A photograph of a woman with curly hair holding a baby up in the air. The baby is laughing and pointing down at the woman, who is looking up at the baby with a joyful expression.

# **NJMIHIA Community Based Doula Training Initiative Webinar**

**November 12, 2024**





# Agenda

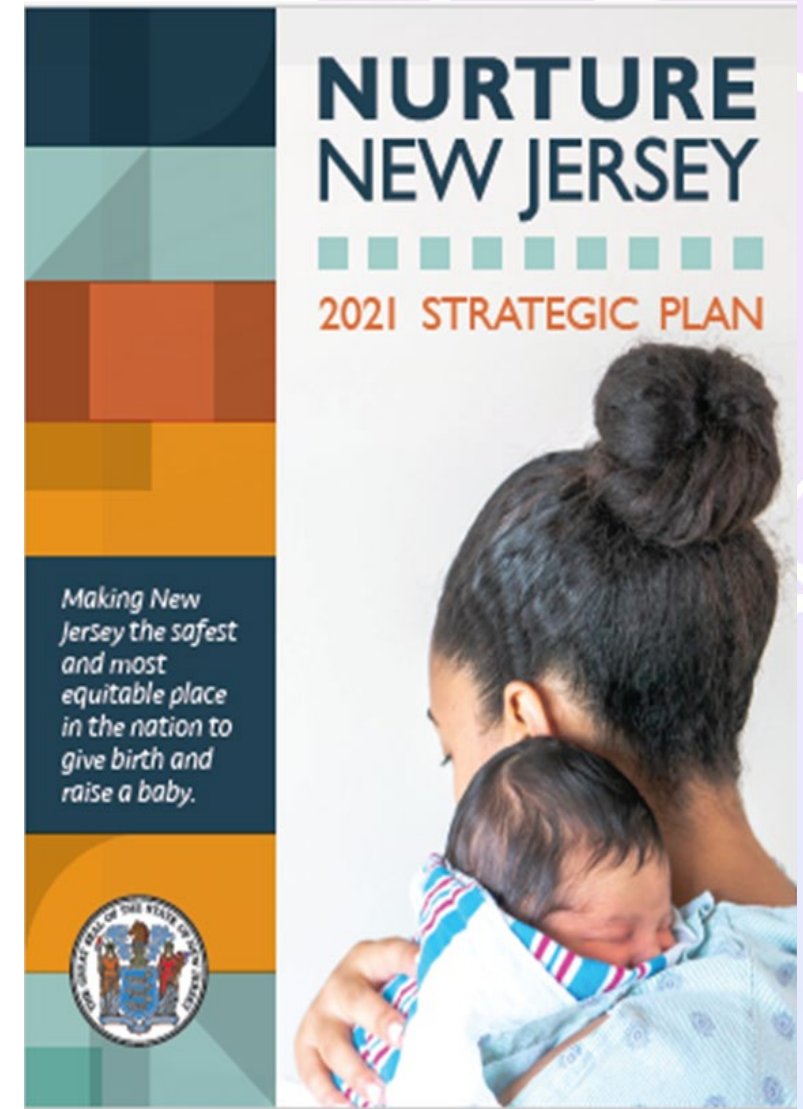
- NJMIHIA
- Perinatal workforce development
- MIHIA community-based doula training goals and objectives
- Discussion





# Nurture NJ

- First Lady Tammy Murphy launched Nurture NJ Campaign in 2019.
- 2021 Nurture NJ unveiled the Nurture NJ Maternal and Infant Health Strategic Plan.
  - Blueprint to reducing New Jersey's maternal mortality by 50 percent over five years and eliminating racial disparities in birth outcomes;
  - Whole of government approach – 21 state agencies;
  - Over 80 recommendations





# Transition and Sustainability Plan

## Nurture NJ



- Campaign
- Launched Nurture NJ Strategic Plan
- Dependent on Murphy administration support
- Non-permanent
- Integrating - goals assumed by NJ MIHIA



## NJ MIHIA (Maternal and Infant Health Innovation Authority)

- New state authority devoted to advancing best-in-class maternal/infant care
- Permanent through legislation
- Unique hybrid model — state-funded + donor supported
- Focus on policy, thought leadership, research, innovation, and workforce development
- Implementer of Nurture NJ Strategic Plan recommendation 3.3 - Establish a Trenton-based Center known as the Maternal and Infant Health Innovation Center (MIHIC)



# Maternal and Infant Health Innovation Authority

- Established in 2023 through legislation S3864, known as the New Jersey Maternal and Infant Health Innovation Center Act.
- Establish the Maternal and Infant Health Innovation Center (MIHIC) in Trenton.
- Advancing maternal and infant health care and clinical services throughout the State.
- Coordinating, promoting, and implementing education, policymaking, research, innovation, perinatal workforce development and more, with a particular focus on eliminating racial disparities in maternal and infant health outcomes.





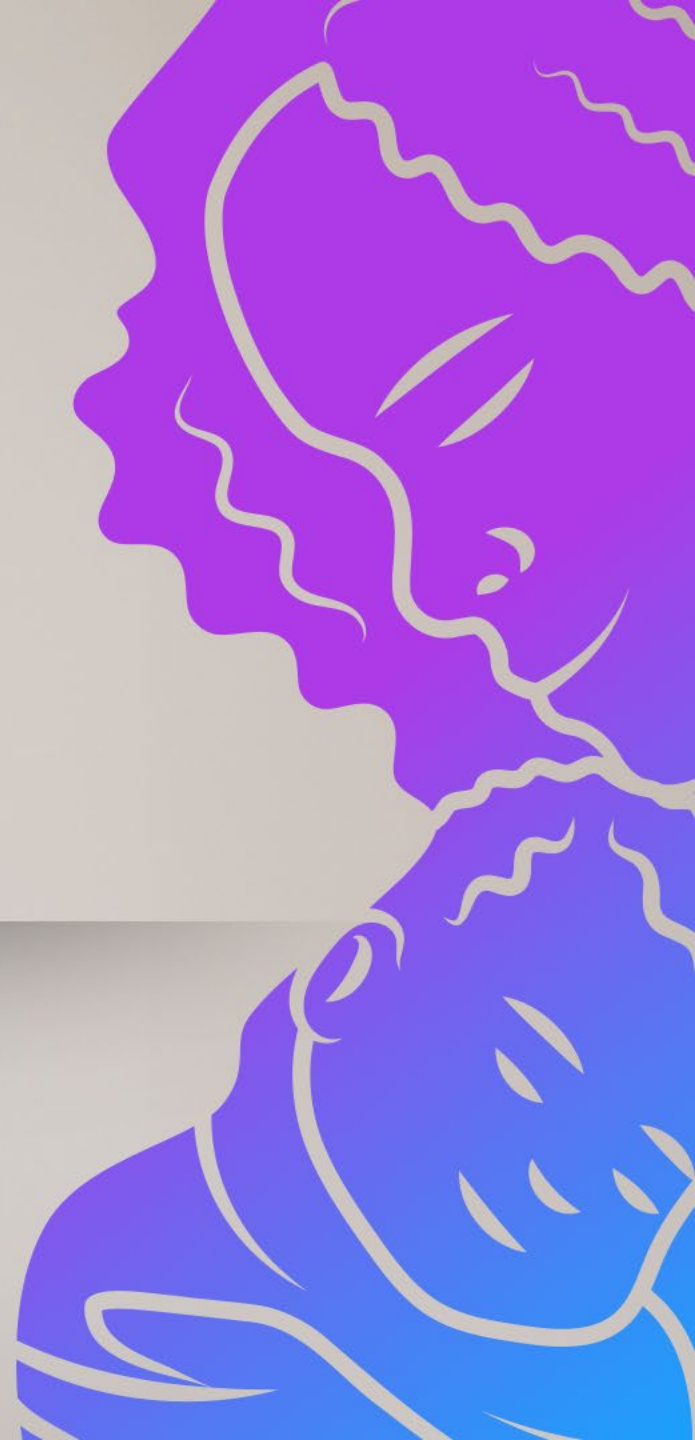
# NJMIHIA's Goals

- Eliminate racial disparities in New Jersey
- Move New Jersey from 27<sup>th</sup> in the nation to first in the nation
- **Diversify and build the perinatal workforce**
- Implement innovative clinical and social service approaches to addressing maternal health in Trenton with an eye towards statewide expansion
- Establish strategic partnerships locally, statewide, nationally, and globally
- Share best practices and learn from others





# Doula History





# 1995–1997

- The Northern New Jersey Maternal Child Health Consortium, Neighborhood Doulas Project (NDP)
- 1997 focus group analysis provided additional information not gathered through formal data.

# 2010–2012

- Hudson Perinatal Consortia Community Doula Project

# 2011–2014

- Mothering Mothers / Apoyando Madres

# 2019

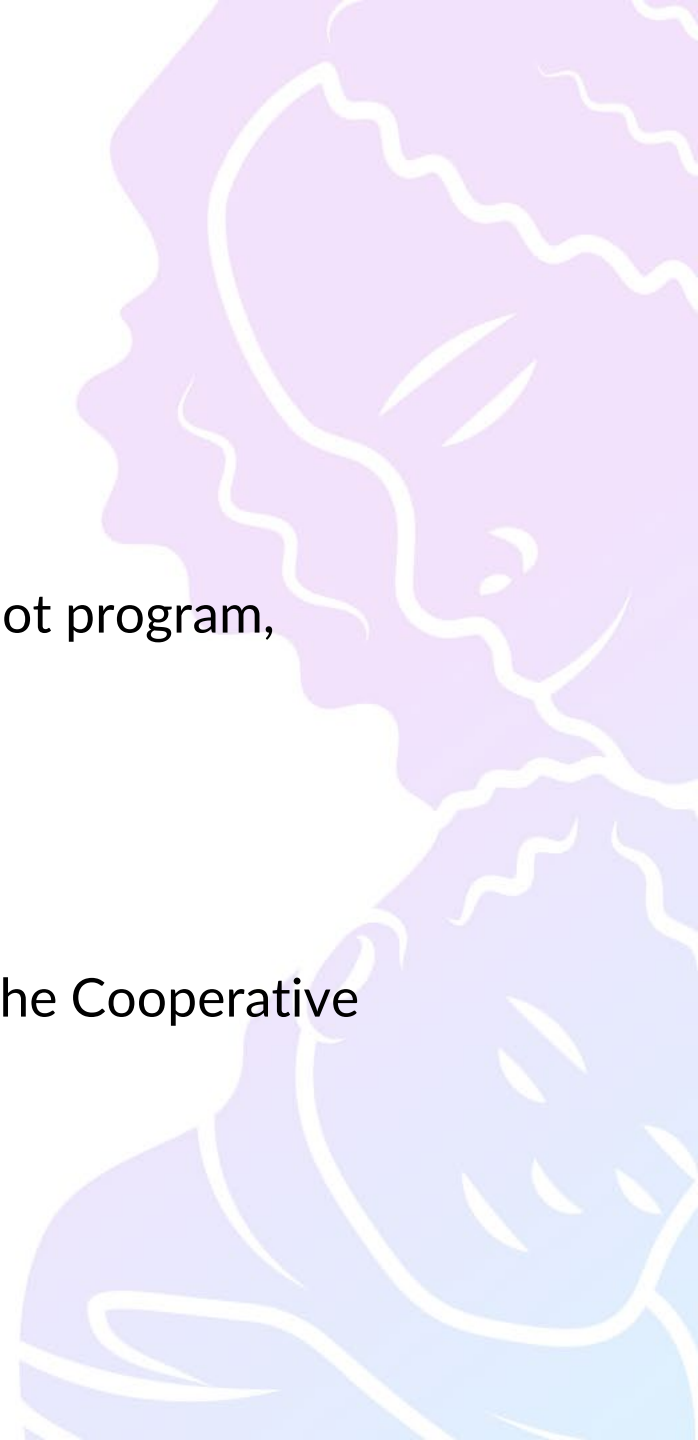
- The end of 2019, **The Center for Great Expectations** to begin integrated doula care and case management funded through NJ Department of Human Services Mental Health & Addiction Services



# NJDOH Pilot Program 2018–2020

## **NJ Department of Health Family Health Services (DOH/FHS)**

- DOH FHS Healthy Women Healthy Families released a doula pilot program, request for proposal for a three-year grant cycle.
- The grantees awarded were:
  - SPAN- Statewide Parent Advocacy Network
  - Southern NJ Perinatal Cooperative (SNJPC) now known as the Cooperative
  - Children's Futures





# Approved Trainings for Enrolment as a NJ FamilyCare Doula

Approved Trainings for Enrolment as a NJ FamilyCare Community Doula  
that **do not** need any supplemental trainings

Program	Training Organization
AMAR Doulas HealthConnectOne	Children's Home Society of NJ (Trenton)
NJ-Department of Health Uzazi Village	Children*s Futures (Trenton)
NJ-Department of Health Uzazi Village	Community Doulas of South Jersey (Camden)
NJ-Department of Health Uzazi Village	Sister to Sister Community Doulas of Essex County (Newark) <i>no longer offering trainings</i>
New Jersey Perinatal Community Health Worker	New Jersey Doula Learning Collaborative (NJDLC)
Community of Caring HealthConnectOne Community-based Doula (Paterson, Newark)	The Partnership for Maternal and Child Health of Northern New Jersey (Paterson, Newark)



# Doula Initiatives Through Nurture NJ

- **Expanding access to doula care in NJ was prioritized by the New Jersey Legislature passage of S1784, signed into law in May 2019:** The bill allowed the state to seek federal approval through a State Plan Amendment to cover doula services
- **Significant Investments in Maternal and Infant Health Initiatives September 8<sup>th</sup>, 2022:** To expand postpartum Medicaid coverage for a full year, end reimbursement for early elective caesarean-sections, increase reimbursement for midwives, begin covering doula services, and design a first of its kind episode of care model for maternity payments



# Doula Initiatives Through Nurture NJ

- **Rate Increases for Midwives, OBGYNs, Perinatal Care & Community Doulas January 31<sup>st</sup>, 2023:** NJ FamilyCare increased reimbursement rates for perinatal, midwifery and community doula care
- **Introduction of Doula Access Bill November 20<sup>th</sup>, 2023:** Legislation Ensures Doulas' Access to Hospitals and Birthing Facilities to Accompany Pregnant Mothers, addressed two recommendations within the Nurture NJ strategic plan
- **Nurture NJ Doula Legislation (S-4119/A-5739) January 16<sup>th</sup>, 2024:** Signed into law, ensures that every mother in New Jersey has the right to a doula in a hospital or birth center



A photograph of a woman with curly hair, wearing a brown shirt, holding a baby in a white onesie. The baby is laughing and pointing its finger. The woman is looking up at the baby with a smile.

# Current NJ Doula Landscape





# Current Landscape

- In 2021, approximately **79 doulas** trained and certified through NJDOH
- There were about **150 to 200 doulas** working in private practice
- About **32% of delivery hospitalizations** in 2022 were to Medicaid recipients
- In 2022, NJ had around **58.7 births per 1,000 women of childbearing age** translating to a significant number of Medicaid-eligible births.
- Given recent legislation and efforts to increase doula support, these numbers are likely growing.



# Current NJ Doula Issues

- Not enough approved curricula for doula training
- Difficulty getting hands on birth experience
- Lack of pathways to enter the NJ workforce for doulas trained and practicing in other states
- All resulting in doula workforce turnover and insufficient workforce to serve the birthing population





## NJMIHIA Response





# NJMIHIA 2.0 Curriculum: Project Partners

## Project Partners

- Rutgers Institute for Families (IFF)
- Institute for Higher Education (IHE)

## Diverse Doula Advisory Committee

- Michelle Caldwell-Gabriel
- Evana Cooper
- Ronsha Dickerson
- Jodi Green
- Tonique Griffith
- Danica Lafortune
- Gladis Martinez
- Erica Pulliam
- Christina Ramos
- Alreema Vining
- Jill Wodnick



# NJMIHIA Community Based Doula Training Initiative: Goal and Objectives

**Goal:** Foster expansion of a culturally responsive, scalable, and professionalized doula workforce dedicated to improved perinatal health, health experiences, and health outcomes, particularly among New Jersey's women of color. This expanded workforce will be prepared to meet the needs of Medicaid beneficiaries.

## Objectives:

1. Define the components of Doula community-based training certificate in NJ
2. Develop the NJ MIHIA Certificate Doula Training curriculum
3. Develop the NJ MIHIA Train the Trainer curriculum
4. Develop Rubric/Assessment Tool
5. Marketing and Promotion



# NJMIHIA Community Based Doula Training Initiative: Next Steps

- Pilot test deliverables
- Gather community feedback
- Fine tune deliverables
- Train doulas
- Train doula trainers
- Build the perinatal workforce
- The 2.0 is not the end but another milestone
- We want to hear from you!







# Feedback/Questions





# NJMIHIA 2.0 Curriculum: Question 1

What information do you feel is most important to include when creating a NJ specific doula curriculum?





# NJMIHIA 2.0 Curriculum: Question 2

Are there specific populations that should be addressed in this curriculum?





# NJMIHIA 2.0 Curriculum: Question 3

Is there existing  
doula curricula  
that you feel we  
should pull from?





# NJMIHIA Contact Information

For any further comments and questions regarding the NJMIHIA community based doula training initiative, or interest in working with NJMIHIA in the future please email:



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