

BABES DOULA TRAINING

Course Syllabus

Creating sustainable birth businesses for the modern birth world



MEET THE FOUNDER

HEY I AM JULIE BANAS

I am the founder of Birthing a Business Education Services (BABES). I started my journey as a doula 10 years ago and have since worked my way to becoming a midwife. There were many trials and tribulations as I navigated running my own small business and raising a family of 4 kids.

I have poured my heart and soul into BABES so I can help women all over the world realize their potential in a sustainable birth businesses. We pride ourselves on high quality one of a kind education that shifts the culture of birth.

This doula training is no different. We have jam packed this training with everything you need to start, launch and grow your own doula business so you can have more freedom, less stress, and a bigger impact.

We look forward to getting to know you and guide you in this journey.

With Passion & Purpose,

Julie Banas



MODULE 1

STUDENT ORIENTATION

Welcome

Course Curriculum & Proposed Timelines

How To Access Your Curriculum

All About Certification

How To Access & Use Our Facebook Groups

Accessing Your Monthly Group Student Calls

Scope Of Practice

Code Of Conduct

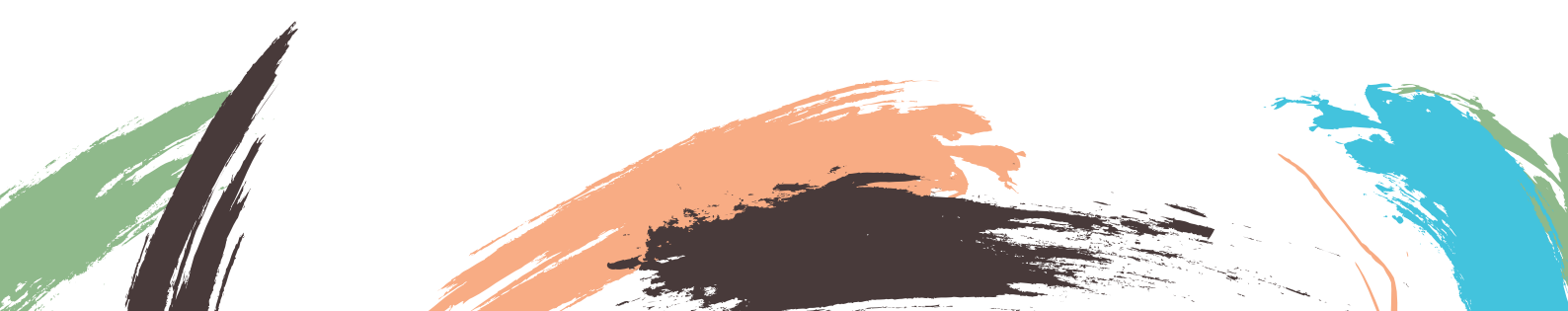
Accessing 1-1 Support With BABES

Reading List

Frequently Asked Questions

Term Of Use

Payment Related Enquiries & Policies





MODULE 2

History of the doula and Childbirth in America

Types of Doulas

Role of a Birth Doula

Doulas scope of practice

Evidence of Using doulas

DOULA HISTORY

MODULE 3

Models of Care

Care Providers

Birth Settings

Labor support Comparison

MODELS OF

CARE &

PROVIDERS





MODULE 4

Female Pelvis and Reproductive Organs
Female Hormone Cycles
Menstrual Cycle
Global Views
Menstruation Products

MENSTRUAL CYCLE

MODULE 5

Ovarian Cycle
Conception
Multiple Gestation
Early Signs of Pregnancy
Early development
Preparing for pregnancy
Fertility challenges
IUI + IVF
Introduction to fertility awareness

CONCEPTION & FERTILITY





MODULE 6

Trimesters

Changes in pregnancy

Screening of Mother and Baby

Fetal Screening Test

Ultrasounds

Maternal Screenings

Pregnancy related conditions and complications

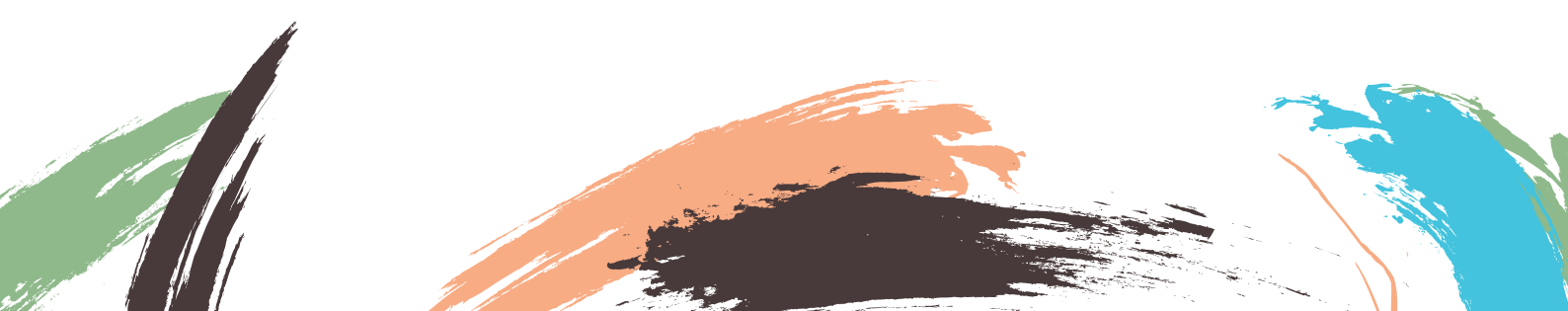
Warning signs during pregnancy

Easing common discomforts

Exercise and body mechanics

Nutrition during pregnancy

PREGNANCY & MATERNAL CARE





MODULE 7

Prolonged pregnancy and onset of labor
Signs of labor
Fetal lie and presentation
Stages of labor
Delayed cord clamping and the placenta
Hormones in labor and birth
Precipitous labor
Pain in labor and birth
Evidence based practice in labor and birth

NON- MEDICAL LABOR AND BIRTH





MODULE 8

Labor Induction
Labor Augmentation
Pain Medications
Cesarean Section and VBAC

MEDICAL LABOR AND BIRTH

MODULE 9

Prolonged labor
Abnormal Presentation
Cord Prolapse and fetal distress
Bleeding and meconium
Nuchal cord
Third stage complications

BIRTH VARIATIONS & COMPLICATIONS





MODULE 10

Physiology of the placenta
History of placenta remedies
Placenta practices
Transportation of placenta

THE PLACENTA



MODULE 11

Immediate Postpartum
Early Postpartum
Hormone & Emotional Changes
Sleep Deprivation and Fatigue
Postpartum Mood Disorders
Healing & Recovery
Core and Pelvic Floor
Support During the Postpartum Period
Menstruation, Engorgement and Sex
Warning Signs in the Postpartum Period
Global Postpartum

POSTPARTUM





MODULE 12

Newborn Appearance
Common Newborn procedures
Newborn medications
Newborn Jaundice
PKU and other procedures
Circumcision and Intact Penis
Umbilical Cord Care
Bowel Moments
Newborn Senses
Purple Crying
Newborn feeding and sleeping
Newborn Soothing and Hygiene

NEWBORN CARE





MODULE 13

Anatomy and Physiology of the Breast
Properties and Components of Breastmilk
Chestfeeding
Infant Feeding
Increasing and Keeping Milk Supply
Complementarity and Supplementary Feeding
Common Breastfeeding Problems

BREAST FEEDING AND INFANT FEEDING





MODULE 14

The doula client relationship
Qualities helpful for doula work
Birth worker communication
Roles and responsibilities
Personal boundaries
Professional Boundaries
Focus on client decision client advocate
Social Media
Personal safety
Balancing doula life
Backup

STARTING AS A DOULA





MODULE 15

Doulas in pregnancy
Doula support in early labor
Comfort measures for labor
Supporting a difficult labor
Doula support with an epidural
Doula support with c-section
Working with partners
Birth Trauma

DOULA SUPPORT SKILLS



MODULE 16

Types of Grief & Loss
Termination
Stillbirth
NICU stays
Preterm labor and birth
Birth professional grief and self care

PERINATAL BEREAVEMENT






MODULE 17

Professionalism
Pricing and Packages
Initial enquiry + first phone call
Interview
Interview packet
Client Intake
Refusing a client
Contract
Payment
Bookkeeping and Accounting
First prenatal
Second prenatal
Being "on call"
Labor and birth attendance
Keeping the birth environment
Birth photography
First Postpartum meeting
Second postpartum meeting
Doula Bag
Self-care
Professional development
Sustainability
Business Strategy

PRACTICING AS A DOULA





MODULE 18

The Foundations of a Successful Business

Business Structure

Business Names & Tagline

Your Why

Ideal Clients

Designing Your Packages

Branding

Building a Website

SEO

Blogging

Social Media

Marketing

Networking

Planning & Goal Setting

Using Selling Language

Risk Management

MAKERS Lifestyle

THE BUSINESS SIDE OF BIRTH





MODULE 19

Business plan
Sourcing clients
Contracts & Agreements
Communication and customer service
Turning enquires to sales
Positioning your client
Setting up the infrastructure to support your business
Creating engaging meetings with your ideal clients
Creating postpartum offerings
Client follow ups
Broadening your offerings
Premium offerings

BIRTH BUSINESS STRATEGY





MODULE 20

Advocacy in birth work
Activism vs. Advocacy
Activating change

ADVOCACY IN BIRTH WORK

MODULE 21

Introduction to Aromatherapy & Essential oils
Essential oil Safety
Essential oils in pregnancy
Essential oils in labor and birth
Essential oils for postpartum
Essential oils and newborns

ESSENTIAL OILS





MODULE 22

Introduction to babywearing

BABYWEARING

MODULE 23

Birth Trauma

The birth worker and birth trauma

Using birth trauma to grow

Self-care practices with birth trauma

BIRTH TRAUMA





MODULE 24

HERBS

Herbalism 101

Herbs for pregnancy

Herbs for labor and birth

Herbs for postpartum

MODULE 25

Home Birth Doula

MODULE 27

Certification Requirements

