

My Postpartum Story



The tears didn't stop

Landscape - Insufficient Support for Growing Families

85%

of moms don't think society understands or supports motherhood ²

3x

Black women are at least **3x more likely to die** from pregnancy.⁴

70%

According to [Pew Research](#), 70% of Americans think it is harder to be a mother today than 20 or 30 years ago.

1/7

mothers experience diagnosed postpartum depression. A 2019 study found that as many as **50 percent** of pregnant people with postpartum depression are **never diagnosed**.³

Most maternal morbidity occurs after leaving the hospital.

50%

Data across 148 studies, with an average of 7.5 years of follow-up, suggest that **social connection increases the odds of survival by 50%**.¹

51%

of mothers with young children—feel “serious loneliness.” ⁵

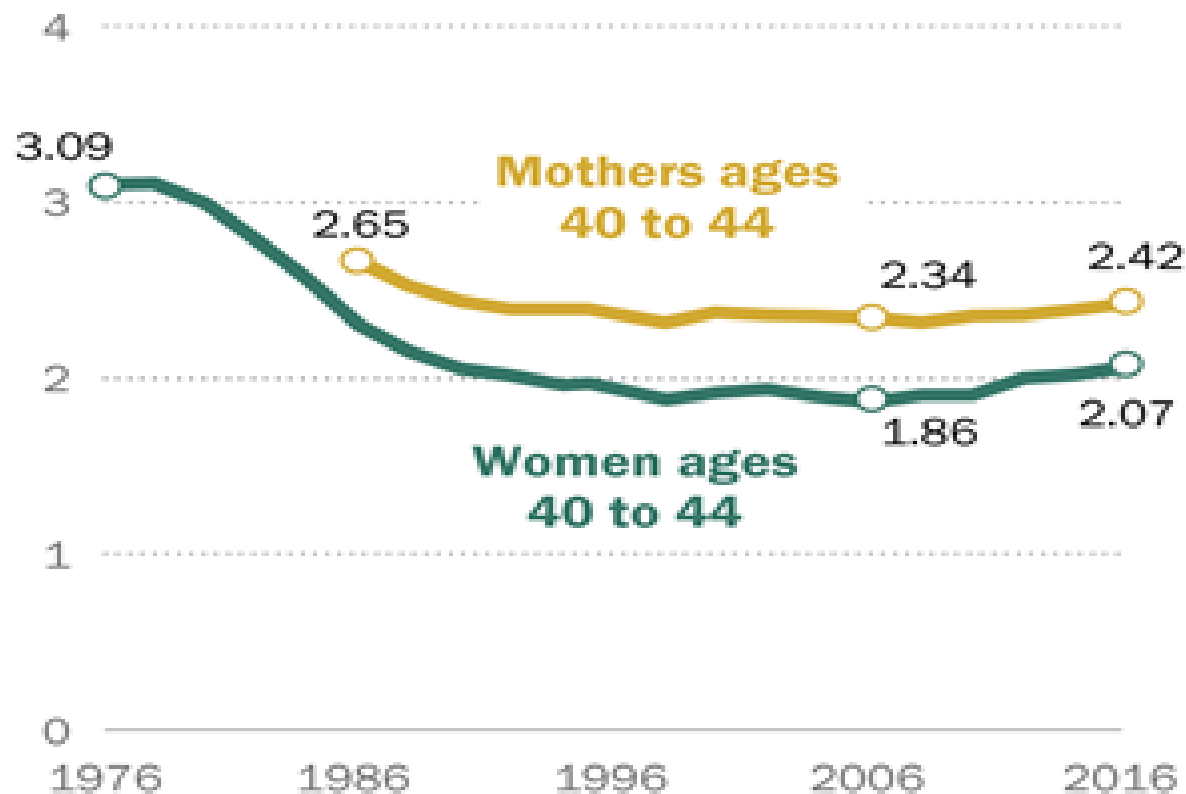
1. <https://www.hhs.gov/sites/default/files/surgeon-general-social-connection-advisory.pdf>
2. <https://www.mother.ly/relationships/community-friendship/the-2019-state-of-motherhood-survey-millennial-mothers-need-support/>
3. <https://www.psychiatry.org/patients-families/peripartum-depression/what-is-peripartum-depression>
4. <https://www.cdc.gov/healthequity/features/maternal-mortality/index.html>
5. <https://mcc.gse.harvard.edu/reports/loneliness-in-america>

After decades of decline, motherhood and family size are ticking up

% of women ages 40 to 44 who have ever given birth



Average number of lifetime births among ...



86%
of U.S. women will become
mothers

Source: Pew Research Center analysis of Current Population Survey June Supplements.
"They're Waiting Longer, but U.S. Women Today More Likely to Have Children Than a Decade Ago"

Loneliest Cities in America

-  Top Five Loneliest Cities
- 1 Washington, D.C.
 - 2 St. Louis, Missouri
 - 3 Alexandria, Virginia
 - 4 Richmond, Virginia
 - 5 Cincinnati, Ohio



Solo Journey

Rethink how “convenience, control and capitalistic distractions” turn American motherhood into a disconnected solo journey that ends lives prematurely and creates sizable societal costs.

Convenience

Nearly 62% of Americans report experiencing loneliness

Control

Rugged individualism has created nuclear, single family households

Capitalistic Distractions

competition and transactional relationships drive shareholder value but not deep connections

Societal & Employer Costs of Loneliness

\$154B

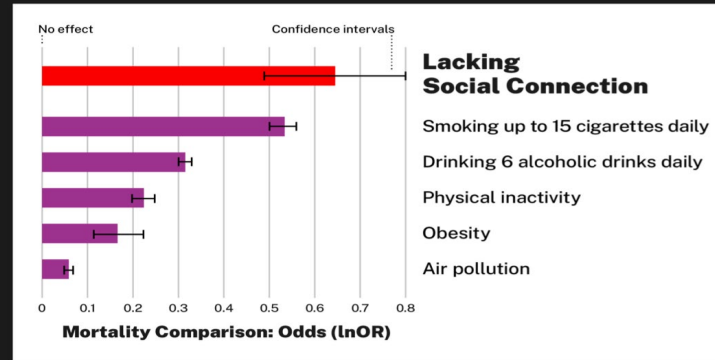
In the U.S., stress-related absenteeism attributed to loneliness costs employers an estimated \$154 billion annually.

67%

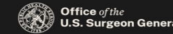
of families spend more than 24% of household income on childcare.

Affordability is 7% of household income

Lacking social connection is as dangerous as smoking up to 15 cigarettes a day.



Comparison groups: Complex measures of social integration: high v. low; not smoking v. smoking < 15 cigarettes daily; alcohol abstinence v. drinking > 6 alcoholic drinks daily; physical activity v. inactivity; low BMI v. high BMI; low air pollution v. high air pollution.
Source: Holt-Lunstad J, Robles TF, Sbarra DA. Advancing Social Connection as a Public Health Priority in the United States. *American Psychology*. 2017;72(6):517-530. doi:10.1037/amp000103. This graph is a visual approximation.



\$406B

Cigna's 2021 "Loneliness and the American Workplace" report estimated that over 97 million workers are lonely and loneliness costs the US economy about **\$406 billion annually**

Up to 2x

According to Gallup, the cost to replace a parent is 0.5 to 2.0X their salary. Mothers with insufficient postpartum support are 3x more likely to quit their jobs

\$3B

Additional medical cost for mom and baby due to low breastfeeding rates

A herd of elephants is shown in a savanna landscape. In the foreground, a large elephant stands on the left, facing right, with its trunk touching a smaller elephant. To the right, another large elephant with visible tusks stands facing left. In the background, several other elephants are visible, including a large one and a smaller one. The landscape is a vast, open plain with tall green grass and scattered trees, including a prominent acacia tree on the left. The sky is blue with light clouds, and distant hills are visible on the horizon.

*Lessons on social mothering
from the Serengeti*

Value of Social Mothering on PMADs

Improve maternal mental health outcomes

Reduce the incidence and severity of Perinatal Mood and Anxiety Disorders (PMADs)

36%

Women with strong social support have a 36% lower risk of developing postpartum depression (PPD)

90%

Women with PPD have 90% higher healthcare costs than non-depressed postpartum women

\$14-17k

The average cost of treating PPD is \$14-17,000 per patient

KORÉDÉ HOUSE



Mission Statement:

To bring goodness, ease and inspiration to every mother in the world.

Our Values

A Place of Peace • Collective Wisdom • Trusted Community • A Passage for Healing



Helping Hand



Child-watch



Peer Groups



Thirdspace for Wellbeing



Postpartum Support



To explore more, book a consultation at koredehouse.com/stage



STAGE *POSTPARTUM* PROGRAM

Comprehensive support for mothers during the postpartum period, promoting maternal well-being, family stability, and a successful transition back to work.

Program duration: In person for 12 weeks, followed by 9 months of virtual monthly group sessions and in home care support



Peer Support

- 4 IRL and 9 virtual group sessions led by trained and paid Peer Coaches
- Peer support and shared learning opportunities

1:1 Coaching & Resources:

- 2 one-on-one coaching and assessments
- 24/7 Access to educational materials and self-care resources
- Secure group chat



In-home Support

- 3 in-home individualized care sessions at participants home by Stage Coach
- 18 in-home physical care sessions at participants home by Doula/Nurturer

100 hours of postpartum care

Enhance overall well-being and resilience

- Promote self-care practices and stress management
- Increase participants' sense of support, empowerment, and confidence
- Improve social connectedness and sense of community
 - Lack of social connection is associated with a 29% increased risk of heart disease and a 32% increased risk of stroke
 - Loneliness is associated with a 40% increased risk of depression. (Source: Erzen & Çikrikci, 2018)
 - Social support is a key protective factor against postpartum depression, with women who lack social support being 2-5 times more likely to develop PPD. (Source: Nielsen et al., 2000)

Foster a supportive and inclusive environment for postpartum women

- Suboptimal breastfeeding costs the U.S. economy \$13 billion annually in pediatric health costs and premature deaths. (Source: Maternal & Child Nutrition, Volume 13, Issue 1, 2017)

Evaluation Framework:

Logic model linking program activities to desired outcomes

Using the Edinburgh Postnatal Depression Scale (EPDS)

1

Data Collection: Standardized assessments, interviews, feedback surveys, participation metrics

2

Conduct semi-structured interviews with a sample of participants at the end of the program to gather qualitative feedback on their experiences, challenges, and successes.

3

Implement bi-weekly feedback surveys to assess participant satisfaction, engagement, and learning outcomes for each program session.

4

Track participation rates, completion rates, and other relevant program metrics, such as the number of referrals made to additional support services.

Hours Of Care

24-55 Hours of care for **every** postpartum woman.
Up to **100** hours of care for **Black Women**

3Cs

Address and educate on “Social Connection” as a SDoH
for Postpartum Women
Three C's of Disconnection

Post Birth Plan

Bolster family and peer supports and planning
for the postpartum period **prior** to giving birth





korédé house mission

*To bring goodness, ease and
inspiration to every mother* in the
world*

*a mother is one who nurtures