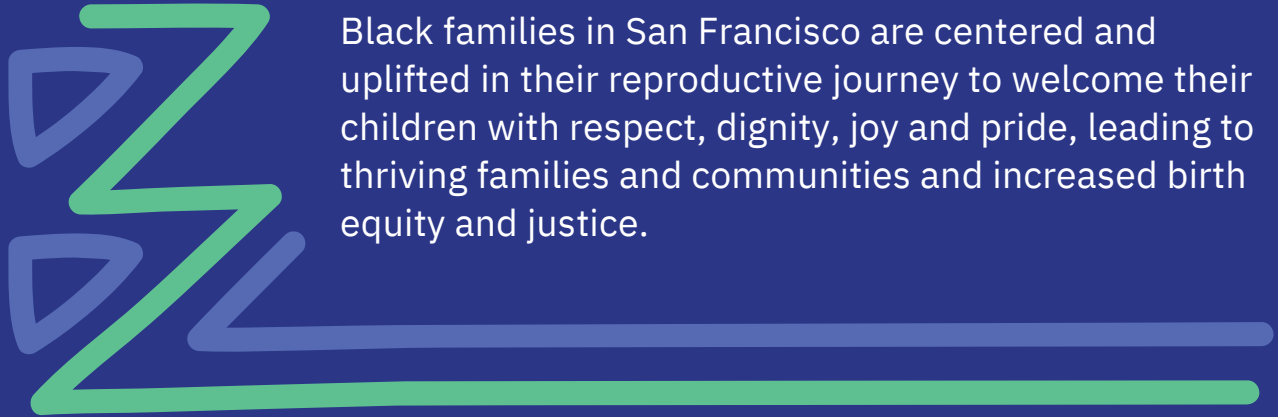# SisterWeb
San Francisco Community Doula Network

2022–2027 Strategic Plan At a Glance

SisterWeb Strategic Plan Core Components

Vision

Black families in San Francisco are centered and uplifted in their reproductive journey to welcome their children with respect, dignity, joy and pride, leading to thriving families and communities and increased birth equity and justice.

Mission

SisterWeb, a network of culturally congruent community doulas and birth workers from and the Black community, works to dismantle racist health care systems, strengthen community resilience, and advance economic justice for birthing families and doulas in San Francisco.
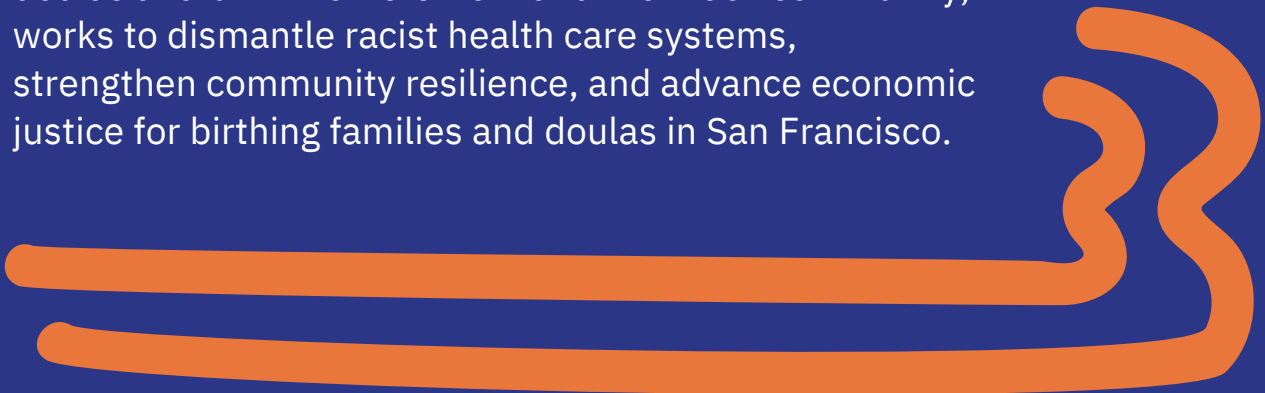
Values

• Culturally congruent and community-centered care
• Economic justice and community-led power
• Respect and autonomy
• Community wisdom and lifelong learning

# SisterWeb's Core Services + Programming

For Pregnant + Birthing People

• **Core Client Population:** Pregnant Black people

• **Client Care + Support includes:** prenatal care/support sessions, labor support and on-call support, postpartum care/support sessions, connections for clients to supportive services (pre + post birth)

For Doulas

• **Mentoring through cohort model**

• **Wages and holistic employee benefits**

• **Professional development opportunities**

• **Tools and support**

• **Peer-professional community/networking and support**

For Healthcare Sector

• **Providing consulting services**

• **Participating in the Champion Dyad Initiative**

• **Supporting policies related to doulas**

• **Providing education/raising awareness about doula work**

• **Participating in community collaborations**
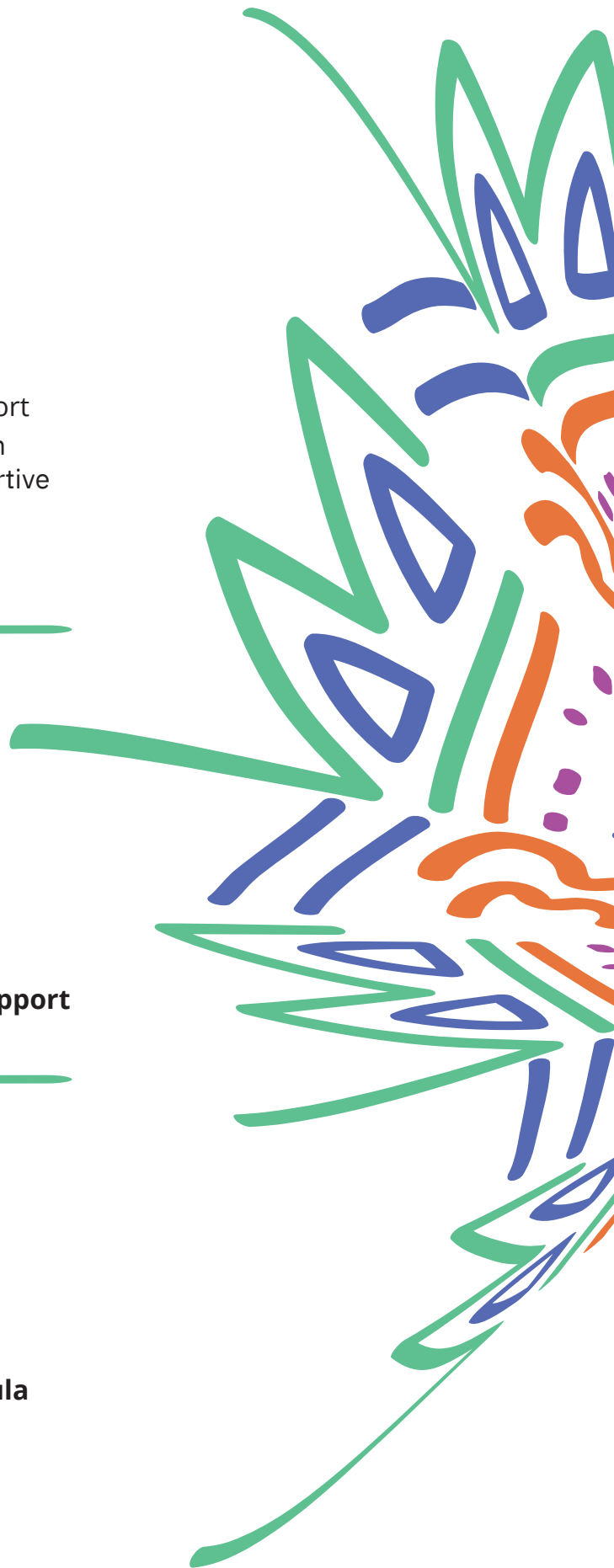
Goals + Strategies

Goal 1: SisterWeb nurtures a skilled workforce of Community Doulas who see birth work as a viable profession.

A. Increase the overall number of BIPOC doulas qualified to work for SisterWeb

B. Expand professional + workforce development opportunities for BIPOC doulas

C. Clarify and support pathways for doulas to advance within SW

D. Participate in professional networking and community-building for BIPOC birthworkers

E. Establish opportunities for former SW clients to be paid mentors or promotoras/es to provide support to others in the community

Goal 2: SisterWeb's culturally congruent, holistic doula care supports Black pregnant and birthing people in achieving their own birth goals.

A. Provide high-quality, culturally congruent doula care to Black pregnant people

B. Ensure that pregnant people have the information they need to navigate their pregnancy and birth journey, understand and make informed healthcare choices/options, and advocate for themselves during the pregnancy and birth

C. Identify and share resources and information with clients that support their holistic wellbeing

D. Increase education and outreach to community about SW offerings

E. Develop virtual care delivery model (e.g., telehealth sessions) for culturally congruent doula services

F. Explore best, promising, and innovative doula care

Goal 3: SisterWeb engages in the national movement to eliminate structural racism in healthcare systems as a driver of birth inequities

A. Support policies aligned with SW's goals

B. Develop and document a standard of care for pregnant people that will reduce racial inequities in birth outcomes

C. Deepen relationships with hospitals to advocate for specific changes that support racial justice and which align with the SW standard of care

D. Develop relationships with the client care teams supporting SW clients to coordinate services for those SW clients

E. Develop relationships with other Community Doula organizations and participate in state and national movement building

Goal 4: SisterWeb expands and strengthens its operational effectiveness and organizational sustainability.

A. Capacity: Increase SW's capacity/ability to support more Black pregnant people

B. Organizational Systems +

Information:
Develop and improve organizational systems, developing and documenting practices and policies, sharing SW's organizational structure and decision-making process, supporting ongoing and multidirectional communication within SW staff

C. Participation in Partnerships/

Collaborations: Identify SW staff who take the lead on strengthening strategic partnerships with specific community organizations and who are responsible for representing SW in prioritized coalitions/collaboratives

D. People Power: Strengthen SW staff connections and sense of belonging, addressing how structural and internalized racism and biases impact SW employees and the organization, and supporting a shared understanding of organizational goals and strategies

E. Staff Retention: Increase staff satisfaction with focus on increasing staff retention

F. Improvement + Impact: Use evaluation data and findings to make ongoing programming improvements and to demonstrate the results SW's services have on clients, doulas, and the healthcare system

G. Financial Sustainability: Diversify SW funding sources while ensuring services do not cost anything for low-income community members

SisterWeb
San Francisco Community Doula Network

www.sisterweb.org | info@sisterweb.org

Design Inspiration

This original design references textiles that are woven together to create a nurturing blanket or quilt. The zig-zagged geometric elements are inspired by patterns from Asante Kente inspired by the Kindred Birth Companion Doulas; the diagonal and vertical repeating lines reference patterns used by the M.A.N.A. Pasefika Doulas' materials and patterns from Tapa cloths; followed by the triangles and dots reference Mola textiles, with the triangle elements found within our Semilla Sagrada Doula materials. The overall design represents how we are stronger together while recognizing our specific differences.

Prepared By:

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