



Why a doula matters

MORE THAN EVER

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The landscape of maternal healthcare is shifting, with growing shortages of healthcare providers, longer wait times, and increased pressure on hospital systems. In this evolving environment, the role of a birth doula has become more crucial than ever.

Here's why:

Continuity of Care:

In a system where prenatal appointments are often brief and providers may change from visit to visit, a doula offers consistent, personalized support throughout pregnancy, birth, and postpartum. This continuity fosters trust, understanding, and more personalized care.

Bridging Gaps in the System:

With the current strain on healthcare facilities, many birthing individuals feel rushed or overlooked. A doula ensures your voice is heard, your questions are answered, and your preferences are honoured, acting as a steady advocate in sometimes fragmented care settings.

Enhanced Communication and Advocacy:

Birth settings can be overwhelming, especially when understaffed. A doula helps you understand medical language, communicates your birth plan effectively, and empowers you to make informed decisions confidently.

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Reduced Interventions and Improved Outcomes:

Research consistently shows that continuous support from a doula is linked to shorter labors, reduced need for medical interventions, and a lower likelihood of Cesarean births. In a strained system, these positive outcomes can ease pressure on both families and healthcare teams.

Emotional and Physical Support:

With fewer hands available in many hospital settings, birthing individuals may feel isolated during labor. A doula provides hands-on comfort measures, emotional reassurance, and practical support, ensuring you feel seen, heard, and cared for.

Culturally Responsive and Personalized Care:

A doula is attuned to your unique preferences, cultural practices, and emotional needs, offering tailored support that might not always be available in busy clinical environments.

Connection to Resources:

When healthcare access is limited, doulas help connect families to local resources like lactation consultants, mental health support, and community groups, enhancing postpartum recovery and well-being.

In a time where quality, personalized care can feel out of reach, a doula bridges that gap, providing consistent, compassionate support when it matters most.

Recent news articles on our healthcare situation in Kelowna:

https://www.kelownacapnews.com/local-news/kelowna-pediatricians-speak-out-on-unit-closure-misinformation-8059687_

<https://www.ctvnews.ca/vancouver/article/obgyns-warn-of-looming-crisis-in-maternity-ward-at-kelowna-general-hospital/>

<https://www.castanet.net/news/Kelowna/553340/-Unacceptable-risk-Kelowna-OB-GYNs-sound-alarm-on-unsafe-maternity-care-conditions>