

Timely Story Idea:

Hi **[INSERT REPORTERS NAME HERE]**. Please let me know what you think about the following story idea:

Nicole Kidman did it, so did Kelly Ripa, Demi Moore, Cindy Crawford and Ricki Lake. Doulas are the latest Hollywood “pregnancy essential” and moms all over **[INSERT YOUR CITY NAME HERE]** are following their lead, getting a head start on the stork without breaking the bank. Since May is “**International Doula Month**” and with **Mother’s Day** right around the corner, we thought this would be the perfect time to highlight this growing profession.

Doulas aren’t just for the rich and famous, these days most women can get the support Kidman and Ripa receive without going into debt. DONA International is the oldest and largest organization of doulas in the world with more than 7,000 members in more than 20 countries. DONA doulas offer a variety of services that allow all women to receive the care they deserve from a doula at such a special time in their lives, if they wish to have it.

Birth doulas accompany women and their partners in labor, providing emotional support and physical comfort. They facilitate communication with caregivers to help clients feel fully informed, provide reassurance, perspective and help with relaxation, positioning and other labor support techniques.

Postpartum doulas help new mothers in the early weeks with their new baby. Parents find the additional help with breastfeeding, education on newborn care, errand running, nighttime support and assistance with anything else a new family needs invaluable.

The word doula comes from the Greek word meaning *a woman who serves.* Studies have shown that a doula’s presence at births results in shorter labors with less complications, fewer requests for pain medications and/or epidurals and a reduction in labor-enhancing drugs (Pitocin), forceps, vacuum extraction and cesareans. Postpartum doulas reduce the stress involved in being a new mom. Doula care has also been shown to reduce the frequency and severity of postpartum depression. Doulas like to say that they “mother the mother.”

[INSERT YOU NAME HERE] is a local doula in the [INSERT YOUR CITY HERE] area. She is available to discuss doulas and International Doula Month.

I, and a local mom who has used a doula **[STATE ONLY IF AVAILABLE]**, can also talk about how doulas can give moms the “star treatment” and how they can be affordable to families during these difficult economic times. Please contact me at the number or e-mail below to schedule an interview. I look forward to hearing from you soon.

[Insert your contact details -- include your e-mail address and day/evening/cell phone numbers.]