

Why Certification Matters

“Certification is about establishing oneself as a professional in the eyes of the other professionals you work with. It adds credibility and esteem to what ALL of us do. Rather than being an individual benefit, it has major group benefits when we all participate.” – Amy Gilliland, PhD, BDT(DONA), 2015

Certification benefits the entire profession: When we achieve and maintain certification, we protect the health of our profession by:

1. Demonstrating that we practice within an evidence-based scope of practice that limits the doula to support practices that truly benefit families. *Doulas who don't practice within a defined, evidence-based scope are at an increased risk of practicing in ways that harm families and the profession.*
2. Achieving greater visibility, bargaining and political leverage to be included as legitimate members of the maternity care team. *No one can do that as an individual. It must be done collectively through strong, member-supported certification organizations and associations.*
3. Increasing consumer and health care provider trust that our specialized skills are achieved through high standards for training and vetted through certification.

Certification benefits YOU! DONA International certified doulas consistently earn a higher fee and receive more referrals than non-certified doulas and doulas certified through other organizations. (From DoulaMatch.net, Jan-June, 2015).

	2-4 Years in Practice (1017 Doulas)			5-7 Years in Practice (411 Doulas)			8+ Years in Practice (454 Doulas)		
	Non Certified (453)	Other Certified (253)	DONA Certified (311)	Non Certified (134)	Other Certified (117)	DONA Certified (160)	Non Certified (163)	Other Certified (120)	DONA Certified (171)
Averages									
Birth Fee	\$683	\$714	\$754	\$823	\$851	\$870	\$912	\$935	\$948
PP Fee (\$/Hr)	\$28	\$28	\$32	\$25	\$28	\$31	\$26	\$36	\$41
Referrals/Month	2.8	2.5	4.3	5.3	5.4	7.3	6	6.2	8

Additional benefits of certification:

- Referral directory listing on the DONA International website
- International Doula* quarterly magazine
- Member-only Facebook group
- eDoula* quarterly email newsletter
- Discounts on DONA International annual conferences, continuing education workshops and webinars

DONA International is the premier doula organization supporting the health of birth and postpartum families worldwide. Your membership and certification means the organization can continue to:

- Define a profession-wide, evidence-based scope of practice and code of ethics
- Set rigorous and socially just standards for achieving certification
- Create opportunities and make financial provisions so that people coming from disparate and non-privileged backgrounds can access training and certification to serve their communities with culturally sensitive and appropriate doula care.
- Provide accessible ombudsman and grievance procedures that PROTECT FAMILIES.