>Encourage a Collaborative Care Model</b></p>	 <p><b>Create a Network for Referrals</b></p>	 <p><b>Implement Change by Operationalizing Birth Justice</b></p>
<p>for providers by offering patients a virtual platform to ask follow up questions, receive support, and gather additional resources.</p>	<p>for clients navigating perinatal support systems by connecting clients to community care and perinatal specialists.</p>	<p>to break silos within systems of healthcare by integrating interdisciplinary teams and fostering open communication.</p>	<p>across the spectrum of maternal health by connecting providers, community resources, and support services.</p>	<p>by training healthcare providers in the principles of birth justice and cultural humility through our curriculums and accountability toolkits</p>

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## Client Support Features

### Warmline

On-demand text and phone support. Reduces the need for in-person doulas to provide constant availability.

### WeConnect One-to-One Appointments

Virtual doula appointments for personalized guidance. Offloads emotional and educational labor from in-person doulas.

### Weekly Pregnancy and Postpartum Support Groups

Regular, accessible group support for clients.

Builds community and reduces dependency on the solo doula.

### Childbirth Education Classes

Comprehensive virtual classes. Eliminates the need for in-person doulas to teach foundational content.

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## Benefits for Doulas

### Reduced Emotional Load

Warmline and WeConnect provide immediate client support, allowing doulas to step back from being 'on call' for non-emergencies.

### Focus on High-Value, In-Person Care

Enables doulas to dedicate prenatal, birth, and postpartum visits to:

- Trust-building
- Supplementary education (specific to the client's needs).
- In-person skills training (e.g., movement, positioning, relaxation techniques).

### Maximized Client Empowerment

Clients come to in-person sessions more informed and prepared, enhancing their engagement with the doula's tailored care.

### Burnout Prevention

By outsourcing repetitive or foundational education and non-urgent support, doulas save energy for meaningful, in-person work.

# JUSTBIRTH SPACE

Supporting in-person doulas to increase care and prevent burnout

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## Client Outcomes

### Empowered Clients

Comprehensive education and support from JBS  
Better preparation for pregnancy, birth, and postpartum.

### Stronger Doula-Client Relationship

In-person time focuses on personalized, high-impact care.

### 24/7 Accessibility

Always connected to professional, reliable support when needed.

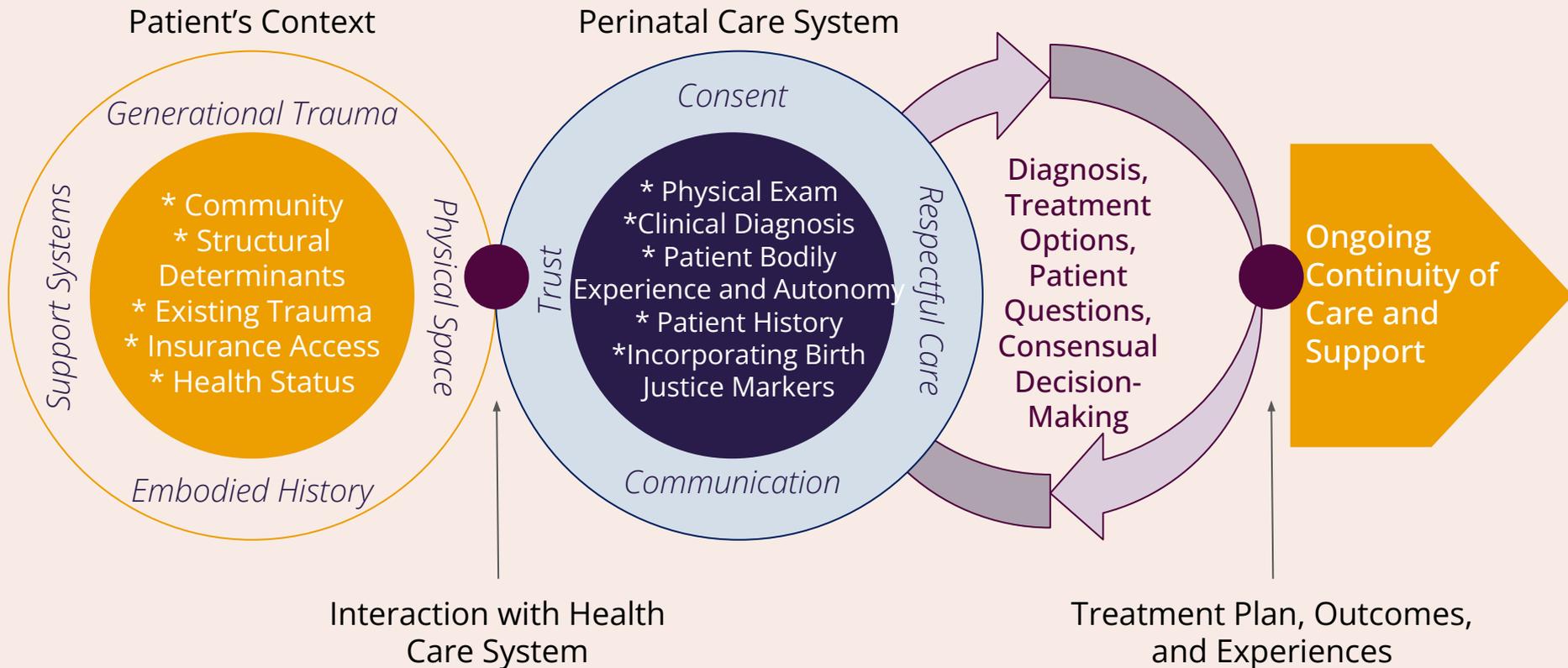


# Community Extension





# Diagnostic Journey: Reimagining



# Reimagining Virtual Doula Care for Birth Justice



## ● Vision and Implementation

JustBirth Space reimagines the Virtual Doula as a sustainable pathway for birth work that is grounded in the framework of birth justice.

## ● Scalability and Impact

JustBirth Space will scale its transformative platform, expanding access to culturally humble care through text and video support and growing our provider training programs. The provider and health systems are integral pieces and not separate from the solution. We aim to establish ourselves as the benchmark, and a supportive resource, for anyone who is birthing alone in need of community and resources.

## ● Call to Action

Your support will help JustBirth Space drive systemic change in maternal health, reducing disparities and fostering accountability in healthcare.



# Give thanks!



Just Birth  
Space

**Learn more:**

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