



BIO for Esther Rose Louis (@icandoula)

Since 2015, founder and **CEO of Metro Mommy Agency (MMA)**, Esther McCant has provided labor and postpartum support to hundreds of mothers during their birthing experience in South Florida through childbirth education, breastfeeding support, and other postpartum doula support services. She is not only a Commonsense Childbirth certified doula but also serves as a maternal health consultant, lactation counselor, and certified HypnoBirthing Childbirth Educator. She completed the **Advanced Doula Skills Training (ADST)** to support better high-risk doula and breastfeeding clients who struggle with diabetes, high blood pressure, anemia, or dehydration.

Esther works to increase breastfeeding rates & reduce infant mortality as the volunteer co-lead for the Healthy Baby Taskforce, a subcommittee of the Consortium for a Healthier Miami-Dade County. This local community committee addresses health issues for children. She works as a consultant as the Education and Communication Coordinator for the Community Action Network of the Jasmine Project a program that provides wraparound services to reduce infant mortality rates in Miami Gardens, Opa-Locka, and North Miami. She also currently serves as the founder and director of the Metro Mommy Agency Doula Mentorship program where she provides ongoing mentorship to 66+ doulas located in Florida, Georgia, and Hawaii and for the Southern Birth Justice Network and Commonsense Childbirth Institute doula mentees.

Metro Mommy Agency was awarded federal grant funds to support her work to improve the lives of families in Miami-Dade County. Through the CDC/DOH funded MOMCHA (Making Optimal Maternal Child Health Accessible) Program, she is conducting research on the perspectives of black women and doulas and developed a curriculum, "What Do Doulas Do" to train healthcare providers on the role of doulas and integrate doulas into their referrals. The [Health Foundation of South Florida](#) is providing funding for MMA through the implementation of the BLACK MATERNAL AND INFANT HEALTH COLLABORATIVE OF MIAMI-DADE to reduce maternal and infant deaths and morbidity as well as sustaining doula work in South Florida. Current MOMCHA Program partners include UniteUs, The Women's Hospital at Jackson Memorial, YWCA of South Florida, Magnolia Birth House, FIU Center for Women's and Gender Studies, Southern Birth Justice Network, Jessie Trice Community Health Systems, Banyan Health Systems, BCOM Health, and Community Care Plan.

Her national work in the maternal child health space includes participating in the Respectful Maternity Care Collaborative (RMCC) through the RHImpact formerly National Birth Equity Collaborative (NBEC) and the National Committee for Quality Assurance (NCQA) Birth Equity Accountability through Measurement Advisory (BEAM) Panel. Serving as a Master Doula trainer for the South Florida Black Mothers Care Plan a collaborative with Florida International University, The Gathering Place, and Southern Birth Justice Network, she teaches anti-racism and anti-bias training to healthcare providers, medical students, and aspiring public health professionals. Esther also provides innovative insight as founding Partner & Collaborator and Board Member for BreastfeedMIAMI, a county-wide initiative to improve breastfeeding initiation and duration rates. She is also a Board Member for Flourish Media's Behind the Leaf, a non-profit to support female, minority business owners.

Esther has been featured on Good Morning America for her environmental justice work where she helped her doula client escape a hurricane during her third trimester. With the help of the international organization Human Rights Watch and partners, she plans to create training and educational materials to assist birth workers and community members in providing better support for pregnant families during climate crises.



Total Reach: 4688+

Instagram: 2,557 followers

Facebook: 635 Followers

LinkedIn: 1,187 followers, 917+ connections

YouTube: 42 subscribers

Influencer Services:

Consulting, Social Media Collaboration, Marketing, Partnerships, Interviews, Blog Features, Podcast Features, Instagram Stories, Etc.

Contact Info

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Website: metromommyagency.com

Social Media Icons: [Instagram](#) | [Facebook](#) | [LinkedIn](#) | Youtube

Demographic:

- Black and Indigenous Women of Color, Pregnant Women, Minority Mothers, and Families
- Working moms or moms of working men
- Institutions, hospitals, systems, universities, and health care systems and providers

Personal Quote:

Turn your passion into action!

Professional Affiliations

- Saltwater Fellow, The Miami Foundation, August 2024-present
- Coral Gables Chamber of Commerce Member August 2024-present
- Young Professional Network, Broward County Urban League Member
- BreastfeedMIAMI, Board Member
- Behind the Leaf, Board Member
- March of Dimes Equitable Access to Doula Care Technical Expert Advisory Panel (TEAP) Member, 2023-present

Impact presentation:

- [Impact of Metro Mommy Agency 2015-2024](#) Presentation detailing highlights and wins for MMA

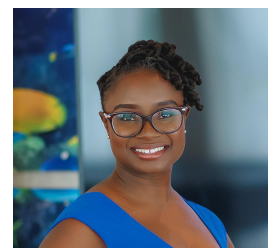


Media features:

- [USA Today](#) Feature on MMA doula whose training was funded by MOD, December 2023
- [Cision PR NewsWire](#) UniteUs Partners with Metro Mommy Agency to Advance Maternal Healthcare for Expecting Mothers in South Florida, February 2023
- [Good Morning America](#) - Good Morning America featured story, [Climate crisis and pregnancy](#), December 2022
- [ABC News](#) - Climate change brings health issues, challenges for pregnant women: A doctor and a doula speak about how climate change is impacting their patients, December 2022
- [NBC6](#) - Esther McCant was the doula for news anchor, Sheli Muniz, May 2021
- [Miami Mom Collective](#) contributing blog posts to inspire moms
- The Miami Herald & [Miami Community News](#) - Health Foundation Of South Florida Black Maternal Care Open Letter
- Interview by Axis Helps Miami
<https://www.axishelps.org/article/metro-mommy>
- Human Rights Watch Interview with Feminist Florida
- <https://www.instagram.com/humanrightswatch/reel/COPAiixOeSv/>
- <https://www.hrw.org/video-photos/video/2023/10/31/esther-mccant-metro-mommy-agency>
- Climate Action Presentation at The Association of Maternal & Child Health Programs (AMCHP)
<https://www.eventscribe.net/2023/AMCHP2023/fsPopup.asp?Mode=presInfo&PresentationID=1198696>
- Empowering the Birth Community for Climate Action
<https://healthconnectone.org/events/empowering-the-birth-community-for-climate-action/>

Environmental Justice & Reproductive Justice Work:

- [Heat and The Health of Mothers and Children: Impacts and Resilience in Action](#) webinar, Harvard T.H. Chan School of Public Health, November 2024
- [Health Foundation of South Florida](#), In Honor of Black History Month: Meet Miami Doula Esther McCant, LinkedIn Takeover, February 2023
- [MeetMae.com](#) Mae Expert Spotlight: Meet Esther McCant, Birth and Postpartum Doula and owner of Metro Mommy Agency, February 2022, and instructor of Childbirth class: Birthing with Confidence: Doula Support and Childbirth Choices
- [The U.S. Is Facing a Maternal Health Crisis. Is Climate Change Making It Worse?](#)
- [Doulas Work on the Front Lines of the Climate Crisis](#)
- [How the Climate Crisis Affects Reproductive Rights](#)
- [The US Is Facing a Maternal Health Crisis. Climate Change Is Making It Worse.](#)
- [Why are doulas now on the front lines of the climate crisis?](#)
- [Equilibrium/Sustainability — Distilling vodka from CO2 emissions](#)
- [Everything Below the Waist, WHY HEALTH CARE NEEDS A FEMINIST REVOLUTION, Jennifer Block](#), Advocacy work was highlighted for a doula client who able to avoid an unnecessary c-section, 2019
- [HRSA Funding Press Release](#), Florida International University NeighborhoodHELP Program, Black Mothers Care Plan (subgrant recipient, Metro Mommy Agency)



Awards & Certifications:

- Certificate of Completion, DONA Training, 2015
- Certified Lactation Counselor ©, Academy of Lactation Policy and Practice (ALPP), 2018
- Certified HypnoBirthing Childbirth Educator ©, HypnoBirthing® International The Mongan Method, 2020
- Certified Doula, Commonsense Childbirth Institute, 2020
- Proclamation from the City of North Miami Beach - Esther McCant Day, 2021
- Maternal Health Consultant, SisterSong Inc. and Love 'N' Touch, LLC, 2022
- BizUp Pitch Competition \$50,000 Winner, September 2022
- MOMCHA (Making Optimal Maternal Child Health Accessible) Program, CDC/DOH funded \$300,000 (\$200,000 grant term 2/2022-1/2023, Renewed at \$100,000 grant term 2/2023-12/31/2023)
- Health Foundation of South Florida, Health Equity Collaborative, Black Maternal and Infant Health Collaborative (Jackson, YWCA, Southern Birth Justice Network, and Magnolia Birth House) Awarded Fall 2022, August 2023-present
- BreastfeedMIAMI Heroes Award, May 2023
- Healthcare Heroes Award, City of North Miami Beach, Jackson North Medical Center's, July Fibroid Awareness Month panelist, 2023
- Behind the Leaf Certificate of Membership, Outstanding Achievement in Creative Giving, December 2023
- Social/Behavioral Human Research Course ([CITI Program](#)) August 2024
- EcoAmerica Climate Ambassador certification October 2024
- 2024 nominee for Diamond Awards in the Woman-Owned Business category
- Co-Author at Journal: Women and Birth
Title: Midwifery and Doula Support among Black Women in the United States: A Systematic Review of Associated Maternal Health and Birth Impacts
- Finalists of [Miami-Dade County's BizUp Pitch Competition](#) (Round 1) 2025

Speaking Engagements:

As a speaker for the 2022 Black Mamas Matter Alliance (BMMA) Black Maternal Health Conference and Training Institute and Birth & Breastfeeding Conference, Association for Maternal Child Health Programs (AMCHP), HealthConnect One Birth & Beyond Summit, she had an opportunity to highlight her work in the Black Mothers Care Plan as a partnership with NBEC and Human Rights Watch. She has advocated before elected officials through the Carrie Meek Foundation as a Meek Mobilize grantee, Sant La Haitian Neighborhood Center, Live Healthy Miami Gardens, Southern Birth Justice Network, and WIC and has also been featured in VoyageMIA online magazine and the Rachel Tourgeman Podcast. Her ability to speak was highlighted when her pitch won in Commissioner Jean Monestime and Mayor Cava's StartUp FIU BizUp Pitch Competition for \$50,000 during the Fall of 2022. She also shared wisdom and insight on her experience mothering and homeschooling her four sons in the Miami Mom Collective blog, her R.O.S.E (Reaching Our Sisters Everywhere) sponsored breastfeeding support group, Miami Mocha Mamas and the Flourish Media Conference 2023. She currently serves as a board member for non-profit, Behind the Leaf offering fundraising and entrepreneurial support for female minority businesses.



- [Leaders Talk Communications w/Esther Louis](#): My hashtag#LeadersTalkCommunications interview with Esther Rose Louis, the award-winning maternal health consultant and CEO of Metro Mommy Agency.
- AMCHP's virtual workshop, Planning for Complexity, the AMCHP 2024 Preparedness Summit.
- NCNW Metropolitan Dade County Section Queen of Hearts Mother's Day Tea, May 18, 2024
- [Doulas as Reproductive Justice Actors in the Climate Crisis](#) Webinar, November 8, 2023
- [What Do Doulas Do](#) Grand Rounds/Provider Trainings (The Women's Hospital at Jackson, CHI, Jessie Trice CHS, Banyan Health Systems, Healthy Baby Taskforce, Jasmine Project CAN)
- Maternal child health advocacy at Board of Commissioners Meetings for Miami-Dade County and the City of North Miami Beach, 2023
- [What Is a Doula? Black Maternal Health & Wellness Community Workshop](#), Miami Workers Center, Miami, FL, November 4, 2023
- [Birth & Beyond Summit 2023: Advancing Community-based approaches to birth equity, hosted by HealthConnect One](#), Abstract Presentation: Exploring the Roles and Experiences of Doulas as Climate Crisis Frontline Workers, Baltimore, MD, June 20-22, 2023
- [Black Health Summit](#), Health Foundation of South Florida, June 2023
- [Association of Maternal Child Health Programs \(AMCHP\) Conference 2023: Cultivating DIVERSE LEADERS in Maternal & Child Health](#), Panel Presentation Topic: Surviving the Climate Crisis: Building the Environmental Justice and Reproductive Justice Bridge, moderated by the March of Dimes, New Orleans, LA, May 6-9 2023
- [Flourish Media Conference](#), February 2023
- [What Is a Doula? Black Maternal Health & Wellness Community Workshop](#), YWCA of South Florida, Miami, FL, November 2022
- Diversifying Birthwork, Improving Breastfeeding Outcomes, [The Virtual Road Trip: 2022 Birth & Breastfeeding Conference](#), October 2022
- [Black Mamas Matter Alliance](#) | The Black Mothers Care Plan: Reducing Racial Bias and Supporting Maternal and Infant Health in Miami (virtual), September 2022
- [Carrie Meek Foundation](#) Fundraising Partner Reception, Spring 2022
- [Reproductive Health, Justice and Rights: Definitions, Intersections & Calls to Action](#), June 2, 2022
- [Black Maternal Health Week](#) panel, Walker Chiropractic Center, April 2022