

NDCB CERTIFIED PROFESSIONAL DOULA®

CONTENT OUTLINE

JOB DEFINITION:

“Contemporary doulas are non-medical professionals who provide emotional, physical, and informational support and guidance in different aspects of reproductive health. Doulas can support someone through menstruation, fertility, pregnancy, abortion, miscarriage, labor and delivery, stillbirth, breastfeeding, postpartum care and end of life care.” “Doulas provide additional support in places and times where medical providers cannot or do not, during the prenatal period, labor and delivery, and postpartum period.” (Chen, A., Robles-Fradet, A., and Arega, H., (2020) National Health Law. <https://healthlaw.org/resource/doulareport>).

The National Doula Certification Board (NDCB) Certified Professional Doula® (CPD) is distinguished by a commitment to professional practice as defined by the domains, tasks, skills, and knowledge represented in this Content Outline.

- The CPD adheres to recognized standard of professionalism, abides by a code of conduct, and operates within a defined scope of practice. CPD's are committed to evidence based practice, observing patient rights, and offering non-judgmental support.
- CPD's are full-spectrum doulas equipped to offer emotional, physical, and informational support through varied stages of life including but not limited to fertility, pregnancy, labor and delivery, postpartum, feeding, sleep guidance and early childhood care. CPD's also provide assistance in special circumstances including fetal demise, terminal illness, and end of life. CPD's are non-medical but can appropriately support applicable medical protocols while working as a member of the client healthcare team.
- CPD's are small business owners that operate under the laws of their specific states and abide by regulatory statutes that pertain to their business. The vast majority of doula positions are as Independent Contractors; therefore, knowledge of basic business principles including registration requirements, appropriate insurance, client management, contract structure, and fee schedules is required for all CPD's.

DOMAIN ONE: PROFESSIONAL PRACTICES

TASK 1: Adhere to the National Doula Certification Board (NDCB) Code of Conduct and Professional Standards and operate within the Certified Professional Doula (CPD) Scope of Practice as defined by the NDCB

SKILLS: The Ability To:

1. Conduct all professional activities within the defined scope
2. Identify if tasks and behaviors are within the NDCB Scope of Practice
3. Identify if actions are in compliance with the NDCB Code of Conduct and Professional Standards
4. Collaborate with health care professionals and the client's care team to maximize benefits to the client
5. Respect intellectual property and correctly reference source information for non-original work

KNOWLEDGE OF:

- The NDCB Code of Conduct and Professional Standards
- The Certified Professional Doula Scope of Practice (source: NDCB)
- Professional standards including but not limited to:
 - OSHA/Bloodborne Pathogens
 - Patient's Rights and Informed Consent (as defined by American Medical Association (AMA))
 - National and International copyright law
- Task and behaviors that fall outside the CPD Scope of Practice
 - Intervention
 - Diagnosis
 - Medical Treatments

DOMAIN ONE: PROFESSIONAL PRACTICES

TASK 2: Commit to evidence based practice through research and education

SKILLS: The Ability To:

1. Differentiate between credible and non-credible sources of information
2. Validate new information through multiple sources
3. Adapt support measures to implement new knowledge into best practice

KNOWLEDGE OF:

- Standards of care in industry specific areas
- Reputable organizations that conduct research relevant to doula practice
- Reputable organizations that set regulations regarding client care practices

DOMAIN ONE: PROFESSIONAL PRACTICES

TASK 3: Respect and safeguard the privacy rights of clients and adhere to HIPAA regulations.

SKILLS: The Ability To:

1. Keep confidential all aspects of client care unless formally waived or in emergency situations
2. Develop a plan for secure storage of client information
3. Appropriately collaborate with outside resources without compromising client's privacy

KNOWLEDGE OF:

- Applicable laws and regulations regarding client rights and confidentiality (including HIPAA)
- The importance of client privacy

DOMAIN ONE: PROFESSIONAL PRACTICES

TASK 4: Commit to providing the highest quality of care through non-judgmental support.

SKILLS: The Ability To:

1. Recognize personal biases
2. Set aside personal biases in order to provide the best possible care for clients
3. Work to eliminate or mitigate known biases
4. Refer clients to other sources of support if personal biases prevent highest quality of care

KNOWLEDGE OF:

- The formation process of personal biases
- The role biases play in decision making
- Strategies for identifying and mitigating, or eliminating biases

DOMAIN ONE: PROFESSIONAL PRACTICES

TASK 5: Utilize professional, effective, and timely communication strategies with clients, healthcare professionals, and all involved parties to clarify plan of care and resolve conflicts.

SKILLS: The Ability To:

1. Remain calm and focused on outcomes for client
2. Actively listen for understanding
3. Establish common ground for communication
4. Use standard professional communication protocols

KNOWLEDGE OF:

- Proven communication strategies
- Standard professional communication protocols (e.g. AIDET)
- Professional environments and the communication culture within those environments

DOMAIN TWO: CARE PRACTICES

TASK 1: Interview the client to collect objective and subjective information to determine doula/client compatibility.

SKILLS: The Ability To:

1. Identify client needs and wishes through properly phrased questions
2. Review relevant medical history
3. Discuss cultural and familial factors
4. Recognize elements of emotional/psychological well being
5. Actively listen and effectively communicate

KNOWLEDGE OF:

- Structuring appropriate and valid questions to obtain relevant information
- Special population risk factors including past pregnancies/complications/fertility /postpartum issues
- Which elements in a client's history have bearing on structuring a Plan of Care
- Effective communication strategies and how to direct an interview to obtain the necessary information to determine compatibility and structure the Plan of Care

DOMAIN TWO: CARE PRACTICES

TASK 2: Develop a Plan of Care based on the client's needs, goals, wishes and other relevant factors.

SKILLS: The Ability To:

1. Interpret data provided by client and select appropriate support measures
2. Assess client's knowledge of processes and readiness (birth, postpartum, end of life, etc.)
3. Help client define goals and expectations and provide educational support to help client make choices for the Plan of Care
4. Consider a wide variety of support measures

KNOWLEDGE OF:

- Basic human physiology

- Medical procedures, protocols, and interventions
- Specific Areas of Care
 - IVF, Surrogacy and Adoption
 - Prenatal
 - Labor and Delivery
 - Postpartum
 - Newborn
 - Child Development
 - Grief and Loss
 - Nutrition
 - Family and Sibling
- A wide variety of techniques and tools for physical, emotional, and informational support

DOMAIN TWO: CARE PRACTICES

TASK 3: Implement, Assess, and Modify the Client Plan of Care.

SKILLS: The Ability To:

1. Effectively communicate to all interested parties
2. Obtain client feedback to ensure satisfaction
3. Utilize a variety of techniques to provide care to client
 - a. Emotional Support – verbal and non-verbal cues; holding space
 - b. Physical Support – positioning; comfort; distraction; pain management strategies
 - c. Informational Support – clarity on protocols and procedures; educational resources
4. Demonstrate positional adjustments for labor, feedings, newborn development, end of life comfort
5. Quickly assess needs based on sudden changes and make modifications
6. Support and involve family/siblings
7. Assess successes and gaps in Plan of Care
8. Discuss possible modifications to Plan of Care with all involved parties
9. Recognize common complaints vs. red flags and possible medical complications

KNOWLEDGE OF:

- Effective communication strategies for intense situations

- Clients goals, needs, and wishes
- Support techniques and their appropriate applications including strategies for emotional and physical assistance
- Medical protocols and interventions (as a supporting role)
- Applicable anatomy and physiology as it pertains to appropriate support techniques for the specific area of care
- Informational and educational resources for specific area of care
- Normal progressions in area of care
- Red Flags in area of care (what to watch for during support)
- Strategies to engage and include family and circle of support

DOMAIN TWO: CARE PRACTICES

TASK 4: Provide follow-up opportunities for processing for both client and for the doula and make reputable referrals where applicable.

SKILLS: The Ability To:

1. Actively listen
2. Guide the client through processing events (both positive and negative) and to work toward resolving disappointments or trauma (non-clinical)
3. Assess situations to determine if additional professional resources should be involved
4. Process one's own experiences through a developed plan that may include peer review
5. Avoid burnout and compassion fatigue through use of a developed plan of self care, peer support, and regular, intentional processing

KNOWLEDGE OF:

- Effective communication strategies
- The stages and processes of grief and loss
- Available reputable referral resources and professional fields that offer relevant care or services
- Red flags that might indicate that additional care or treatment may be warranted
- Strategies for personal processing including emotional and physical activities

DOMAIN TWO: CARE PRACTICES

TASK 5: Ensure client safety through all phases of the Plan of Care by following all applicable health protocols and procedures.

SKILLS: The Ability To:

1. Follow correct OSHA protocols for handwashing, gloving, changing CHUX pads and all other tasks involving containment of bodily fluids
2. Follow correct procedures for moving clients with an epidural
3. Follow correct procedures for supporting clients through the administration of an epidural
4. Follow protocols regarding sterile fields
5. Allow healthcare team to carry out their duties without interference
6. Follow recommendations from regulatory agencies (sleep guidelines, mandatory reporting, food handling, etc.)
7. Recognize red flags within the specific area of care (see Domain two: Task 2)
8. Refer clients to consult with their health care provider in cases of concern or possible red flags.

KNOWLEDGE OF:

- OSHA and Blood Borne Pathogen regulations
- Correct procedural steps for supporting clients with an epidural
- Sterile fields
- Health care team's scope of practice
- Regulations that have application to the specific areas of care supported by doulas
- What falls within the range of common or expected outcomes, behaviors, or developments within specific areas of care and what actions might be red flags or causes for concern

DOMAIN THREE: BUSINESS PRACTICES

TASK 1: Set up a business to operate per the state and federal regulations wherein the doula abides and practices.

SKILLS: The Ability To:

1. Navigate state and federal websites and determine necessary steps for business registration
2. Choose appropriate business entity designation

KNOWLEDGE OF:

- State and federal regulatory agencies that govern small business
- Tax ID numbers
- Differences between business entity designations (Independent Contractor, Sole Proprietor, Partnerships, etc.)

DOMAIN THREE: BUSINESS PRACTICES

TASK 2: Create elements to successfully operate a small business including a business plan, branding, accounting, calendar management, and record keeping.

SKILLS: The Ability To:

1. Develop a simple business plan
2. Appropriately brand a business
3. Establish sound accounting practices
4. Manage scheduling of clients and backup support
5. Develop a procedure for detailed notetaking (charting) of each client's Plan of Care and the execution of that Plan
6. Develop a system for secure client information management

KNOWLEDGE OF:

- Required elements of a business plan and its uses
- Branding criteria and uses of branding to establish recognition and secure clients
- Accounting or bookkeeping resources appropriate for small business
- Necessary information to include in notetaking (charting) and the associated legal aspects
- Strategies for developing a secure client information management system

DOMAIN THREE: BUSINESS PRACTICES

TASK 3: Obtain appropriate liability insurance coverage.

SKILLS: The Ability To:

1. Research available insurance options for their business designation and activities

KNOWLEDGE OF:

- Business insurance options and requirements per state regulations or other regulatory requirements.

DOMAIN THREE: BUSINESS PRACTICES

TASK 4: Develop a fee schedule and contract for offered services/support.

SKILLS: The Ability To:

1. Create, implement, and modify a contract
2. Research market value for services per education, experience level, training, etc.
3. Determine value of services offered and set appropriate price points
4. Determine terms of payment, deposits, balance, refunds, etc.

KNOWLEDGE OF:

- Elements of a contract including clarity and protection clauses
- Current market value for services offered
- Best practices for contracts, services, and fees

DOMAIN THREE: BUSINESS PRACTICES

TASK 5: Develop a plan for personal safety

SKILLS: The Ability To:

1. Make conscious decisions toward safety
2. Prepare ahead of time to mitigate safety risks
3. Assess a situation to determine baseline
4. Determine threats within the surrounding environment or from individuals within that setting
5. Determine an appropriate action to ensure safety or mitigate possible issues

KNOWLEDGE OF:

- Elements of situational awareness
- Self defense strategies
- Security procedures for specific workplace environments
- Emergency services available in specific environments