

# INSPIRATION



**Breonna Orum is a doula in Rochester New York to fill a growing need in supporting women in childbirth and other medical and family crises.** JAMIE GERMANO/ROCHESTER DEMOCRAT AND CHRONICLE

## ORUM’S DOULA SERVICES AIM TO SUPPORT WOMEN

**Justice Marbury** Rochester Democrat and Chronicle | USA TODAY NETWORK

Breonna Orum has always known that she wanted to help pregnant women.

- On June 24, 2019, Orum gave birth to her daughter through an emergency C-section. At the time, she faced the challenges of being a “married single mom,” as her husband was incarcerated in February, just months before her delivery.
- “Lying in the hospital alone with this baby, I had no idea what I was going to do when I got home,” Orum said.

Orum returned home with her three children, feeling sad, disappointed in herself, and embarrassed by her circumstances. Despite struggling mentally after her previous births, one chaotic day forced Orum to set aside her pain from the C-section to care for her energetic son, her adjusting daughter, and her newborn, who needed constant attention.

“I found myself in tears. I was overwhelmed and overstimulated,” she said.

Inspired by her experiences and motherhood challenges, Orum founded Do Lah Lah LLC, a service where doulas support pregnant individuals. However, she recognized that the limited postpartum visits typically

offered to new parents were insufficient and sought to provide more comprehensive care.

“Moms need you to continue with services,” Orum said.

With that thought in mind, DoLah Me After Care (DMAC) was born.

DMAC is a nonprofit organization dedicated to providing extended care and support for mothers, going beyond the traditional role of doulas. “The fourth trimester is what we call it, where you’re now trying to adjust to having a baby,” she said.

DMAC’s next step is to secure furniture, decor, wellness equipment, and operational essentials—including yoga mats, massage chairs, kitchen appliances, and cleaning



supplies—for its brick-and-mortar location.

“We’ll be offering them a space that belongs to moms,” Orum said. “Where they can come with their kids, breastfeed freely, talk about the struggles, laugh, dance, and have all of those classes that Do Lah Lah offers in one space.”

To support DoLah Me After Care, please visit <https://dmacrochester.squarespace.com/donations>.

**Mercedes Good, left, and Breonna Orum offer holistic in-home doula care.** GENAE SHIELDS/ROCHESTER DEMOCRAT AND CHRONICLE