



## Doula Welcome Package for New Families

**Oona**

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The path to parenthood is different for everyone – we firmly believe that we aren't meant to go through this journey alone. This is why at Oona, we provide a wide range of services including doula services in both Toronto and Newmarket.

Doulas are so important that the World Health Organization has recommended that every birthing person should have one.

This welcome package will go through everything you need to know about Oona's doula services.



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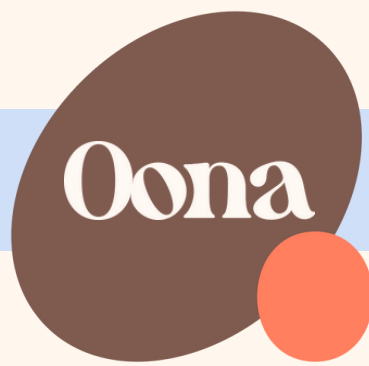
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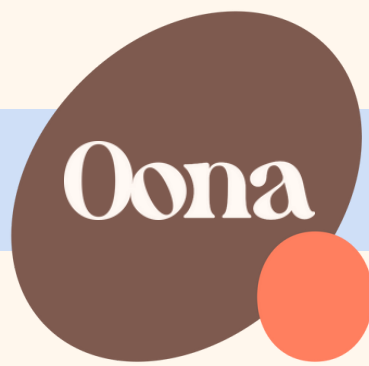
## What is a Doula?

A Doula is like a tour guide in the land of birth, who helps families navigate birth and motherhood. The World Health Organization has recommended that every person giving birth should have a doula. That's how important the role of a doula is.

The formal definition of doulas as defined by The Meriam-Webster dictionary is "a woman experienced in childbirth who provides advice, information, emotional support and physical comfort to a mother before, during and just after childbirth".

At Oona, we define doula as: "The necessary birth companion for all births. The helper of the birth partner. The provider of ice chips. The squeezer of hips. The ultimate, experienced, calm through the storm birth support. The keeper of the mama's sanity. The village after your baby is born."





## How It Works

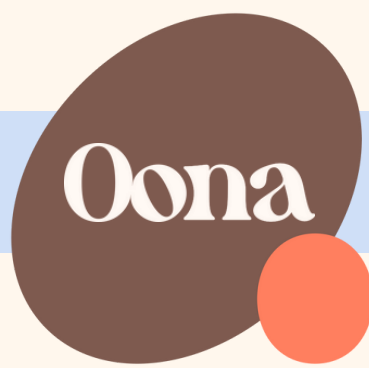
Selecting a doula is a very personal choice. At Oona, we have a group of experienced doulas who are ready to support you. Once you select your doula, your contract is between you and your doula, not between you and Oona. We provide a match-making service to help you find the doula best suited for you and your family.



To get started:

- Browse our Doulas
- Fill out our [online form](#)
- Matchmaking
- Final selection





## Birth Doulas

A birth doula (also called a labour doula) is an experienced professional who provides continuous labour support, both physical and emotional to the labouring person and their birth partner. They are present for your birth. That can be a hospital birth or a home birth. Birth doulas also provide educational support before and after labour and delivery.

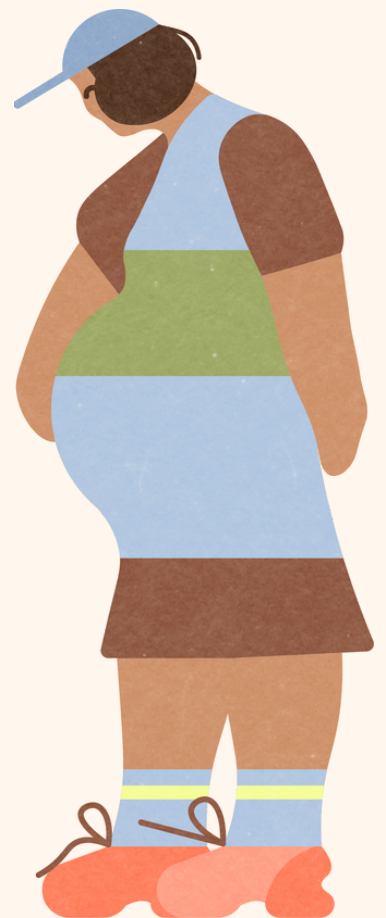


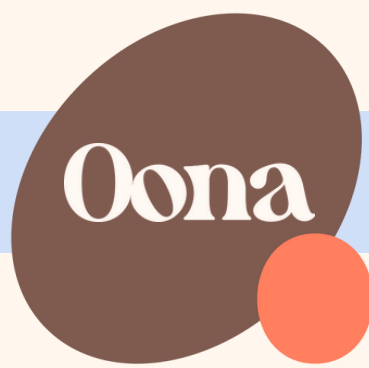


## Birth Doulas

Oona birth doulas provide comprehensive, empathetic and experienced support during your pregnancy and throughout your labor and delivery journey.

- Ongoing text and email communication
- On-call support closer to your due date
- Continuous labour and birth support
- Backup support in the event that your doula is not able to attend your birth - this is rare, but babies come when they come, and having a backup is important!
- Two prenatal sessions of 1-2 hours each, focusing on birth preferences and planning
- 1 postpartum session
- 90-days access to our On-Demand Infant CPR & Family Safety class





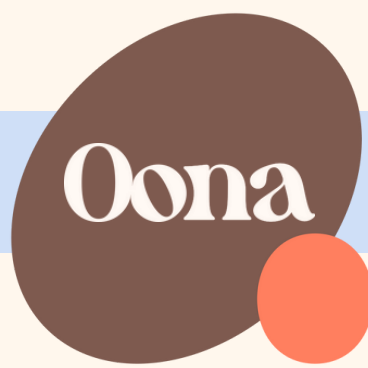
## Postpartum Doulas

A postpartum doula provides support after the baby is born and is there to support the new parents. They do things like help with breastfeeding, folding laundry, preparing light meals, tidying up, holding baby so parents can sleep, and they do a whole ton of education with parents to help them know what is normal in the postpartum period.

Throughout your postpartum journey, Oona postpartum doulas prioritize understanding you and your family's specific needs. This personalized care recognizes that each parent and family requires a unique approach, resulting in a tailored experience for everyone involved.







## Postpartum Doulas

Our Day shifts are a minimum of 4 hours, and overnight care is 8 hours, from 10pm-6am.

Postpartum doulas provide assistance with:

- Newborn and baby care and education
- Bathing, swaddling, and baby-wearing demonstrations
- Sleep support and guidance to benefit your entire family's well-being
- Infant and baby feeding support - some of our doulas have extended training with this including IBCLC support
- Help with navigating relationships between your support team, family members including other kids, and pets
- Light meal preparation
- Home upkeep including light tidying

All of our postpartum packages include 90-days access to our [On-Demand Infant CPR & Family Safety class](#)



# Fees

## Birth Doula Fees

Each of our birth doulas has their own set of unique skills and experience and they all offer custom pricing, so you can find the perfect fit for your needs. Each birth doula's pricing can be found on their profile page.

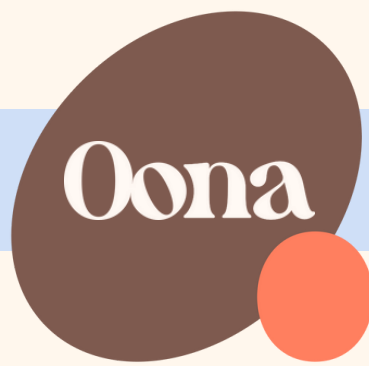
## Postpartum Day Fees

- \$520 for a 12-hour package
- \$1230 for a 30-hour package
- Larger packages available on request

## Postpartum Overnight Fees

- \$320 for 8 hours from 10pm-6am for a single baby
- \$360 for 8 hours for 10pm-6am for multiples
- Larger packages available on request

Gift cards can be redeemed for doula services



# Policies and Protocols

## Contract

Our doulas are independent contractors. Your doula contract is between you and your doula, not between you and Oona. We provide a match-making service to help you find the doula best suited for you.

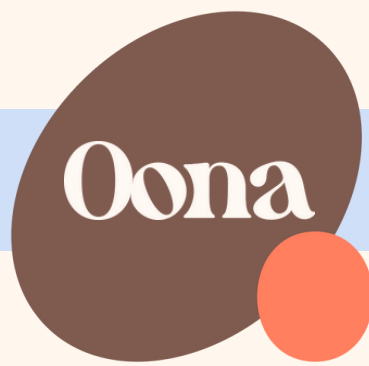
## Cancellation Policies

Each doula has their own cancellation policy. Please ensure you discuss this ahead of time with your doula.

## Code of Conduct

Our doulas have diverse backgrounds, life experiences, hobbies and abilities. Our Community [Code of Conduct](#) has been developed to ensure that our staff can provide care without bias. This Code of Conduct applies to all patients, partners, staff, extended staff and any stakeholder working with us at Oona.





## Resources

- [Survival Guide for New Parents](#)
- [Comprehensive Doula Guide](#)
- [What Birth Doulas Do](#)
- [What is a Night Nurse?](#)
- [10 Questions Before Hiring a Doula](#)

Ready to get started?



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