

P.L. 2025, CHAPTER 191, *approved January 7, 2026*
Senate, No. 3091 (*Second Reprint*)

- 1 AN ACT concerning doulas ¹and midwife services¹ and
2 supplementing Title 30 of the Revised Statutes.
3
4 **BE IT ENACTED** *by the Senate and General Assembly of the State*
5 *of New Jersey:*
6
7 1. a. The ¹**【Commissioner of Human Services】** New Jersey
8 Maternal Infant Health Innovation Authority, established pursuant
9 to section 4 of P.L.2023, c.109 (C.26:18-20)¹, in consultation with
10 the ¹**【Commissioner】** Department¹ of Health ¹and the Department
11 of Human Services^{1 2} and subject to the availability of funds², shall
12 establish a public awareness campaign to provide information to the
13 general public about ¹the benefits of¹ doulas ¹and midwife
14 services¹. The ¹public awareness¹ campaign shall include
15 ¹**【information on】**¹, at a minimum ¹, a comprehensive description
16 of¹ :
17 (1) ¹**【the role of doulas in supporting individuals before, during,**
18 **and after pregnancy】** the person-centered and supportive services
19 provided for birthing persons and infants during the prenatal,
20 birthing, and postpartum periods by doulas and midwives¹ ;
21 (2) ¹**【the services offered by doulas and the evidenced-based**
22 **benefits of those services】** the culturally competent nature of the
23 care and services provided by doulas and midwives to birthing
24 persons¹ ; ¹**【and】**¹
25 (3) ¹**【any free or low-cost resources in the State related to doula**
26 **services or increasing access to doula services】** the health benefits
27 and improved maternal and infant health outcomes that may result
28 from doula and midwives; and
29 (4) any free or low-cost resources made available by the State for
30 doula and midwife services, including, but not limited to,
31 information concerning NJ FamilyCare coverage of doula and
32 midwife services for pregnant, birthing, and postpartum enrollees¹ .
33 b. Notwithstanding any provisions of P.L.2023, c.263 ¹(C.52:14-
34 40 et seq.)¹ to the contrary, the ¹**【commissioner】** President and

EXPLANATION – Matter enclosed in bold-faced brackets **【thus】** in the above bill is not enacted and is intended to be omitted in the law.

Matter underlined thus is new matter.

Matter enclosed in superscript numerals has been adopted as follows:

¹Senate SBA committee amendments adopted June 9, 2025.

²Senate floor amendments adopted December 18, 2025.

1 Chief Executive Officer of the New Jersey Maternal Infant Health
2 Innovation Authority¹ shall, at a minimum:

3 (1) provide for the development of printed and electronic
4 educational materials ¹about doulas in the top ten languages most
5 commonly spoken in the related to the public awareness campaign
6 established pursuant to subsection a. of this section in additional
7 languages to those all¹ State ¹government entities are required to
8 use pursuant to P.L.2023, c.263 (C.52:14-40 et seq.)¹; and

9 (2) make those materials available for download ¹on the
10 Department of Human Services Internet website and disseminate
11 those materials for distribution online and encourage the
12 distribution of the materials¹ to the public through a variety of
13 entities, including, but not limited to: local health agencies and
14 clinics; local health care providers and facilities; reproductive
15 health service providers, including, but not limited to, Planned
16 Parenthood health clinics; local WIC agencies and clinic offices;
17 county human services offices ¹[,] ¹pharmacies ¹[,] ¹and other
18 community-based outreach programs and organizations in the State.

19 c. As used in this section:

20 ¹"Doula services" shall have the same meaning as provided in in
21 section 1 of P.L.2023, c.286 (C.26:2H-12.6i).

22 "Midwife" means a certified midwife, a certified professional
23 midwife, or a certified nurse midwife pursuant to R.S.45:10-1 et
24 seq.¹

25 "Reproductive health service provider" means a hospital, clinic,
26 physician's office, or other facility that provides reproductive health
27 services, including an employee, a volunteer, or a contractor of the
28 provider.

29 "Reproductive health services" means medical, surgical,
30 counseling, or referral services relating to the human reproductive
31 system, including services relating to pregnancy or the termination
32 of a pregnancy.

33 "WIC" means the Special Supplemental Nutrition Program for
34 Women, Infants and Children, established pursuant to the federal
35 "Child Nutrition Act of 1966," Pub.L.89-642 (42 U.S.C. s.1771 et
36 seq.).

37
38 2. This act shall take effect ¹immediately on ²the first day
39 of the third month next following the date of enactment¹ July 1,
40 2027².

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42
43
44
45 Requires New Jersey Maternal and Infant Health Innovation
46 Authority to establish public awareness campaign on benefits of
47 doula and midwife services.