

LEGISLATIVE FISCAL ESTIMATE
ASSEMBLY, No. 4944
STATE OF NEW JERSEY
221st LEGISLATURE

DATED: MARCH 24, 2025

SUMMARY

Synopsis: Requires DHS to conduct public awareness campaign on benefits of doula and midwife services, and educate women on NJ FamilyCare coverage of these services.

Type of Impact: Annual State expenditure increase.

Agencies Affected: Department of Human Services.

Office of Legislative Services Estimate

Fiscal Impact	<u>Annual</u>
State Expenditure Increase	\$100,000

- The Office of Legislative Services (OLS) concludes that State costs will increase by \$100,000 annually for the Department of Human Services to develop and implement a public awareness campaign concerning the benefits associated with, and the availability of NJ FamilyCare coverage for, doula and midwife services and publish a directory of doulas and midwives who participate in NJ FamilyCare on the department’s website.
- Estimated costs are comparable to annual State costs between FY 2023 and FY 2025 for the Department of Health’s stillbirth prevention public health campaign, which also utilizes print and electronic media to provide information targeted to pregnant persons.
- To the extent that the Department of Human Services utilizes a list of community doulas, currently available on the Department of Health website, as the basis for the doula and midwife directory required under the bill, State costs under the bill could be somewhat reduced.

BILL DESCRIPTION

The bill requires the Department of Human Services to conduct a public awareness campaign in both print and electronic media to inform women and birthing persons about the benefits of health care services provided by certified doulas and licensed midwives, and the availability of NJ

FamilyCare coverage for doula and midwife services. The public awareness campaign will include information concerning the: (1) person-centered care and supportive services provided by doulas and midwives throughout the perinatal period; (2) culturally competent care and services available from doulas and midwives; (3) continuum of well-woman care delivered by midwives; (4) improved maternal and infant health outcomes resulting from doula and midwife care; and (5) availability of NJ FamilyCare coverage for doula and midwife services for pregnant, birthing, and postpartum enrollees, and coverage for midwife care and services across a woman's lifespan. The department will provide this information in an easily accessible location on its website.

The department's website is also to include a directory, which will be updated annually, of doulas and midwives who are approved NJ FamilyCare providers, along with information on the NJ FamilyCare managed care plans in which each doula and midwife participates.

FISCAL ANALYSIS

EXECUTIVE BRANCH

None received.

OFFICE OF LEGISLATIVE SERVICES

The OLS concludes that State costs will increase by \$100,000 annually for the DHS to: 1) develop and implement the public awareness campaign concerning the benefits associated with, and the availability of NJ FamilyCare coverage for, doula and midwife services; and 2) publish on the Department of Human Services website a directory of doulas and midwives who participate in NJ FamilyCare, along with the NJ FamilyCare managed care plans in which each participates. These estimated costs are comparable to annual State costs between FY 2023 and FY 2025 for the Department of Health's stillbirth prevention public health campaign, which employs print and electronic media to raise public awareness concerning stillbirth, educate pregnant persons on strategies to prevent stillbirth, and provide resources for families who have experienced stillbirth.

To the extent that the Department of Human Services can utilize a list of community doulas, currently available on the Department of Health website, as the basis for the doula and midwife directory required under the bill, State costs to implement the bill's provisions may be reduced.

Section: Human Services

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This legislative fiscal estimate has been produced by the Office of Legislative Services due to the failure of the Executive Branch to respond to our request for a fiscal note.

This fiscal estimate has been prepared pursuant to P.L.1980, c.67 (C.52:13B-6 et seq.).