

Covid 19 Requires More Teamwork



Asalam alaikum,

We are facing unprecedented global changes that are affecting all of us. There are regulations and restrictions in place in most countries limiting our ability to function in our lives and in our work as before. Please see our [Important Covid-19 Update](#) from earlier this year. At this time, we would like to express our appreciation for all AMANI Birth Affiliates and Trainees. Now more than ever, is the time to stick together and support each other.

We all know that typical birth practices do not favor normal physiologic birth and change doesn't come easy. Our research shows birth cultures that have a more women-centered and normal-birth-focus evolved as a result of **mothers themselves taking a stand in grassroots efforts to demand their rights to evidence-based care**. If mothers do not know to ask for their rights, we don't have a leg to stand on. Mothers are the ones who demand CBE/Doula services and mothers are the ones who will most effectively push for change in birth rooms.

Reaching mothers is the role of CBEs and Doulas. This is where AMANI Birth began. Raising awareness and supporting expectant families is tireless, but rewarding, as lives are being positively affected by the work that we all do together. May Allah (SWT) accept it for His sake. Our success has come from mutual respect and support for and from the AMANI Trainees and Affiliates. Each one of you make a difference in the overall reach and successes of the mission. Standing together and adapting together is our strength and our future.

With that in mind, and considering Covid 19, we must continue our efforts to educate and raise public awareness. Thus, we have taken our curriculum online to make it more accessible to mothers and meet the current generation of parents where they're at. Our intention is to increase AMANI's presence globally and to provide our Affiliates increased avenues for doing the important work of educating, no matter where they are in the world and no matter what the restrictions on movement may be.

AMANI has also implemented, at great expense, online conferences in four languages to reach more mothers than ever. These conferences are gateways into AMANI curriculum and are planned to drive more mothers to the local CBEs and Doulas.

Each AMANI family member can do their part by sticking together, promoting the brand, benefiting from the growth and reaching more mothers than ever. In the age of social media, all of us need to commit to raising overall social reach and awareness by sharing the AMANI messages, liking the content on social media, and commenting on posts. Attending the monthly meetings will support you by keeping abreast of the rapidly expanding products and exciting changes at AMANI, all to benefit you and the communities you serve. Being involved, staying connected, participating, and adapting together is our strength and benefits each one individually with the power of many unified voices and efforts.

In addition, we are implementing a partner program to reward each of you for simply spreading the word. All online content has a referral component whereby AMANI Affiliates and Trainees can earn a percentage of sales generated by their promotion efforts. Our goal is to create an environment that is supportive of all AMANI family members while providing additional ways for each of you to engage with mothers and do the vital work that you are all so passionate about.

We look forward to seeing you in our monthly meetings where we grow together and you can learn how to benefit from AMANI's rewarding systems. Your participation is key to the team.