The purpose of this SWOT analysis is to optimize opportunities for sustainability, availability and accessibility of community-based doula care across the state of Michigan for Black and Indigenous families while minimizing adverse effects and unintended consequences. This analysis is a summation of input from stakeholders throughout the state of Michigan who attended the Michigan Community-based Doula Summit in August 2021.

**RECOMMENDATIONS**

1) What are we doing well?
2) What are our resources?
3) What makes us unique?

**WEAKNESSES**

1) How can we improve?
2) What resources are we lacking?
3) What do other states do better than us?

**OPPORTUNITIES**

1) What opportunities are open to us?
2) What trends or models can we mimic?
3) What skills, knowledge, and tools do we have that can be enhanced?

**THREATS**

1) What could harm our progress?
2) What obstacles do you foresee?
Collaborative efforts throughout the state
Collaborative efforts of Black birth workers serving their communities
Collaborative efforts of Indigenous birth workers serving their communities
Growing awareness of the value and impact of community-based doulas
Strong grassroots / community presence

Lack of funding and resources
Lack of employers and workforce
Limited training opportunities
Lack of successful and sustainable insurance models for equitable compensation and reimbursement
Limited institutional and public policy support
Lack of public and private insurance reimbursement

Building cross-functional teams and networks
Opportunity for community stakeholders to inform and create policy
Community-based doulas can begin to establish a network of available providers (doulas) in preparation for potential Medicaid reimbursement
Opportunity for allies and persons of privilege to use their positions, resources, and influence to support and advance equitable policies
Design a communications strategy
Identify pitfalls from other states with Medicaid reimbursement, pilot projects, and legislation language
Launch pilot projects informed by community voice and community-based doulas
Community-based doulas can establish their own guidelines for accountability

Concerns for political involvement, influence, and governmental control
Placing sole responsibility and accountability of improving birth outcomes on community-based doulas
Certification, licensure, and reimbursement requirements that could impact and/or harm cultural and traditional practices
Aligning community-based doula success with HEDIS measures
Lack of support from the broader doula community
Overwhelming and overworking community-based doulas
Accessibility barriers to the services of community-based doulas, including telehealth support
Fear of appropriation from doulas who are not intimately connected to the communities in most need
Restrictive hospital policies especially during the COVID-19 pandemic