



# Hull Doula Service

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Goodwin Development Trust



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# The Goodwin Model



- Identify a gap in the market
- Consult widely on what would improve the position
- Invest in a pilot
- Measure the impact
- Take it to market
- If it works replicate it
- If no one wants it, kill it



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# Some numbers



- 5,439 volunteer hours
- 249 mums supported since 2008
- Reduction in c-section & epidural rates
- Increase in breast feeding rates at initiation and at 6 weeks
- several unlikely new entrants on to University of Hull midwifery course
- Costs 140k pa



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.....and so?