We are Roots4Change Cooperative

We are Dane County’s first immigrant-owned marketing cooperative comprised of six social enterprises led by Latina and Indigenous doulas and community health workers.

We are working to sow community wellness and change the maternal child health landscape to address inequities in perinatal wellbeing by:

- Empowering families to nourish wellness from within
- Challenging the system so that it can support all families

because together, we are stronger.

Who are we?

We are mothers, sisters, doulas, and promotoras de salud (community health workers), who walk with families on their journeys toward wellness.

Aída Inuca
- Member owner
- Doula
- Prenatal yoga instructor
- Course facilitator

Matilde Cachiguango
- Member owner
- Doula
- Course facilitator

Jennifer Valencia
- Member owner
- Doula
- Course facilitator
- Administrative support

Rosalba Montoya
- Member owner
- Doula
- Course facilitator

Maricela Martínez
- Member owner
- Doula
- Course facilitator

Virginia López
- Member owner
- Doula
- Course facilitator
- Administrative support
How do we work?

At Roots4Change Cooperative, we understand that wellness is holistic and that families already know what they desire and need. We walk with them on their wellness journeys.

We support families in their parenting journeys on their terms

- Doula and breastfeeding support
- Home visits
- Health & wellness education
- Resource connection
- Social & emotional support
- Prenatal yoga

We engage the community by starting with strengths

- Discussion-based healthy lifestyles workshops & peer support groups
- Community maternal child health conference
- Events & programs that celebrate diverse Latin@ & Indigenous cultural heritages

We partner with organizations & systems to help them more effectively engage the community.

- Workshops that promote cultural humility and bilateral learning
- Consulting to improve provider-community relationships

Our impact is growing

Since incorporating in 2018, Roots4Change has

- Supported 12 mothers with comprehensive doula services
- Facilitated monthly peer support group sessions for 26 participants
- Delivered over 112 hours of healthy lifestyles workshops in 3 programs to 99 participants
- Served on the Dane County Breastfeeding Coalition. Members sit on the Wisconsin PRAMS Advisory Committee
- Secured 1 contract, entered into negotiations for others, and leveraged over $30,000 in funding

Help us grow!

To sow your support, call: 904-385-8151 or email: soporte@roots4change.coop