



MICHIGAN  
COMMUNITY-  
BASED DOULA

# SWOT Analysis

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.



## STRENGTHS

- 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?





## STRENGTHS

- 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

## WEAKNESSES

- 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

## OPPORTUNITIES

- 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

## THREATS

- 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