

[Second Reprint]

**SENATE, No. 3091**

**STATE OF NEW JERSEY**

**221st LEGISLATURE**

INTRODUCED APRIL 11, 2024

**Sponsored by:**

**Senator M. TERESA RUIZ**

**District 29 (Essex and Hudson)**

**Senator ANGELA V. MCKNIGHT**

**District 31 (Hudson)**

**Assemblywoman SHANIQUE SPEIGHT**

**District 29 (Essex and Hudson)**

**Assemblywoman LISA SWAIN**

**District 38 (Bergen)**

**Assemblywoman VERLINA REYNOLDS-JACKSON**

**District 15 (Hunterdon and Mercer)**

**Assemblywoman CARMEN THERESA MORALES**

**District 34 (Essex)**

**Co-Sponsored by:**

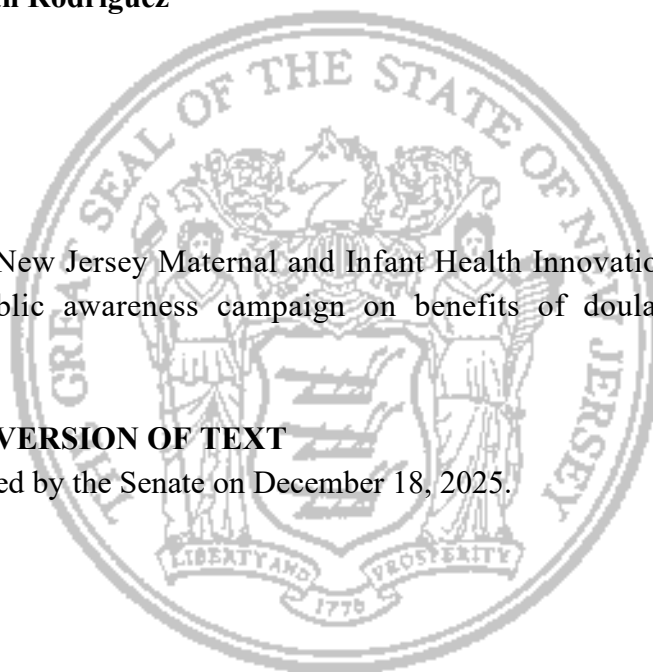
**Senator Burgess, Assemblywomen Sumter, Carter, Assemblyman Atkins,  
Assemblywomen Ramirez, Haider, Donlon, Peterpaul, Bagolie and  
Assemblyman Rodriguez**

**SYNOPSIS**

Requires New Jersey Maternal and Infant Health Innovation Authority to establish public awareness campaign on benefits of doula and midwife services.

**CURRENT VERSION OF TEXT**

As amended by the Senate on December 18, 2025.



**(Sponsorship Updated As Of: 12/22/2025)**

1 AN ACT concerning doulas <sup>1</sup>and midwife services<sup>1</sup> 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 <sup>1</sup>**[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)<sup>1</sup>, in consultation with  
 10 the <sup>1</sup>**[Commissioner]** Department<sup>1</sup> of Health <sup>1</sup>and the Department  
 11 of Human Services<sup>1</sup> <sup>2</sup>and subject to the availability of funds<sup>2</sup>, shall  
 12 establish a public awareness campaign to provide information to the  
 13 general public about <sup>1</sup>the benefits of<sup>1</sup> doulas <sup>1</sup>and midwife  
 14 services<sup>1</sup>. The <sup>1</sup>public awareness<sup>1</sup> campaign shall include  
 15 <sup>1</sup>**[information on]**<sup>1</sup>, at a minimum <sup>1</sup>, a comprehensive description  
 16 of<sup>1</sup> :

17 (1) <sup>1</sup>**[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 midwives<sup>1</sup> ;

21 (2) <sup>1</sup>**[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 persons<sup>1</sup> ; <sup>1</sup>**[and]**<sup>1</sup>

25 (3) <sup>1</sup>**[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 enrollees<sup>1</sup> .

33 b. Notwithstanding any provisions of P.L.2023, c.263 <sup>1</sup>(C.52:14-  
 34 40 et seq.)<sup>1</sup> to the contrary, the <sup>1</sup>**[commissioner]** President and  
 35 Chief Executive Officer of the New Jersey Maternal Infant Health  
 36 Innovation Authority<sup>1</sup> shall, at a minimum:

37 (1) provide for the development of printed and electronic  
 38 educational materials <sup>1</sup>**[about doulas in the top ten languages most**  
 39 **commonly spoken in the]** related to the public awareness campaign  
 40 established pursuant to subsection a. of this section in additional  
 41 languages to those all<sup>1</sup> State <sup>1</sup>government entities are required to  
 42 use pursuant to P.L.2023, c.263 (C.52:14-40 et seq.)<sup>1</sup>; 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:

<sup>1</sup>Senate SBA committee amendments adopted June 9, 2025.

<sup>2</sup>Senate floor amendments adopted December 18, 2025.

1 (2) make those materials available for download <sup>1</sup>【on the  
2 Department of Human Services Internet website and disseminate  
3 those materials for distribution】 online and encourage the  
4 distribution of the materials<sup>1</sup> to the public through a variety of  
5 entities, including, but not limited to: local health agencies and  
6 clinics; local health care providers and facilities; reproductive  
7 health service providers, including, but not limited to, Planned  
8 Parenthood health clinics; local WIC agencies and clinic offices;  
9 county human services offices <sup>1</sup>【,】 ;<sup>1</sup> pharmacies <sup>1</sup>【,】 ;<sup>1</sup> and other  
10 community-based outreach programs and organizations in the State.

11 c. As used in this section:

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

14 "Midwife" means a certified midwife, a certified professional  
15 midwife, or a certified nurse midwife pursuant to R.S.45:10-1 et  
16 seq.<sup>1</sup>

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

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

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

29

30 2. This act shall take effect <sup>1</sup>【immediately】 on <sup>2</sup>【the first day  
31 of the third month next following the date of enactment<sup>1</sup>】 July 1,  
32 2027<sup>2</sup>.