



## YANA Partners with Hospitals to Champion Peer Support for Moms Immediately After Birth

**You Are Not Alone (YANA)** connects mothers in Douglas County, Colorado to postpartum support right from their first moments. Their “**Strong Mamas, Thriving Babies**” program embeds free peer-based care into the hospital discharge process to make critical support accessible, timely, and comforting.

Every new mother who gives birth at a participating hospital is visited in person by a YANA program director before discharge. During that personal visit, they introduce the support program and register mothers for YANA’s Strong Mamas app, setting new mothers up with key tools and community connections immediately.

Once enrolled, moms benefit from several layers of wrap-around support:

- **Community connections through the app**, where they can access updates, event information, and connect directly with other mothers.
- **Hospital-based in-person gatherings**, designed to foster shared understanding and resilience among mothers at similar stages. Experts including lactation consultants and sleep specialists are invited to share practical tips and resources.



- **Ongoing personal check-ins**, including quarterly phone calls throughout the first postpartum year, offering encouragement and tailored peer support whenever needed.

YANA's model ensures no mom feels isolated after birth and turns what can be a vulnerable time into one of connection, empowerment, and care. With over 1,000 new moms registered, a 96% acceptance rate, and 70–80% engagement across its offerings, the program demonstrates both scalability and meaningful uptake.

Central to the model and its success are hospital partnerships, which facilitate:

- **Broader reach:** By working with hospitals, YANA can meet mothers of all backgrounds, not just those who may be more likely to seek out community programs.
- **Increased trust and continuity of care:** Clinical staff introduce YANA as a trusted partner, creating continuity between medical care and community-based peer support.
- **Early intervention:** Connecting with moms before they leave the hospital ensures that support is in place during the vulnerable first weeks of postpartum recovery.

“Partnering with hospitals has been the cornerstone of our work at YANA. The process began with building relationships with hospital leadership and maternity staff to understand their workflows and identify how we can add value. Now care teams introduce YANA to new moms as part of standard discharge. By collaborating so closely with hospitals, we make sure support feels seamless—an extension of clinical care rather than an extra step. This approach allows us to reach mothers universally and walk alongside them from day one.” – Nikki Booker, YANA Founder and CEO.

Hospitals leverage community benefit, opioid, and suicide prevention funding as well as work with YANA to apply for grants to support this free program.

To learn more about YANA's community partnerships, visit their website at <https://yanamom.com/>

