



For Immediate Release

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Local Provider Receives Proficiency Badge from the National End-of-Life Doula Alliance

Toronto – Ruth MacKay and Sarah Farr are proud to announce that on March 1, 2019, they have earned a Proficiency Badge from the National End-of-Life Doula Alliance (NEDA). End-of-life doulas are trained, non-medical caregivers who provide holistic, personalized care to dying individuals and their families. Their services include community resources, education, emotional support, and household assistance. By earning the Proficiency Badge, Ruth MacKay and Sarah Farr have demonstrated understanding in four broad areas of competency: communication, ethics, values, and professionalism.

“Interest in end-of-life doulas has increased greatly in the last few years,” states founding member and current NEDA president Merilynne Rush, MSHP, RN, BSN. Until now, there has been no consistency in definition or guidelines of practice. “The consistency that NEDA offers through the Proficiency Assessment process is greatly needed,” states Rush. “Families who are utilizing end-of-life doulas, and healthcare providers who are referring to them, will have confidence in the knowledge of those who earn the NEDA Proficiency Badge.”

NEDA welcomes all practicing end-of-life doulas, trainers, and other interested parties to become involved in their various learning and networking initiatives. NEDA is the only membership organization that provides a ‘big tent’ for all concerned to come together and help this new profession grow. The new Proficiency Assessment establishes a strong foundation of knowledge, integrity, and skill in the field. To learn more about Ruth MacKay and Sarah Farr, please visit www.wishstone.ca. For more information about NEDA, visit www.nedalliance.org, or <https://www.facebook.com/national.end.of.life.doula.alliance/>

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