



# Doula Network

*Australia*



Welcome!! 😊

Webinar 6 – A discussion on  
postnatal work

18 October 2017

DOULA NETWORK AUSTRALIA INCORPORATED

# Purpose

- ▶ To share information and learn from one another.
- ▶ Compile the tips and ideas shared in a document for members.

# Roles

- ▶ Time keeper, Chat monitor -
- ▶ Note taker – Christa
- ▶ A special thank you to Julia Jones for leading our discussion today!



# Attendees

- ▶ Christa Buckland
- ▶ Julia Jones
- ▶ Ebony O'Toole
- ▶ Anna Watts
- ▶ Antonia Anderson
- ▶ Cara McDonald
- ▶ Catherine Bell
- ▶ Ellen Croucher
- ▶ Jen Hazi
- ▶ Jessica
- ▶ Julia MacLeod
- ▶ Krista
- ▶ Mish
- ▶ Kylie
- ▶ Sandra Mulligan

# Notes

## ► Tips

- Love conquers all – increase mum's oxytocin, well fed, well loved, warm etc
- Let her make mistakes, get out of the expert/advice space
- Don't have to cook – can help with meal register/plan etc. if you aren't into cooking



# Notes

- ▶ Selling an experience or transformation not a service
- ▶ Stages:
  - ▶ First 3 days
  - ▶ the next 6 weeks
  - ▶ The first year
  - ▶ Wonder weeks – eg. 4 months



# Notes

- ▶ Flexibility vs structure
- ▶ Ask them how they feel and what they want
  - ▶ Where do you want to be in 3 months / 1 year (vision)
- ▶ Emotional/rituals e.g. closing the bones ceremony
- ▶ Draw from your own culture, be sensitive to cultural appropriation – the line between appropriation and appreciation – acknowledge where the knowledge has come from





# Notes

- ▶ How to plan the week and deal with cancellations
- ▶ Have a cancellation policy spelt out in your contract
- ▶ Package – twice in the first week then same day once a week, pay for package up front – check for Julia's blog on boundaries – will post soon. Model boundaries,
- ▶ Use a scheduler so clients can book online calendly, acuity, timeshare etc.



# Notes

- ▶ How long for a visit?
  - ▶ 2-4 hours (usually 3)
  - ▶ Could be longer depending on the services you offer e.g. shopping or cleaning might do 5 hours?
  - ▶ Sandra does a minimum of 3 hour block
  - ▶ An hour between clients at least for down time self care
  - ▶ Kylie 3-4 hour slot sleep eat cycle and time to have a shower etc.
  - ▶ Jessica – 3 hour block in one day and packages range 12-24 hours spread over 2, 3 or 4 weeks.



# Notes

- ▶ How do people market themselves?
  - ▶ Mentor – Catherine
  - ▶ Perfect mother in law
  - ▶ Big sister
- ▶ Where to market?
  - ▶ Mums fb groups
  - ▶ Run your own fb group
  - ▶ Word of mouth
  - ▶ Facebook page
  - ▶ Add links to articles on your page
  - ▶ Email marketing!!! Stay in touch with people for a lot longer. E.g. mailchimp is free.



# Notes

- ▶ Money
  - ▶ Cleaner vs lawnmower – women's work is typically undervalued
  - ▶ Need to value our time, skills and wisdom



# Chat notes

- ▶ 13:00:37 From Cara McDonald : Hi :) I'm staying muted because it's too noisy at my house ;)
- ▶ 13:12:27 From Cara McDonald : What is the critical time to provide care? particular days post birth that is most likely a new mum will need support?
- ▶ 13:13:11 From Jessica : Do you find clients are generally requiring more support in the immediate postpartum period, or after the 6 or so weeks?
- ▶ 13:14:55 From Mish : Thanks so much Julia and Christa! my mic doesn't work unfortunately! I'm just wanting to gather all the information I can around postpartum work, I am currently studying to becoming a Doula and want to include postpartum work in what I offer to mama's :)
- ▶ 13:15:32 From Ebony's iPhone : I find it hard to define the services that I will provide, I struggle to offer both flexibility and the loving Doula environment and then provide a structure to our services in regards to fees etc
- ▶ 13:18:08 From Catherine bell : I have found that clients contact me at key points...like wonderweeks....
- ▶ 13:18:58 From antonia : I worked with a mum recently (not a client) whose partner has some issues with food. He talked a lot about foods being "naughty" or "good" and made little comments every time she ate something high fat or high sugar. She was 4 weeks postpartum. At one point she mentioned that she loved chocolate gelato so I went out and got her some. He refused to have any because he was being "good" - but later that evening he ate it all, leaving none for the mum! I doubt this kind of thing is going to be that common with my clients but it got me wondering how I would handle this kind of thing in the future! Any ideas?
- ▶ 13:20:22 From Jessica : Thanks Julia - I agree it's definitely a long term thing. My eldest is 16 and I could still do with a doula lol
- ▶ 13:23:58 From Ebony's iPhone : yes! that's great! thank you and I'll find the doc for a read :)
- ▶ 13:25:59 From Julia MacLeod : Sorry, where can I find the document, Julia? 😊
- ▶ 13:28:31 From Julia Jones : <https://us.simplerusercontent.net/uploads/asset/file/2232477/The-Ultimate-Guide-To-Postpartum-Work.pdf>



# Chat notes

- ▶ 13:33:06 From Julia Jones : Calendly
- ▶ 13:33:44 From Cara McDonald : How long have you found is an ideal length of time for each postpartum visit?
- ▶ 13:39:20 From antonia : Thanks Sandra that sounds like a good starting point! Love the lockbox idea too :D
- ▶ 13:40:11 From SANDRA MULLIGAN : pleasure Antonia :) pm me if you want to sound board further and we can find some appropriate links
- ▶ 13:43:23 From kylie : I have generally done a three to four hour slot with postpartum mums. It's enough to see them through a sleep/ eat cycle or let them have a nap and a shower and get a few little chores done for them without becoming the household manager
- ▶ 13:43:31 From Jessica : I offer similar to Julia. I can only work school hours, so my packages are based on 3 hrs a day.
- ▶ I am still finding my feet, but I'm starting with offering 3 packages, varying from 12 hrs support to 24 hrs support, spread over 2, 3, or 4 weeks.
- ▶ 13:43:32 From Julia Jones : YES!
- ▶ 13:46:22 From SANDRA MULLIGAN : I go in and am the perfect mum or mother inlaw that many families dont have around or if they are around they are not that perfect and want to hold the baby
- ▶ 13:47:55 From Jessica : I have a question - any marketing tips? As in where we can effectively advertise?
- ▶ 13:50:31 From Jessica : Thank you :D
- ▶ 13:51:09 From Anna Watts : Thank you so much everyone & Julia xx
- ▶ 13:52:31 From Jessica : Thanks ladies - been very helpful :D



# Chat notes

- ▶ 13:52:38 From Julia Jones : :)
- ▶ 13:52:38 From SANDRA MULLIGAN : Thank you everyone.
- ▶ 13:52:51 From kylie : Earlier we were talking about online scheduling. I really liked setmore for that
- ▶ 13:54:18 From Jennifer Yehudit Hazi : absolutely!
- ▶ 13:58:32 From Jessica : I haven't worked out an hourly rate, but I guess on a gross level it works out to be between \$36 and \$45 hr, depending on package
- ▶ 14:00:14 From Ebony's iPhone : thanks all :)
- ▶ 14:00:28 From Cara McDonald : Thank you all so much :)
- ▶ 14:00:35 From antonia : Great conversation! Thanks Julia, Christa and everyone!! :)
- ▶ 14:00:36 From Julia MacLeod : Thanks so much Julia and Christa for organizing!



# Questions









Thank you!! 😊  
Online Meeting  
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