

# Vision ~ Mission ~ Statement of Values ~ Statement of Goals

## Vision

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A doula for every woman who wants one

## Mission

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- Set and be *the* standard in the doula profession
- Provide training, certification and continuing education opportunities for doulas of diverse backgrounds that promote awareness of, and sensitivity toward, the values, standards, beliefs and cultural preferences of all mothers and families.
- Provide a network community and support system for DONA International members.
- Educate health care providers, the public and third party payers of the benefits of a doula as a valued team member during the childbearing year.

## Statement of Values

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- In alignment with our Code of Ethics and Standards of Practice, we will welcome and embrace the strengths of our differences, encourage involvement and provide equal access to opportunities and information for all members and clients.
- We define diversity as individuality. This individuality may include a wide spectrum of attributes like personal style, age, race, gender, ethnicity, sexual orientation, language, physical ability, religion, family, citizenship status, socioeconomic circumstances, education and life experiences.

## Statement of Goals

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- Promote high quality birth and postpartum doula support as an effective means to improve maternal and child health
- Provide a vehicle for international certification of birth and postpartum doulas
- Increase the number of trained doulas
- Provide educational services to maternal-child health

professionals in order to enhance communication, understanding and commitment to labor support and postpartum care

- Secure third party reimbursement for birth and postpartum doula support services
- Promote the legitimization of birth and postpartum doula support as a means of increasing their positive impact on maternal and child health
- Participate in coalitions and other organizations that share our commitment to improving maternal and child health and in which we will promote birth and postpartum doula support as available resources
- Participate in professional associations and other organizations in order to maintain communication with those in related fields and to apply established standards and models for education and organization of birth and postpartum doula support services
- Provide a comfortable, friendly and supportive organization in which our members will find mutual respect, a forum for sharing joys and concerns and opportunities for personal and professional growth
- Offer continuing education as a way to develop doulas and the birth and postpartum doula professions overall and thereby improve maternal and child health
- Support research activities relevant to understanding and promoting birth and postpartum doula support
- Build a viable ongoing professional organization with the resources necessary to achieve our goals
  - Maintain a healthy board of directors with clear purpose and organization
  - Increase the financial, human and material resources available to the organization
  - Provide for the development of skills within our organization
  - Conduct ongoing planning and evaluation of the services and purpose of the organization overall
  - Identify and cultivate ongoing relationships with service recipients