

# COMMUNITY BASED DOULA TRAINING INITIATIVE

NJMIHIA is working to develop the perinatal workforce. In October 2024, NJMIHIA collaborated with Rutgers Institute for Families (IFF), the New Jersey Department of Human Services, New Jersey Department of Health, and a diverse doula advisory committee to develop a New Jersey-specific doula curriculum, assessment tool, and facilitation program. Rutgers IFF was contracted as the project lead for Phase I of these efforts to expand a culturally responsive and professional doula workforce aimed at improving perinatal experiences for at-risk New Jersey mothers. NJMIHIA has re-engaged Rutgers and our diverse doula advisory committee to participate in Phase II of this initiative and finalize the NJMIHIA Community-Based Doula Training Initiative.

This expanded workforce will be well-prepared to meet the needs of NJ FamilyCare clients. NJMIHIA is intentionally partnering with community-based doulas to ensure equity in the development of this curriculum and the inclusion of their

lived experience in the process to support the statewide doula Medicaid benefit.

Plans are underway to complete the New Jersey-specific doula curriculum, assessment tool, facilitation program, and marketing and promotional materials by the end of the Murphy administration. This will foster the growth and efficacy of the perinatal workforce as well as aid in the uptake of Medicaid beneficiaries' use of doula services in New Jersey. NJMIHIA aims to have a significant increase in doula provider enrollment by the end of the current Administration.

