



STUDIO OVERVIEW

Educator ✦ Clinician-in-Training ✦ Health Equity Consultant





BIOGRAPHY

Bintou Diarra is an instructional designer, writer, advocate, doula, and rising fourth year medical student at Brown University's Alpert Medical School. During her undergraduate career at Brown University, she majored in medical anthropology, led the Ivy League's premier collective of trained doulas and birth advocates, and wrote and published editorial pieces on bioethical issues to major platforms. Her writing has been featured in the selected reviews of multi-award winning films such as *Birthing Justice*, and on the resumes of bestselling authors Allison Yarrow and Anthony Abraham Jack, and published journal articles from figures such as the Associate Director of Brown University's School of Public Health. Among her clientele are leading health organization Mama Glow, impact and advocacy arm Bobbie for Change, Kate Spade New York Foundation, and leading maternal and infant brand MomCozy. Her work with organizations have earned them numerous prestigious awards, such as the Anthem Award and Fast Company's World-Changing Ideas Award, and opportunities on national platforms like the South by Southwest Stage.

THE PRAXIS MODEL



Structural Insight

Mapping the interplay between power, policy, and social determinants to give names to forces that are pervasive to the point of invisibility.



Clinical Translation

Transcending the sphere of analysis to interrogate how various players can act on their understanding of the social forces governing people's lives.



Implementation

Diagnose systems-level issues, design frameworks for evaluation and acknowledgement, deploy solutions, and measure outcomes.



Sitting at the intersection of instructional design, health equity, and critical storytelling, Diarra's new health equity and cultural competency studio **Care as Praxis** aims to educate individuals through thoughtfully designed curricula, visual learning tools, and accessible digital content. A product of Diarra's desire to see intentional effort to unveil the forces governing the lives of healthcare practitioners, advocates, and their patients, and consumer brands and their beneficiaries, the studio translates complex health equity concepts into actionable, beautifully-designed resources that enable those on the frontlines to focus on delivering their message.

WHAT WE BUILD

Strategic Reports

- Research-informed reports and insight briefs that guide policy, programming, and brand authority.
- Survey development and synthesis
- White papers and translational research reports
- Maternal health and workforce insight briefs

Curriculum Systems

- Structured, modular education designed for clinical and academic environments.
- Workforce training modules
- Case-based learning materials
- Facilitator guides and implementation tools
- CME-compatible education design

Branded Education Assets

- Evidence-informed educational content that builds credibility and trust.
- Educational e-books and digital guides
- Campaign toolkits
- Consumer-facing knowledge frameworks



THE PROBLEM

Despite growing investment in equity and maternal health initiatives, many organizations struggle with implementation.

Common challenges include fragmented educational initiatives without systems integration, equity language without operational quality, inaccessible patient and/or consumer-facing materials, and reports that do not translate into actionable strategy.

Care as Praxis builds structured education systems that bridge the gap between intention and execution.

Interested in collaborating?

View selected works at
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