

CHAPTER 191

AN ACT concerning doulas and midwife services and supplementing Title 30 of the Revised Statutes.

BE IT ENACTED *by the Senate and General Assembly of the State of New Jersey:*

C.26:18-20.1 Doulas, midwife services, public awareness campaign, definitions.

1. a. The New Jersey Maternal Infant Health Innovation Authority, established pursuant to section 4 of P.L.2023, c.109 (C.26:18-20), in consultation with the Department of Health and the Department of Human Services and subject to the availability of funds, shall establish a public awareness campaign to provide information to the general public about the benefits of doulas and midwife services. The public awareness campaign shall include, at a minimum, a comprehensive description of :

(1) the person-centered and supportive services provided for birthing persons and infants during the prenatal, birthing, and postpartum periods by doulas and midwives;

(2) the culturally competent nature of the care and services provided by doulas and midwives to birthing persons;

(3) the health benefits and improved maternal and infant health outcomes that may result from doula and midwives; and

(4) any free or low-cost resources made available by the State for doula and midwife services, including, but not limited to, information concerning NJ FamilyCare coverage of doula and midwife services for pregnant, birthing, and postpartum enrollees.

b. Notwithstanding any provisions of P.L.2023, c.263 (C.52:14-40 et seq.) to the contrary, the President and Chief Executive Officer of the New Jersey Maternal Infant Health Innovation Authority shall, at a minimum:

(1) provide for the development of printed and electronic educational materials related to the public awareness campaign established pursuant to subsection a. of this section in additional languages to those all State government entities are required to use pursuant to P.L.2023, c.263 (C.52:14-40 et seq.); and

(2) make those materials available for download online and encourage the distribution of the materials to the public through a variety of entities, including, but not limited to: local health agencies and clinics; local health care providers and facilities; reproductive health service providers, including, but not limited to, Planned Parenthood health clinics; local WIC agencies and clinic offices; county human services offices; pharmacies; and other community-based outreach programs and organizations in the State.

c. As used in this section:

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

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

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

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

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

2. This act shall take effect on July 1, 2027.

Approved January 7, 2026.