



HEY BLACK DAD

BRINGING DADS TO THE CONVERSATION: THE ROLE OF A DAD DOULA

PETER BULLOCK CD

TOPICS OF DISCUSSION

**Who Is Peter
Bullock**

**Paternal Preparation
and Education**

**Dad's Support
Tools**

**Enhancing Your
Material**

Q+A

BUT FIRST, DAD JOKE

**Why did the scarecrow
win an award?**

BUT FIRST, DAD JOKE

**Because he was
outstanding in his field...**

WHO IS THE
BLACK DAD DOULA?



MY PARENTS WERE
MARRIAGE
COUNSELORS.
THE LESSONS I'VE
LEARNED FROM MY
FATHER SIT AT THE
FOUNDATION OF
WHAT I DO.



The Conversation That Changed Everything



I Took Action

**Read
Books**



**Got
Involved**



**Listened
and
Noted**



**Asked
Real
Questions**





AS A RESULT I GOT INVOLVED

I MADE SURE CARE PROVIDERS KNEW I'LL BE PRESENT AND READY TO ENGAGE WHEN NEEDED.





FAST
FORWARD
SEVERAL
MONTHS
MY WIFE
GOES INTO
LABOR.

TRAINED AND CERTIFIED



ALAINA BROACH
AHAVAH BIRTH AND BEYOND



SHAFIA MONROE
SMC FULL CIRCLE DOULAS

THE MISSION OF HEY BLACK DAD IS
TO POSITIVELY IMPACT MATERNAL
HEALTHCARE VIA PATERNAL
PREPARATION AND EDUCATION



AS A DOULA I HELP MEN
TRANSITION INTO
FATHERHOOD BY EDUCATING
THEM ON THEIR SPECIFIC
ROLES DURING PREGNANCY,
LABOR, BIRTH, AND
POSTPARTUM. BASED IN
TRENTON, I PROVIDE MY
SERVICES VIRTUALLY
THROUGHOUT THE NATION.

Paternal Preparation and Education

MY BIRTH VISION

THE 21ST CENTURY DAD

DAD DOULAS BRIDGE THE GAP

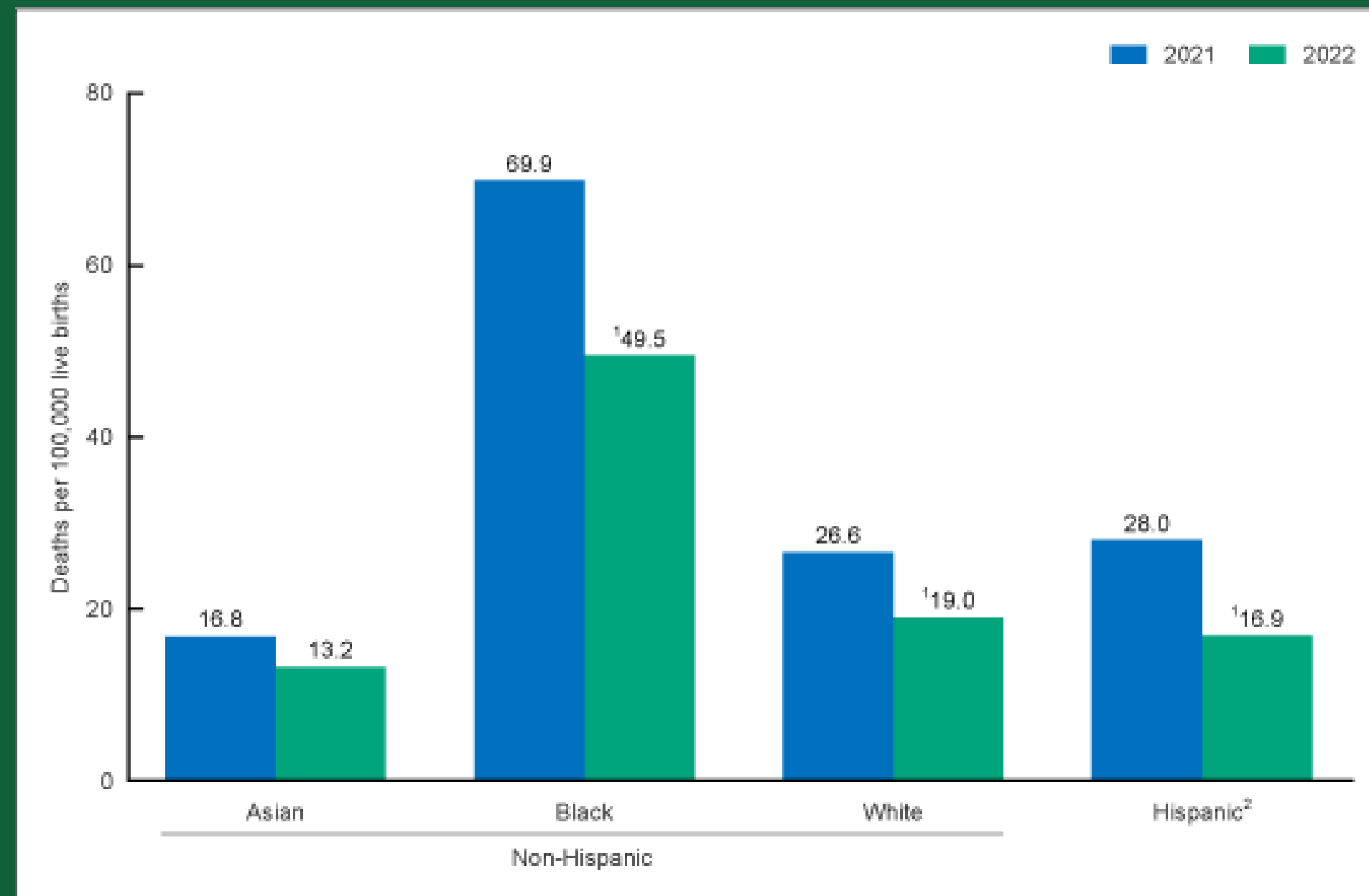
MY BIRTH VISION



- **Not discussed at the barbershops**
- **Not scrolling across the screen**
- **Most just dont know**



THE INVISIBLE STATS



NATIONAL CENTER FOR HEALTH STATISTICS, NATIONAL VITAL
STATISTICS SYSTEM, MORTALITY DATA FILES.

WE FIND OUT TOO LATE

- What our role should have been
- That we're underprepared
- That we have more responsibility



THE COST OF NOT KNOWING

The misconception?

We aren't interested.

The truth?

We don't want to mess up.



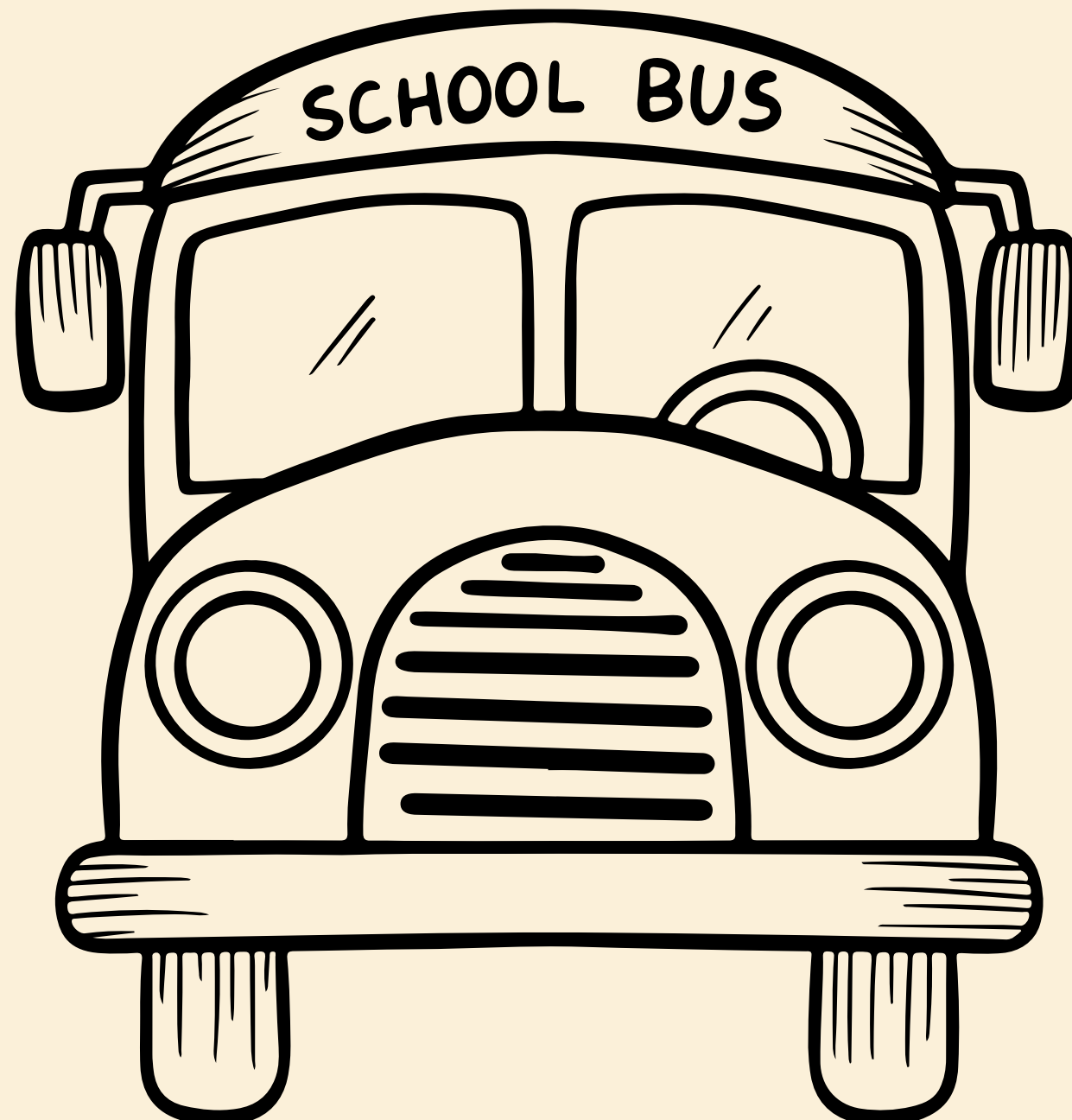
THE 21 CENTURY DAD



TODAY, FATHERS ARE
MORE HANDS ON THAN
EVER BEFORE.

FATHERS NEED TO BE MET
WHERE THEY ARE BUT
INFORMED OF THE REALITY.

**Lets take a
quick trip**



Imagine
This...



Imagine This...

WHAT'S THE PLAN?

HOW DO I HELP?

WHAT IF I MAKE THINGS WORSE?



“YOU GOOD?”



**DOULAS BRIDGE THE GAPS
AND MEETS FATHERS
WHERE THEY ARE**



A photograph of three men in a cafe setting. The man on the left has a beard and glasses, wearing a green shirt. The man in the center is bald with glasses and a beard, wearing a blue shirt. The man on the right is bald with glasses and a beard, wearing a dark shirt. They are standing in front of a large window with a grid pattern. A menu board is visible in the background. A green box with white text is overlaid on the image.

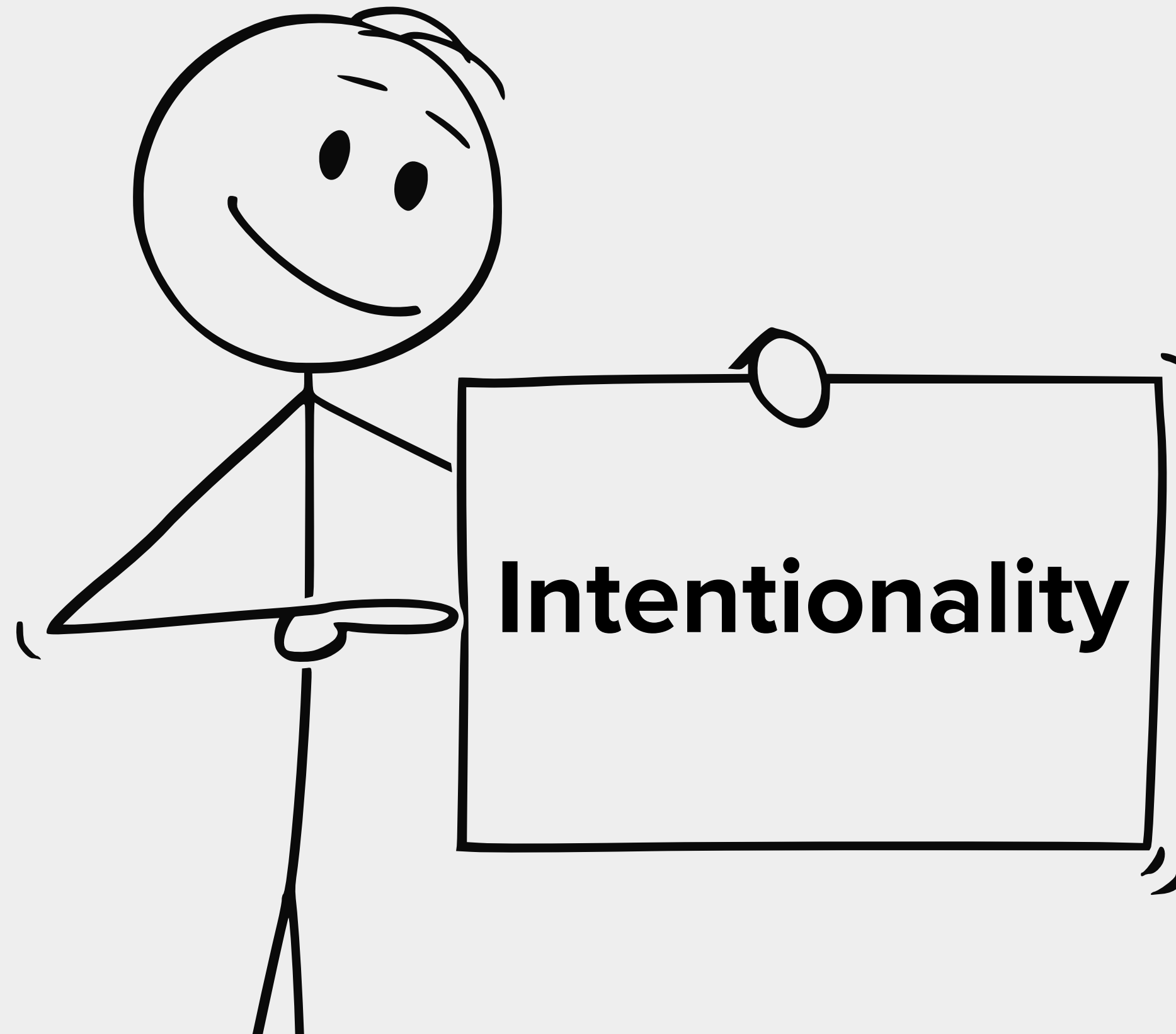
Dads Support Tools



WHEN DOES
PARTNER
SUPPORT BEGIN?

PARTNER SUPPORT
STARTS LONG BEFORE
THE FIRST POSITIVE
PREGNANCY TEST.

SUPPORT STARTS WITH



The background of the entire image is a construction site. In the foreground, there is a large, flat area of wet, grey concrete being poured or finished. To the left of this concrete area is a pile of brown sand. In the middle ground, a person wearing tan work boots is visible, standing near a concrete pump hose. In the background, a yellow excavator is partially visible. A large green rectangular bar with a thin white border is positioned at the top of the image, containing the main title in white text.

THE BUILDING BLOCKS OF A STRONG SUPPORT

**WEEKLY
PARTNERS
MEETINGS**

**ACCESS TO
LOCAL
RESOURCES**

EDUCATION

**TOOLS
TO SHOW
UP**

TOOLS FOR SUPPORT

1

WEEKLY
PARTNER
MEETINGS

2

ACTUAL
RESOURCES

3

ENGAGING
MATERIALS

4

WELCOMING
ENVIRONMENT

WEEKLY PARTNER MEETING

1

APPRECIATION

2

CHORES, TO
DO'S, FINANCES

3

PLAN FOR
GOOD TIMES

4

PROBLEMS,
CHALLENGES,
SOLUTIONS

How and Why to Hold a Weekly Marriage Meeting
www.Theartofmanliness.com

BABYMOON



WEEKLY PARTNER MEETING

1

APPRECIATION

2

CHORES, TO
DO'S, FINANCES

3

PLAN FOR
GOOD TIMES

4

PROBLEMS,
CHALLENGES,
SOLUTIONS

How and Why to Hold a Weekly Marriage Meeting
www.Theartofmanliness.com

THE BUILDING BLOCKS OF A STRONG SUPPORT



**WEEKLY
PARTNERS
MEETINGS**

**ACCESS TO
LOCAL
RESOURCES**

EDUCATION

**TOOLS TO
SHOW UP**

ACCESS TO LOCAL RESOURCES

THE FATHER CENTER OF NJ

NJ FAMILY CONNECTS

HEY BLACK DAD
Heyblackdads.com

CHILDREN'S HOME SOCIETY

CHILDREN'S FUTURES

THE BUILDING BLOCKS OF A STRONG SUPPORT



**WEEKLY
PARTNERS
MEETINGS**



**ACCESS TO
LOCAL
RESOURCES**

EDUCATION

**TOOLS TO
SHOW UP**

EDUCATION

CHILDBIRTH
EDUCATION

BREASTFEEDING
EDUCATION

NEWBORN CARE

NEW PARENT
EDUCATION

THE BUILDING BLOCKS OF A STRONG SUPPORT



**WEEKLY
PARTNERS
MEETINGS**



**ACCESS TO
LOCAL
RESOURCES**



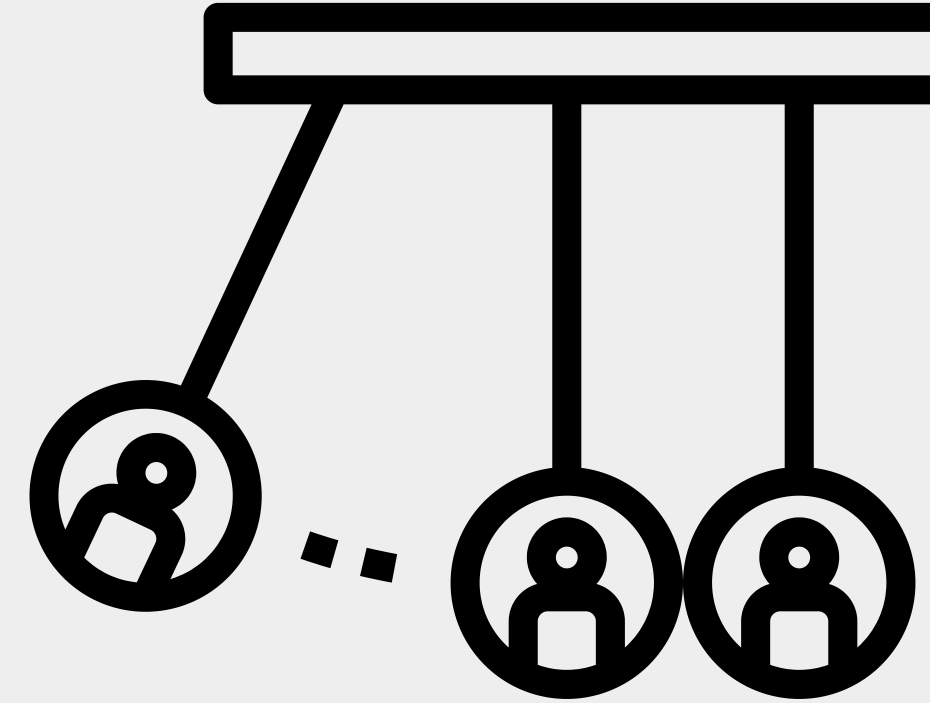
EDUCATION

**TOOLS TO
SHOW UP**

THE TOOLS TO SHOW UP

LIST OF QUESTIONS
TO ASK THE CARE
PROVIDER

THE IMPACT OF INFORMED DADS



- **Amplify their partner's voice**
- **Advocate, ask questions, and hold to the plan**
- **Lighten the load in real tangible ways**

ENHANCED BIRTH OUTCOMES

- **Active partner support during labor has been shown to result in shorter labors and fewer complications.**
- **The World Health Organization emphasizes that continuous emotional support can significantly reduce the likelihood of medical interventions such as cesarean sections and epidurals.**

GÜLMEZOĞLU, A. M., LAWRIE, T. A., HEZELGRAVE, N., OLADAPO, O. T., SOUZA, J. P., & VOGEL, J. P. (2016).

WHO RECOMMENDATIONS ON ANTENATAL CARE FOR A POSITIVE PREGNANCY EXPERIENCE: EVIDENCE SUMMARY.

[HTTPS://BMCPREGNANCYCHILDBIRTH.BIOMEDCENTRAL.COM/ARTICLES/10.1186/S12884-016-0997-6](https://bmcpregnancychildbirth.biomedcentral.com/articles/10.1186/s12884-016-0997-6) PREGNANCY AND CHILDBIRTH, 16(1), 280.

THE BUILDING BLOCKS OF A STRONG SUPPORT



**WEEKLY
PARTNERS
MEETINGS**



**ACCESS TO
LOCAL
RESOURCES**



EDUCATION



**TOOLS TO
SHOW UP**

A photograph of a group of men in a cafe or office setting. In the center, a man with a beard and glasses, wearing a green polo shirt and khaki pants, is smiling. To his left, another man in a black shirt and cap is looking towards him. To the right, a man in a blue shirt and glasses is also looking in the same direction. In the foreground, the back of a man's head in a black shirt is visible. The background features wood-paneled walls, a large window with a grid pattern, a framed drawing of a skeleton holding a coffee cup, a red sign with the text 'WIFI PASSWORD pikliz2019', a menu board on the right, and various plants and office equipment.

Enhancing Your Material

Who Are You Reaaaaaaalllyy Marketing To?



DAD HACK HAPPY HOUR

After Work Tips & Sips

**HEY
BLACK
DAD**
THE BLACK DAD DOULA

FOR EXPECTING AND NEW DADS!!!

****FREE****

**JOIN US FOR A CHILL EVENING OF
MOCKTAILS AND PRACTICAL DAD HACKS.
FROM DIAPERING AND DRESSING
TO MASTERING THE SWADDLE.**

DAD HACKS | MOCKTAILS | NACHO BAR

**FRIDAY | JUNE 6 | 6PM
KAJE OJALA
750 CASS STREET
TRENTON NJ**

**LINK IN OUR
LINKTREE**



<https://www.eventeny.com/events/dadhacks-20420/>

**“YOU GOT
ME HERE,
NOW
WHAT?”**



DAD HACK HAPPY HOUR

After Work Tips & Sips

- Specific Targeting
- Neutral Setting
- Not misleading



you're
invited

**How does your material
welcome with fathers?**

TOPICS OF DISCUSSION

**Who is
Peter Bullock**

**Paternal
Preparation and
Education**

**Dad's Support
Tools**

**Enhancing
Your Material**

Q+A



**PETER
BULLOCK**

- **HEYBLACKDADS.COM**
- **@HEYBLACKDAD**
- **HEYBLACKDAD@GMAIL.COM**