

Aug/Sept 2025 Newsletter



Since 2022, the ACURE4Moms study has made great strides towards increasing awareness of maternal health inequities across North Carolina. We are so proud of the dedicated team members who are making this important research study possible.

Updates



Recruitment & Enrollment:

- 49 sites randomized
- 33 active sites
- 46,513 patients enrolled
- All 4 sites continuing/starting doula support after 6/05/25

Longitudinal Patient Survey:

- 13,628 potentially eligible participants
- 5,415 assessed for eligibility
- 2,160 enrolled; 637 withdrawn
- Completed Survey #1: 1,462
- 20 CBRCs actively recruiting
- 18 CBRCs are now recruiting participants for 2 sites
- CMIH member Rakiah Anderson will start helping w/retention work in September

Doula Intervention:

MVF doula support services as of



Maternal Health Equity Education & Training (MHEET) Sessions: 176 total completed

- MHEET #1: 31 completed (8 observed)
- MHEET #2: 31 completed (9 observed)
- MHEET #3: 30 completed (12 observed)
- MHEET #4: 29 completed (10 observed)
- MHEET #5: 26 completed (7 observed)
- MHEET #6: 19 completed (2 observed)
- MHEET #7: 13 completed (7 observed)

08/31/25:

900 doula referrals.

230 doula matched with clients.

135 doula-supported births.

MAAME doula support services as of 08/31/25:

540 doula referrals.

22 doula matched with clients.

99 doula-supported births.

MOMMA'S VILLAGE

FAYETTEVILLE and MAAME INC updates:

- **Receiving referrals from all active sites randomized for doula services.**
- **MVF switched from self-referrals to updated provider referrals,**
- **MAAME.INC Updated self-referral link.**
- **Working on a sustainability plan for doulas and practices.**
- **Identifying which practices they can continue/start doula intervention once 2-year implementation ends.**
- **MVF held a doula training from September 13-15 to onboard new doulas in the East for Rural Health Group and Nash OB-GYN and to support current Doulas.**
- **MVF scheduling Doula Meet and Greet for new sites and current site.**
- **MAAME.INC held a Doula Information session on September 11 to recruit more doulas and continues with its Peer Support Groups.**

- **MHEET Session #8: 6 completed (3 observed)**

- **MHEET Session #9 (final session) 5 completed (2 observed)**

Pre-Implementation Interviews:

- **136 staff completed pre-implementation interviews.**
- **All transcripts coded.**
- **Finalizing initial analysis of pre-implementation interviews.**
- **CMIH team has received constructive feedback from mid-point implementation interviews conducted to-date.**

Mid-Point Interviews:

- **81 staff completed mid-point implementation interviews.**
- **Recruitment has started for nine more practices.**
- **Started coding Mid-Implementation Interviews.**

End-Implementation Interviews:

- **Received IRB approval of End-Implementation Interview guide edits.**
- **Recruitment has started as of 08/12/2025.**
- **Completed 2 interviews and 2 scheduled as of 8/27/25.**

Data Intervention:

Aspirin Alert

- **Rolled out full alert 01/30/25.**
- **Working with HIEA to resolve coding issues.**

Data Dashboard

- **Received first pass of data extracts from HIEA in April 2025.**
- **Added some HIEA data to dashboard.**
- **3 types of alerts functional.**



COMMUNITY NEWS

National Breastfeeding Month 2025: "Forward Together"



August marked National Breastfeeding Month, a time to celebrate, support, and promote the health and community benefits of breastfeeding. This year's national theme, **"Forward Together,"** was a powerful call for unity and collective action bringing together families, communities, and advocates to ensure equitable access to breastfeeding support for all.

Throughout the month, key observances highlight the unique needs, strengths, and cultural practices of diverse communities:



World Breastfeeding Week

World Breastfeeding Week (August 1–7) kicked off the month with the theme **"Prioritize Breastfeeding: Create Sustainable Support Systems."** This global celebration emphasized the need for long-term, inclusive support networks that help families successfully breastfeed



INDIGENOUS MILK MEDICINE WEEK 2025



Unapologetically Indigenous.
Love, Landback, and Liberation

Indigenous Milk Medicine Week

Indigenous Milk Medicine Week (August 8–14) followed, honoring Indigenous breastfeeding traditions under the theme **"Unapologetically Indigenous: Love, Landback, & Liberation."** This observance centered Indigenous voices and ancestral knowledge, reaffirming the sacred role of human milk in cultural healing and resilience.

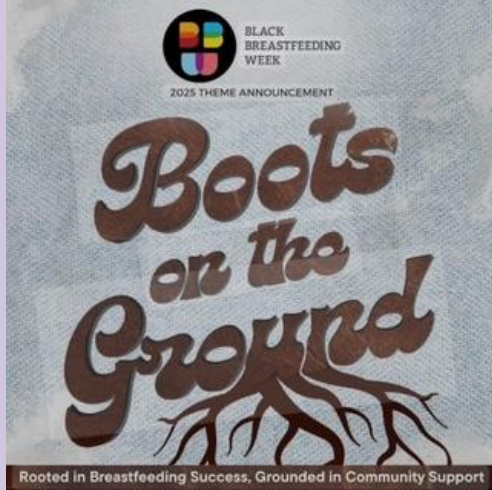


Asian American, Native Hawaiian, and Pacific Islander (AANHPI)

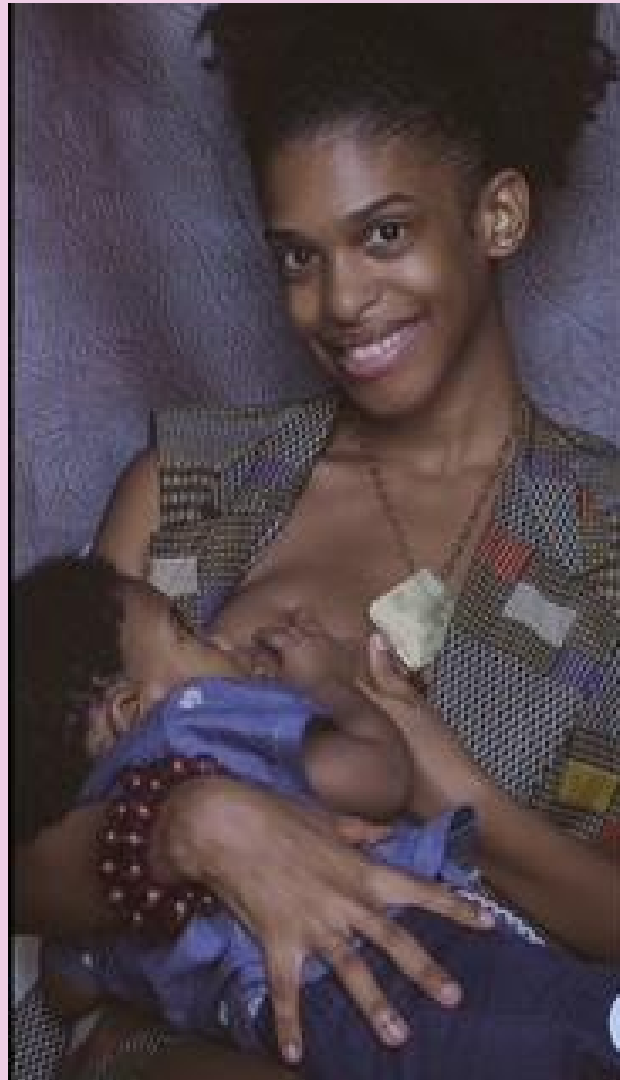
Asian American, Native Hawaiian, and Pacific Islander (AANHPI) Breastfeeding Week (August 15–21) Themed "**Diverse Voices, One Vision**", shined a light on the breastfeeding journeys and challenges within these vibrant communities, advocating for culturally responsive care and visibility.



Black Breastfeeding Week



Black Breastfeeding Week (August 25–31) closed out the month with the theme **"Boots on the Ground: Rooted in Breastfeeding Success, Grounded in Community Support."** This week celebrated grassroots efforts and community leaders working to overcome systemic barriers creating safe, empowering spaces for Black breastfeeding families.





Suicide Awareness Month 2025: United in Hope, Conversation, and Connection

Every September, Suicide Awareness Month offers a meaningful chance to speak up, reach out, and remind one another that no one is alone. In 2025, leading mental health organizations across the globe are rallying around powerful themes that focus on healing through honesty, empathy, and human connection.

The International Association for Suicide Prevention (IASP) and the World Health Organization (WHO) are guiding the international effort with a three-year theme for World Suicide Prevention Day (2024–2026): **“Changing the Narrative on Suicide.”** This message is a call-to-action encouraging people everywhere to replace silence with understanding and isolation with compassion. It also highlights the urgent need to treat suicide prevention as a public health priority, advocating for systemic support and community-wide engagement.

In the United States, the **Substance Abuse and Mental Health Services Administration (SAMHSA)** is promoting the theme: **“Together in Strength, Dignity, Hope, and Purpose.”** This campaign centers on the human need to feel recognized, valued, and connected. It reminds us that emotional strength is not found in isolation, but in shared support and mutual respect.

The National Alliance on Mental Illness (NAMI) is encouraging individuals to take a simple but powerful step with their 2025 message: **“Start a Conversation. Be the Difference.”** A genuine check-in or caring word can often be the spark that helps someone feel seen and seek help. NAMI’s campaign shows that we all have the potential to make a difference, just by listening and being present.

The U.S. Army is contributing its own message of community and resilience: **“We Are Stronger Together. Connect to Protect.”** This theme emphasizes the vital role of trusted relationships within families, teams, and units as a protective force against suicide risk. When we’re connected, we’re safer.

Together, these messages paint a unified picture of what suicide prevention

can look like: open conversations, strong support systems, and a culture that prioritizes mental wellness. This month and every month let's work together to build understanding, foster hope, and create a world where everyone feels they matter.



If you or someone you know is struggling, help is always available. You are never alone.

- 988 Suicide & Crisis Lifeline (U.S.)
- ☐ Dial 988
- ☐ 988lifeline.org
- Free, confidential support 24/7 for people in emotional distress or suicidal crisis.
- Crisis Text Line
- ☐ Text HELLO to 741741
- ☐ crisistextline.org
- Free text-based support from trained crisis counselors, available 24/7.

Resources for Veterans and Service Members:

- Veterans Crisis Line
- ☐ Dial 988, then press 1
- ☐ veteranscrisisline.net
- Confidential support for veterans, service members, and their families.

Resources for Youth and Young Adults:

- The Trevor Project (LGBTQ+ Youth)
- ☐ 1-866-488-7386
- ☐ thetrevorproject.org
- 24/7 support for LGBTQ+ youth in crisis.
- Teen Line
- ☐ Text TEEN to 839863
- ☐ teenline.org
- Peer-to-peer support for teens, by trained teen volunteers.

Mental Health Education and Support:

- National Alliance on Mental Illness (NAMI)
- ☐ nami.org
- Education, advocacy, and support groups for individuals and families affected by mental illness.
- ☐ NAMI Helpline: 1-800-950-NAMI (6264)
- Substance Abuse and Mental Health Services Administration (SAMHSA)
- ☐ samhsa.gov
- National helpline and resources for substance use and mental health

treatment.

- ☐ SAMHSA Helpline: 1-800-662-HELP (4357)

Additional International Resources:

- International Association for Suicide Prevention (IASP)
- ☐ [iasp.info](https://www.iasp.info)
- Global suicide prevention initiatives, research, and World Suicide Prevention Day information.
- Befrienders Worldwide
- ☐ [befrienders.org](https://www.befrienders.org)
- Emotional support services in over 30 countries.

ENROLLED SITES

- **WakeMed Raleigh Campus
(Andrews Center)**
- **WakeMed Cary**
- **WakeMed Raleigh (Oberlin Street &
Clayton Combined)**
- **WakeMed North**
- **Nash OB-GYN Associates**
- **ECU OBGYN (ECU Brody OB)**
- **Novant Health OB/GYN-Bolivia
(Brunswick)**
- **Novant Health Coastal OB/GYN
Shipyard**
- **Southern Pines Women's Health
Center**
- **UNC Southeastern**
- **Cone Health Alamance OB/GYN at
Burlington**
- **Novant Harbor Pointe OB/GYN**

- **Durham Women's Clinic**
- **Chapel Hill OBGYN**
- **Green Valley OB/GYN**
- **UNC Women's Health at Eden**
- **Atrium Wake Forest Baptist
OBGYN Downtown Health Plaza**
- **Novant Health Triad Obstetrics &
Gynecology**
- **Novant Health Waughtown OB/Gyn
& Today's Woman**
- **Novant Health WomanCare**
- **Novant Health City Lake OB/Gyn**
- **Novant Health Providence OB/Gyn**
- **Novant Health Queen City OB/GYN**
- **Novant Health Randolph OB/Gyn**
- **Novant Health Rankin OB/Gyn**
- **Novant Health Southeast OB/Gyn**



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