# Process for Doula Trainings to seek NJ FamilyCare Approval

What is this process for?

This process is for doula trainings that are interested in to being listed as a *NJ FamilyCare Approved Doula Training*. Approval by NJ FamilyCare makes individuals educated by your training eligible to apply for NJ Medicaid community doula enrollment—required to receive reimbursement for pregnancy-related doula care.
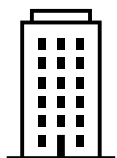
Who fills out this paperwork?

The paperwork should be filled out by staff members belonging to the doula organization responsible for the doula training. ***Individual doulas should not complete the paperwork to share about their individual educational history and cannot complete it on behalf of the doula organization they were educated with.***

What are the steps to getting Approval?

1. Your doula organization submits the Approval Packet paperwork to share the requirements of your doula training with us.
2. We approve based on whether the information in your Packet meets our public standards for NJ FamilyCare approval.
3. We add newly approved trainings to the public listing of NJ FamilyCare Approved Doula Trainings (PDF). Your trained doulas can then begin to apply for enrollment.

Who is responsible for Approval?

1. NJ MIHIA will accept and review submissions of Approval Packets by doula organizations for completeness.
2. NJ DHS and NJ DOH share responsibility for reviewing packets and making approvals. NJ MIHIA is not involved in approval decisions.
3. NJ DHS posts updates of the *NJ FamilyCare Approved Doula Training* (PDF).

Have questions, or need help?

NJ MIHIA will provide technical assistance to any doula organization submitting an Approval Packet for their training. They can also answer any questions about the approval process. Contact doula@njmihia.gov. Support is available in English and Spanish.

Approval Packet for Doula Trainings seeking NJ FamilyCare Approval

A complete Approval Packet must include all four documents below:

Include all pages with the "Include Page in Approval Packet" header in your packet. These pages have questions you must answer. All other pages are instruction pages only.

(1) **NJ FamilyCare Rubric Tool, Parts 1-3** (20 pages) – You use this tool to share a Doula Program Administrator (point of contact) who is responsible for your Approval Packet. They must be a staff member belonging to the doula organization responsible for the doula training. You will use the tool to share information about the format, curriculum, and requirements of your doula training—so that we can compare it to the minimum standards. Your doula organization must fill out the **grey-colored tables** in their entirety.

(2) **Syllabus** (will vary depending on your training) – The syllabus should include an outline of the classroom component of your training, course expectations, list of covered topics, and any independent learning assignments.

(3) **Single-page documentation** (1 page) – This document is what your organization issues to a doula who has completed all the requirements of your doula training. If your training is approved, NJ FamilyCare needs this so that we can accurately identify your trained doulas when one of them enrolls to become a NJ FamilyCare community doula.

(4) **Acknowledgement Form** (1 page) – This form confirms that your organization is aware of how to maintain NJ FamilyCare approval of your doula training.

How do I submit the Approval Packet?

Combine each of these four documents into a single digital Approval Packet.

Email the Packet as a single attachment to doula@njmihia.gov with the subject line: "NJ FamilyCare Approval Packet: [Date] [Name of Training]".

Need help with your Approval Packet? Email doula@njmihia.gov.

Rubric for Doula Trainings seeking NJ FamilyCare Approval

Who can fill out the Rubric Tool?

The rubric tool must be filled out by staff members belonging to the doula organization responsible for your doula training seeking NJ FamilyCare approval.

Your doula organization must:
- Train doulas to provide pregnancy-related doula care
- Set the requirements that a doula has to do to complete your doula training
- Track, collect, and maintain the proof that a doula has met those training requirements
- Issue documentation that a doula can show to clients or others to show they have completed your doula training

Individual doulas who are not staff at a doula organization and are not responsible for the doula training cannot complete the rubric tool.

Organization

This *Rubric Tool* has four parts:
1. Part 1: Doula Training – 1.1 Documentation and 1.2 Features
2. Part 2: Doula Training – Training Competency Domains and Sub-Domains
   - There are 6 Domains: 2.1 Pregnancy, 2.2 Labor and Delivery, 2.3 Postpartum, 2.4 Mental Health, 2.5 Communication, Optional: 2.6 Business
3. Part 3: Doula Training – Practical Experience
4. Part 4: NJ DOH and NJ DHS Assessment of Doula Training

The doula organization should only fill out Parts 1, 2, and 3 for the Approval Packet. **Your doula organization must fill out the grey-colored tables in the rubric tool in their entirety.** The doula organization should leave Part 4 blank when submitting the Approval Packet.

Minimum standards for Doula Trainings to receive NJ FamilyCare Approval

We have observed that training terms can be interpreted differently by doula organizations. So we share the definitions for key training terms (in **bold** below) that we use for NJ FamilyCare's standards so that doula organizations can clearly determine whether the doula training they are seeking approval for can meet NJ FamilyCare's minimum standards for approval.

For approval:

1. Your doula organization must have a **"doula training"** that is a comprehensive education that has both classroom and practical requirements of the doula. A classroom-only education does not meet NJ FamilyCare's definition of a "training". Some classroom components can be pre-recorded, but NJ FamilyCare's minimum standard is that at least one component involves live instruction (can be delivered in person or online).

2. Your doula training must have classroom instruction that covers these Domains in the Rubric: Pregnancy, Labor and Delivery, Postpartum. Mental Health, and Communication.

3. Your doula training must have **"birth experience"** requirements. Specifically, "birth experience" refers to a practical component of training where the doula provides in-person birth support in a birthing facility. The doula must actively participate, applying emotional support techniques, and (when there is client consent) hands-on physical support techniques learned in a classroom setting. NJ FamilyCare's minimum standard is that a doula training must require at least three birth experiences.

4. Your doula organization must issue **"single-page documentation"** to a doula that has completed all the requirements of your doula training. Documentation of partial completion of requirements (e.g., a certificate of completion of classroom education) does not meet NJ FamilyCare's definition of "single-page documentation". NJ FamilyCare approval does not require that your doula organization "certifies" doulas.

For more specifics on the minimum standards for NJ FamilyCare approval, see the **green-colored tables** in Parts 1-3 of the Rubric Tool. When the **green-colored tables** have a **"disclosure only"** tag, it means that it is an area where we do not currently have a minimum standard but are asking you to share information. In this case, approval only requires that your organization describe how your doula training handles the specific feature.

Note: Each **green-colored table** describing NJ FamilyCare's standards is followed by the corresponding **grey-colored table** that must be filled out by your doula organization.

Include page in Approval Packet

Rubric Part 1. Training Documentation and Features

Basic information with Approval Packet	
Name of Doula Training Organization	
Address (Street address, City, State)	
Name of Doula Training for Approval	
Point of Contact for Doula Training (Name, Title, Phone, Email)	

On behalf of our doula training organization,

1. I confirm that the answers included in the rubric accurately describes all the specific doula training requirements that must be completed before we issue the single-page documentation in our Approval Packet to a doula.
2. I confirm that our organization collects and maintains the proof to verify that a doula we have issued the single-page documentation to has completed the specific doula training requirements.
3. The information our organization has provided in this rubric, and with our Approval Packet, is accurate as of the date listed below.

This Rubric Tool and Approval Packet was completed and signed by a Doula Program Administrator (a staff member responsible for the training associated with this Approval Packet).

> Signature
> Date
> Name
> Title
> Phone
> Email

Include page in Approval Packet

1.1 Training documentation

	NJ FamilyCare's minimum standard
"For the training, does your doula training organization issue a single-page documentation to doulas who have completed both classroom and practical requirements?"	To be approved, the answer to this question must be "yes". The doula organization must offer a doula training that includes both classroom and practical requirements (that you must describe in this rubric) to make sure doulas have received comprehensive education. The organization must verify completion of these classroom and practical requirements before issuing the single-page documentation to a doula. Use notes to share all minimum requirements to earn the single-page documentation. Or, you can include the requirements as an attachment to the rubric.
"Share whether your single-page documentation includes each of the following."	**Disclosure only** As best practice, we recommend—but do not require—that the documentation include the following: • Logo of your doula organization • Brief descriptions of the training requirements that the named doula has completed • Accountable staff member at doula organization to verify accuracy of the document • Training completion date • Expiration date of documentation The words "certified doula" does not need to be on the single-page documentation for your doula training to receive NJ FamilyCare approval. Share how long your documentation is valid for.

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Answers for the Doula Training seeking NJ FamilyCare Approval		
	Answer	**Notes**
For the training, does your doula training organization issue a single-page documentation to doulas who have completed both classroom and practical requirements? *Choose one.*	☐ Yes ☐ No **(if selected, STOP)**	Use notes to share all minimum requirements to earn the single-page documentation. Or, you can include the requirements as an attachment to the rubric.
Share whether your single-page documentation includes any of the following elements. *Choose all that apply.*	☐ Logo of your doula organization ☐ Brief descriptions of the training requirements that the named doula has completed ☐ Accountable staff member at doula organization to verify accuracy of the document ☐ Training completion date ☐ Expiration date of documentation	If you checked off "expiration date of documentation", share how long the single-page documentation is valid for before it should be renewed: _____ years

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1.2 Training features

	NJ FamilyCare's minimum standard
"Share the minimum hours of total classroom learning required."	**Disclosure only** Let us know the minimum total classroom learning hours required for your doula training.
"Share how the classroom learning is delivered."	**Disclosure only** Let us know if there are any requirements on how classroom hours must be delivered. For example, if your organization allows some instructors to do online-only classroom instruction, and other instructors to do in person-only classroom instruction, then check "in-person only" and "online only". If your organization always does instruction in a hybrid format, then only check "hybrid".
"What instruction formats are used for classroom instructors to interact with trainees?"	To be approved, the answer to this question must be "live" or "hybrid". The training must cover at least some aspects of the classroom learning in a live (real-time) format to support peer-to-peer engagement and active discussion.
"Share whether the training requires that doula trainees have 1-on-1 interaction with a doula mentor at any point prior to training completion."	**Disclosure only** Let us know if there are any mentoring requirements for your doula training. If relevant, describe what the minimum requirements to be a "doula mentor". As best practice, we recommend—but do not require—mentoring.
"Share any supplemental courses requirements."	**Disclosure only** Let us know of any separate course requirements (e.g., childbirth education, lactation class).

Include page in Approval Packet

Answers for the Doula Training seeking NJ FamilyCare Approval		
	Answer	**Notes**
Share the minimum hours of total classroom learning required.	___ hours	
Share how the classroom learning is delivered. *Check all that apply.*	☐ In-person only ☐ Online only ☐ Hybrid (mix of in-person and online)	
What instruction formats are used for classroom instructors to interact with trainees? *Choose one.*	☐ Live (real-time) only ☐ Hybrid (mix of live and pre-recorded) ☐ Pre-recorded (self-directed) only **(if selected, STOP)**	
Share whether the training requires that doula trainees have 1-on-1 interaction with a doula mentor at any point prior to training completion. *Choose one.*	☐ None ☐ Yes, optional based on trainee request ☐ Yes, it's required	If you answered "yes", use notes to describe what the minimum requirements to be a "doula mentor" here:
Share any supplemental courses requirements. *Choose one.*	☐ None ☐ Yes	If you answered "yes", share what courses are required and share any minimum instruction hours for these courses (if none, write "0") ☐ Childbirth education: Minimum hours __ ☐ Lactation education: Minimum hours __ ☐ Other _____: Minimum hours __

Include page in Approval Packet

Rubric Part 2. Competency Domains and Sub-Domains

2.1 Domain: Pregnancy

	NJ FamilyCare's minimum standard
"Which of these sub-domains in the Pregnancy Domain are covered in the classroom learning requirements?"	To be approved, all sub-domains must be checked. All of these sub-domains in the Pregnancy Domain must be covered to provide adequate education in prenatal care and practice of doula work in the prenatal period.
"Share the minimum hours of total classroom learning used to cover Pregnancy Domain topics."	**Disclosure only** Let us know of the total classroom learning hours dedicated to coverage of these topics. We will not expect that Domain hours across all 6 Domains will precisely add up to total training classroom hours shared in 1.2 because topics may overlap and/or you may include topics not in this rubric.
"What instruction formats are used to cover Pregnancy Domain topics?"	To be approved, at least one of the 5 required Domains (i.e., 2.1-2.5) must be taught in a live format, to be consistent with the requirement for some live teaching (see 1.2). Let us know the instruction formats you use to provide instruction on these topics.
"Share any minimum instructor qualifications for coverage of Pregnancy Domain topics."	**Disclosure only** Let us know if you have any required qualifications for instructors of these topics.
"Are there any requirements—beyond classroom learning described above—to cover the Pregnancy Domain?"	**Disclosure only** Let us know if your doula training has additional minimum requirements that could include: readings, written assignments, tests, or additional classes. If "yes", describe them. Note: Any classes described here consistent with the answer you provided in 1.2.

Include page in Approval Packet

Answers for the Doula Training seeking NJ FamilyCare Approval		
	Answer	**Notes**
Which of these sub-domains in the Pregnancy Domain are covered in the classroom learning requirements? *Check all that are covered.*	☐ Prenatal role of the doula ☐ Stages of pregnancy ☐ Reproductive health education, including anatomy and physiology ☐ Healthy behaviors during pregnancy ☐ Role of a doula in special cases – e.g., multiples, high-risk pregnancies **If you have not checked all 5 boxes, STOP**	
Share the hours of total classroom learning used to cover Pregnancy Domain topics. *Choose one.*	☐ Less than 5 hours ☐ 6-10 hours ☐ 11-50 hours ☐ More than 50 hours	
What instruction formats are used to cover Pregnancy Domain topics? *Choose all that apply.*	☐ Live instruction ☐ Pre-recorded instruction	
Share any minimum instructor qualifications for coverage of Pregnancy Domain topics. *Choose one.*	☐ Doula ☐ Licensed medical provider ☐ Other required instructor type ☐ No specific type of provider	Use notes to describe specific requirements of the instructor.
Are there any requirements—beyond classroom learning described above—to cover the Pregnancy Domain? *Choose one.*	☐ No ☐ Yes	If you answered "yes", use notes to describe the minimum requirements.

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2.2 Domain: Labor and Delivery

	NJ FamilyCare's minimum standard
"Classroom - Hours"	To be approved, all sub-domains must have at least "less than 1 hour" checked. All of these sub-domains in the Labor and Delivery Domain must be covered to provide adequate education of labor and how to practice doula labor support. Let us know your training's minimum hours of coverage for each specific sub-domain of the Labor & Delivery Domain. We will not expect that Domain hours across all 6 Domains will precisely add up to total training classroom hours shared in 1.2 because topics may overlap and/or you may include topics not in this rubric.
"Classroom - Delivery"	**Disclosure only** Let us know how teaching delivered for classroom coverage of each specific sub-domain.
"Classroom – Format"	To be approved, at least one of the 5 required Domains (i.e., 2.1-2.5) must be taught in a live format, to be consistent with the requirement for some live teaching (see 1.2). Let us know the instruction formats you use to provide instruction of each specific sub-domain.
"Classroom - Instructor" *Choose all that apply.*	**Disclosure only** Let us know if you have any required qualifications for instructors of each specific sub-domain.
"Independent Learning"	**Disclosure only** Let us know if your doula training has additional minimum requirements to learn about any aspect of Labor & Delivery that could include: readings, written assignments, tests, or additional classes. If "yes", describe them. Note: Any classes described here consistent with the answer you provided in 1.2.

Include page in Approval Packet

Answers for the Doula Training seeking NJ FamilyCare Approval					
Sub-Domain For Labor and Delivery	**Classroom - Hours** *Choose one.*	**Classroom - Delivery** *Check all that apply.*	**Classroom - Format** *Choose all that apply.*	**Classroom - Instructor** *Choose all that apply.*	**Independent Learning**
Role of the doula during labor and delivery	☐ Less than 1 hour ☐ 1-2 hours ☐ 3-10 hours ☐ More than 10 hours **If you do not cover, STOP**	☐ In-person only ☐ Online only ☐ Hybrid	☐ Live ☐ Pre-recorded	☐ Doula ☐ Licensed medical provider ☐ Other required instructor type ☐ No specific type of provider	☐ No ☐ Yes If you answered "yes", describe the minimum requirements.
Signs and stages of labor	☐ Less than 1 hour ☐ 1-2 hours ☐ 3-10 hours ☐ More than 10 hours **If you do not cover, STOP**	☐ In-person only ☐ Online only ☐ Hybrid	☐ Live ☐ Pre-recorded	☐ Doula ☐ Licensed medical provider ☐ Other required instructor type ☐ No specific type of provider	
Birth types (vaginal, cesarean, Vaginal Birth after Cesarean / Trial of Labor After Cesarean)	☐ Less than 1 hour ☐ 1-2 hours ☐ 3-10 hours ☐ More than 10 hours **If you do not cover, STOP**	☐ In-person only ☐ Online only ☐ Hybrid	☐ Live ☐ Pre-recorded	☐ Doula ☐ Licensed medical provider ☐ Other required instructor type ☐ No specific type of provider	

Include page in Approval Packet

Answers for the Doula Training seeking NJ FamilyCare Approval					
Sub-Domain For Labor and Delivery	**Classroom - Hours** *Choose one.*	**Classroom - Delivery** *Check all that apply.*	**Classroom - Format** *Choose all that apply.*	**Classroom - Instructor** *Choose all that apply.*	**Independent Learning**
Comfort measures (non-medical pain management techniques—eg, physical, emotional)	☐ Less than 1 hour ☐ 1-2 hours ☐ 3-10 hours ☐ More than 10 hours **If you do not cover, STOP**	☐ In-person only ☐ Online only ☐ Hybrid	☐ Live ☐ Pre-recorded	☐ Doula ☐ Licensed medical provider ☐ Other required instructor type ☐ No specific type of provider	
Role of the doula during emergency L&D situations	☐ Less than 1 hour ☐ 1-2 hours ☐ 3-10 hours ☐ More than 10 hours **If you do not cover, STOP**	☐ In-person only ☐ Online only ☐ Hybrid	☐ Live ☐ Pre-recorded	☐ Doula ☐ Licensed medical provider ☐ Other required instructor type ☐ No specific type of provider	

Include page in Approval Packet

2.3 Domain: Postpartum

	NJ FamilyCare's minimum standard
"Which of these sub-domains in the Postpartum Domain are covered in the classroom learning requirements?"	To be approved, all sub-domains must be checked. All of these sub-domains in the Postpartum Domain must be covered to provide adequate education in care postpartum and practice of doula work in the postpartum period.
"Share the minimum hours of total classroom learning used to cover Postpartum Domain topics."	**Disclosure only** Let us know of the total classroom learning hours dedicated to coverage of these topics. We will not expect that Domain hours across all 6 Domains will precisely add up to total training classroom hours shared in 1.2 because topics may overlap and/or you may include topics not in this rubric.
"What instruction formats are used to cover Postpartum Domain topics?"	To be approved, at least one of the 5 required Domains (i.e., 2.1-2.5) must be taught in a live format, to be consistent with the requirement for some live teaching (see 1.2). Let us know the instruction formats you use to provide instruction on these topics.
"Share any minimum instructor qualifications for coverage of Postpartum Domain topics."	**Disclosure only** Let us know if you have any required qualifications for instructors of these topics.
"Are there any requirements—beyond classroom learning described above—to cover the Postpartum Domain?"	**Disclosure only** Let us know if your doula training has additional minimum requirements that could include: readings, written assignments, tests, or additional classes. If "yes", describe them. Note: Any classes described here consistent with the answer you provided in 1.2.

Include page in Approval Packet

Answers for the Doula Training seeking NJ FamilyCare Approval		
	Answer	**Notes**
Which of these sub-domains in the Postpartum Domain are covered in the classroom learning requirements? *Check all that are covered.*	☐ Postpartum role of the doula ☐ Postpartum recovery ☐ Newborn care ☐ Breastfeeding, lactation and infant feeding **If you have not checked all 4 boxes, STOP**	
Share the minimum hours of total classroom learning used to cover Postpartum Domain topics. *Choose one.*	☐ Less than 5 hours ☐ 6-10 hours ☐ 11-50 hours ☐ More than 50 hours	
What instruction formats are used to cover Postpartum Domain topics? *Choose all that apply.*	☐ Live instruction ☐ Pre-recorded instruction	
Share any minimum instructor qualifications for coverage of Postpartum Domain topics. *Choose one.*	☐ Doula ☐ Licensed medical provider ☐ Other required instructor type ☐ No specific type of provider	Use notes to describe specific requirements of the instructor.
Are there any requirements—beyond classroom learning described above—to cover the Postpartum Domain? *Choose one.*	☐ No ☐ Yes	If you answered "yes", use notes to describe the minimum requirements.

Include page in Approval Packet

2.4 Domain: Mental Health

	NJ FamilyCare's minimum standard
"Which of these sub-domains in the Mental Health Domain are covered in the classroom learning requirements?"	To be approved, all sub-domains must be checked. All of these sub-domains in the Mental Health Domain must be covered to provide adequate education in mental health support.
"Share the minimum hours of total classroom learning used to cover Mental Health Domain topics."	**Disclosure only** Let us know of the total classroom learning hours dedicated to coverage of these topics. We will not expect that Domain hours across all 6 Domains will precisely add up to total training classroom hours shared in 1.2 because topics may overlap and/or you may include topics not in this rubric.
"What instruction formats are used to cover Mental Health Domain topics?"	To be approved, at least one of the 5 required Domains (i.e., 2.1-2.5) must be taught in a live format, to be consistent with the requirement for some live teaching (see 1.2). Let us know the instruction formats you use to provide instruction on these topics.
"Are there any requirements—beyond classroom learning described above—to cover the Mental Health Domain?"	**Disclosure only** Let us know if your doula training has additional minimum requirements that could include: readings, written assignments, tests, or additional classes. If "yes", describe them. Note: Any classes described here consistent with the answer you provided in 1.2.

Include page in Approval Packet

Answers for the Doula Training seeking NJ FamilyCare Approval		
	Answer	**Notes**
Which of these sub-domains in the Mental Health Domain are covered in the classroom learning requirements? *Check all that are covered.*	☐ Mental health during pregnancy ☐ Mental health after pregnancy ☐ Trauma-informed care **If you have not checked all 3 boxes, STOP**	
Share the minimum hours of total classroom learning used to cover Mental Health Domain topics. *Choose one.*	☐ Less than 1 hour ☐ 1-2 hours ☐ 3-10 hours ☐ More than 10 hours	
What instruction formats are used to cover Mental Health Domain topics? *Choose all that apply.*	☐ Live instruction ☐ Pre-recorded instruction	
Are there any requirements—beyond classroom learning described above—to cover the Mental Health Domain? *Choose one.*	☐ No ☐ Yes	If you answered "yes", use notes to describe the minimum requirements.

Include page in Approval Packet

2.5 Domain: Communication

	NJ FamilyCare's minimum standard
"Which of these sub-domains in the Communication Domain are covered in the classroom learning requirements?"	To be approved, all sub-domains must be checked. All of these sub-domains in the Communication Domain must be covered to provide adequate education in communicating with clients, their families, and their care team.
"Share the minimum hours of total classroom learning used to cover Communication Domain topics."	**Disclosure only** Let us know of the total classroom learning hours dedicated to coverage of these topics. We will not expect that Domain hours across all 6 Domains will precisely add up to total training classroom hours shared in 1.2 because topics may overlap and/or you may include topics not in this rubric.
"What instruction formats are used to cover Communication Domain topics?"	To be approved, at least one of the 5 required Domains (i.e., 2.1-2.5) must be taught in a live format, to be consistent with the requirement for some live teaching (see 1.2). Let us know the instruction formats you use to provide instruction on these topics.
"Are there any requirements—beyond classroom learning described above—to cover the Communication Domain?"	**Disclosure only** Let us know if your doula training has additional minimum requirements that could include: readings, written assignments, tests, or additional classes. If "yes", describe them. Note: Any classes described here consistent with the answer you provided in 1.2.

Include page in Approval Packet

Answers for the Doula Training seeking NJ FamilyCare Approval		
	Answer	**Notes**
Which of these sub-domains in the Communication Domain are covered in the classroom learning requirements? *Check all that are covered.*	☐ Building and maintaining trust with clients ☐ Working with healthcare professionals **If you have not checked both boxes, STOP**	
Share the minimum hours of total classroom learning used to cover Communication Domain topics. *Choose one.*	☐ Less than 1 hour ☐ 1-2 hours ☐ 3-10 hours ☐ More than 10 hours	
What instruction formats are used to cover Communication Domain topics? *Choose all that apply.*	☐ Live instruction ☐ Pre-recorded instruction	
Are there any requirements—beyond classroom learning described above—to cover the Communication Domain? *Choose one.*	☐ No ☐ Yes	If you answered "yes", use notes to describe the minimum requirements.

Include page in Approval Packet

2.6 Domain: Business

	NJ FamilyCare's minimum standard
"Which of these sub-domains in the Business Domain are covered in the classroom learning requirements?"	**Disclosure only** Let us know if these sub-domains in the Business Domain are covered.
"Share the minimum hours of total classroom learning used to cover Business Domain topics."	**Disclosure only** Let us know of the total classroom learning hours dedicated to coverage of these topics. We will not expect that Domain hours across all 6 Domains will precisely add up to total training classroom hours shared in 1.2 because topics may overlap and/or you may include topics not in this rubric.
"What instruction formats are used to cover Business Domain topics?"	Let us know the instruction formats you use to provide instruction on these topics.
"Are there any requirements—beyond classroom learning described above—to cover the Business Domain?"	**Disclosure only** Let us know if your doula training has additional minimum requirements that could include: readings, written assignments, tests, or additional classes. If "yes", describe them. Note: Any classes described here consistent with the answer you provided in 1.2.

Include page in Approval Packet

Answers for the Doula Training seeking NJ FamilyCare Approval		
	Answer	**Notes**
Which of these sub-domains in the Business Domain are covered in the classroom learning requirements? *Check all that are covered.*	☐ Marketing doula services ☐ Finding clients ☐ Client-doula agreements ☐ Recordkeeping ☐ Privacy ☐ Liability	
Share the minimum hours of total classroom learning used to cover Business Domain topics. *Choose one.*	☐ 0 hours / Not covered ☐ Less than 1 hour ☐ 1-2 hours ☐ 3-10 hours ☐ More than 10 hours	
What instruction formats are used to cover Business Domain topics? *Choose all that apply.*	☐ Live instruction ☐ Pre-recorded instruction	
Are there any requirements—beyond classroom learning described above—to cover the Business Domain? *Choose one.*	☐ No ☐ Yes	If you answered "yes", use notes to describe the minimum requirements.

Part 3. Doula Training - Practical Experience

	NJ FamilyCare's minimum standard
"What is the minimum number of birth experiences required?"	To be approved, there must be a minimum of three birth experiences. You must share the specific description your doula training uses for its "birth" requirement. To be approved, that description must be inclusive of the following features: a practical component of training where the doula provides in-person birth support in a birthing facility. The doula must actively participate, applying emotional support techniques, and (when there is client consent) hands-on physical support techniques learned in a classroom setting. Your training must require at least 3 birth experiences to provide adequate experiential / hands-on training in practice of doula work during labor and delivery. NJ FamilyCare approval does not mandate a specific minimum of experiences with vaginal or Cesarean births.
"Share whether you require any practical experience with any of these types of visits."	**Disclosure only** Let us know if your doula training has any of these additional practical requirements.
"Share whether you require a doula mentor to be present at any of these practical experience requirements."	**Disclosure only** Let us know if your doula training requires a doula mentor must participate in practical experience elements. As best practice, we recommend—but do not require—mentoring. Note: When a mentor is present, a mentor may provide guidance as appropriate, but the doula trainee remains an active participant.

Include page in Approval Packet

Answers for the Doula Training seeking NJ FamilyCare Approval		
	Answer	**Notes**
What is the minimum number of birth experiences required? *Check all that apply.*	☐ None **(if selected, STOP)** ☐ Vaginal: QTY: ____ ☐ Cesarean: QTY: ____ ☐ Vaginal or Cesarean: QTY: ____	Use notes to share the specific description for the required birth experience used by the doula training.
Share whether you require any practical experience with any of these types of visits. *Check all that apply.*	☐ Prenatal doula visit QTY: ____ ☐ Postpartum doula visit QTY: ____ ☐ Prenatal clinical visit QTY: ____ ☐ Postpartum clinical visit QTY: ____ ☐ Pediatric clinical visit QTY: ____ ☐ Other:_____ QTY: ____	If you answered "other", use notes to describe.
Share whether you require a doula mentor to be present at any of these practical experience requirements. *Choose all that apply.*	☐ No requirements for mentors to be present ☐ Birth experience ☐ Prenatal doula visit ☐ Postpartum doula ☐ Prenatal clinical visit ☐ Postpartum clinical visit ☐ Pediatric clinical visit	

Include page in Approval Packet

Acknowledgement Form for Approval Packet

Name of Doula Training Organization	
Address (Street address, City, State)	
Name of Doula Training for Approval	
Point of Contact for Doula Training (Name, Title, Phone, Email)	

If our training (named above) is approved and listed in the *Approved Trainings for Enrollment as a NJ FamilyCare Community Doula* PDF document,

1. We agree to maintain and update the "Point of Contact for Doula Training" to support in the enrollment of our doula trainees as NJ FamilyCare community doulas.
   - This Point of Contact will be able to verify documentation NJ FamilyCare receives from doula applicants from your organization.
   - Changes to the contact will be emailed to doula@njmihia.gov with the Subject line: "[Organization]: Changes to NJ FamilyCare Approved Trainings Point of Contact".
2. We agree to share any updates to our single-page documentation for the approved training, in advance of when the documentation is used for doula trainees.
   - Changes to the documentation will be emailed to doula@njmihia.gov with the Subject line: "[Organization]: Changes to NJ FamilyCare Approved Training documentation".
3. We agree to be responsive of NJMIHIA/NJDHS/NJDOH inquiries.
4. We acknowledge that our approved training will not automatically transfer to the next *Approved Trainings* PDF document.
   - To remain on the *Approved Trainings* PDF, we acknowledge that the need for re-submission of a complete Approval Packet every three years, and an annual Attestation Form for the intervening years.
   - We will inform doula@njmihia.gov whenever there are significant changes to Training requirements.

This Acknowledgement Form is completed and signed by a Doula Program Administrator (a staff member responsible for the training associated with this Approval Packet).

    Signature
    Date
    Name
    Title
    Phone
    Email

What happens after we submit the Approval Packet?

All emails will be to the Doula Program Administrator in your Acknowledgement Form.

1 **Review of Approval Packet for completeness** – NJ MIHIA (i.e., their Doula Program Compliance team) will confirm your packet is complete by email (from doula@njmihia.gov). If complete, NJ MIHIA will give to NJ DHS and NJ DOH. If the packet is incomplete, NJ MIHIA will offer technical assistance to help you.

Timing: NJ MIHIA will email you within one week of receiving your Approval Packet.

2 **NJ DHS and NJ DOH staff will hold a review meeting** – NJ MIHIA will hand off all completed Approval Packets to NJ DHS and NJ DOH prior to the meeting. NJ DHS and NJ DOH will use consensus decision-making for approvals.

If we need clarifications to make a final decision, NJ DHS and NJ DOH will ask NJ MIHIA to reach out to you by email (from doula@njmihia.gov).

Timing: NJ DHS and NJ DOH will hold review meetings regularly. NJ MIHIA will let you know the date of when your packet is getting reviewed.

3 **Notification email** – NJ DHS and NJ DOH will communicate approvals/disapprovals in writing—using Part 4 of the Rubric (see the following pages). NJ DOH will email from doula.fhs@doh.nj.gov.

Timing: NJ DOH will email within two weeks of the meeting.

4 **Posting of new *NJ FamilyCare Approved Doula Training* (PDF)** – NJ DHS will post an updated list on the NJ DHS doula website.

Timing: NJ DHS will post the list within one month of the meeting.

All complete Approval Packets submitted to MIHIA by January 9 will be reviewed in January 2026, as NJ DHS and NJ DOH aims to post the first list under this new process in February 2026. After January 9, MIHIA will still accept Assessment Packets on a rolling basis. We plan to observe how long it takes to update enrollment processes with each set of new approved trainings throughout 2026, so that we can try to approve trainings more frequently. We will provide an update on the approval frequency at NJ MIHIA's April 9, 2026 Doula Town Hall.

Part 4. NJ DHS and NJ DOH review of Approval Packet

> The doula organization should not fill out anything in Part 4 when submitting the NJ FamilyCare Rubric Tool with the Approval Packet.

NJ DHS and NJ DOH share responsibility for NJ FamilyCare Approved Doula Trainings. NJ MIHIA is not involved in approval decisions.

NJ DHS and NJ DOH will assess the doula training seeking NJ FamilyCare approval by reviewing the submitted Approval Packet. NJ DHS and NJ DOH will use consensus decision-making for approvals.

NJ DHS and NJDOH will use the following binary rating system for clarity and consistency in its approval process. Approving any doula trainings with "Unmet" ratings could compromise standards of care and ethical practice.

- **Met:** A domain of competency is fully addressed by the Training.
- **Unmet**: Significant gaps in the domain prevent the Training from meeting the required standards.

NJ DHS and NJ DOH will document the results of its decision-making in Part 4 of this rubric and return Part 4 of the rubric the doula organization.

Doula Training seeking NJ FamilyCare Approval – Basic information	
Name of Doula Training Organization	
Name of Doula Training for Approval	
Point of Contact for Doula Training (Name, Email)	

4.1 Review of Approval Packet for completeness

Requirements	Rating (Dropdown)	Notes
The Training's Approval Packet includes a NJ FamilyCare Rubric Tool, Parts 1-3	Met	
The Training's Approval Packet includes their Syllabus	Met	
The Training's Approval Packet includes a template of their Single-Page documentation	Met	
The Training's Approval Packet includes an Acknowledgement From	Met	

4.2 Review of required disclosures for approval

Requirements	Rating (Dropdown)	Notes
Organization has disclosed all requested information in • 1.1 Training documentation • 1.2 Training features	Met	
Organization has disclosed all requested information in classroom requirements • 2.1 Pregnancy • 2.2 Labor & Delivery • 2.3 Postpartum • 2.4 Mental Health • 2.5 Communication • 2.6 Business	Met	
Organization has disclosed all requested information in about practical experience requirements	Met	

4.3 Review of minimum standards for NJ FamilyCare approval

Requirements	Rating (Dropdown)	Notes
The doula training is a comprehensive education that has both classroom and practical requirements of the doula.	Met	
The doula organization issues a single-page documentation to doulas who complete the doula training.	Met	
The doula organization collects and maintains the proof to verify verifies completion of both classroom and practical requirements before issuing the single-page documentation to a doula.	Met	
Training provides some of classroom learning in a live (real-time) format.	Met	
The doula training requires classroom instruction coverage of • All 5 Pregnancy sub-domains • All 5 &D sub-domains • All 4 Postpartum sub-domains • All 3 Mental Health sub-domains • All 2 Communication sub-domains	Met	
The doula training has practical requirements of at least 3 birth experiences.	Met	

4.4 Final determination

Has the Doula Trainings met the minimum standards for a doula training to receive NJ FamilyCare approval?

☐ Yes
☐ No

Date of NJ DOH and NJ DHS review (MM/DD/YYYY): _____

If "yes" is selected above, what is the date of the expected publication date of an updated ***NJ FamilyCare Approved Doula Training*** *(PDF)* (MM/YYYY)? _____

What happens after we are listed as an Approved Training?

You can now let your trained doulas know that they are eligible to enroll a NJ FamilyCare community doula. If doulas need any help with the enrollment application, please have them email NJ FamilyCare's Doula Guides (mahs.doulaguide@dhs.nj.gov) or use the NJ Doula Assistant tool (https://nj.gov/humanservices/dmahs/info/doulahelp).

We may contact your Doula Program Administrator if we need help confirming the training of doulas who list your training on their enrollment application.

Every year, we will contact you to complete the brief annual Attestation Form to maintain your approval. **We are providing this Attestation Form on the next page for your information only. Do not fill out the Attestation Form now.** We will reach out with the most updated version when it is time to complete it.

Every three years, we will contact you to submit a full, updated Approval Packet to maintain your approval.

Attestation Form for NJ FamilyCare Approved Trainings

This form is as an interim, annual check-in with NJ FamilyCare Approved Doula Trainings—in between re-submissions of a complete Approval Packet (every three years). Annual Attestation ensures that approved trainings still meet the minimum standards for NJ FamilyCare approval of a doula training.

Name of Doula Training Organization	
Address (Street address, City, State)	
Name of Approved Doula Training (name must match *Approved Trainings* PDF document)	
Point of Contact for Doula Training (Name, Title, Phone, Email)	

For the NJ FamilyCare Approved Doula Training (named above):
1. We affirm that there have been no changes to the answers we provided for the Approval Packet and NJ FamilyCare Rubric Tool approved on _____ (MM-DD-YYYY).
2. We are sharing, as an attachment, the current version of the single-page documentation that our organization uses to demonstrate completion of all elements of the approved training.
   - If we plan to make updates to our single-page documentation in the coming year, we agree to share the template in advance of when the documentation is used for doula trainees by email to doula@njmihia.gov .
3. We affirm that the listed Point of Contact is up-to-date.
   - This Point of Contact is able to verify documentation NJ FamilyCare receives from doula applicants from your organization.
   - Changes to the contact in the coming year will be emailed to doula@njmihia.gov with the Subject line: "[Organization]: Changes to the NJ FamilyCare Approved Training Point of Contact".

This Attestation Form is completed and signed by a Doula Program Administrator (a staff member responsible for this approved training).
   Signature
   Date
   Name
   Title
   Phone
   Email

This Attestation Form should be combined with the single-page documentation template into a single PDF, and emailed to doula@njmihia.gov. NJ MIHIA will share with NJ DHS and NJ DOH.

FAQs for Process for Doula Trainings that want to be Approved by NJ FamilyCare

General FAQs

What is NJ FamilyCare?

NJ FamilyCare is NJ's Medicaid and CHIP insurance program and covers approximately 2 million NJ FamilyCare members in our state. In NJ, Medicaid covers around 30,000 births annually. NJ FamilyCare insurance fully covers the cost of pregnancy-related doula care for its member when care is provided by an enrolled NJ FamilyCare community doula.

Why does NJ FamilyCare need to approve Doula Trainings?

Like many other states, NJ does not have independent state standards on who can be a doula. So NJ FamilyCare – as a payer of health services – has an Approved Doula Trainings list to be clear about which doulas can become an enrolled NJ FamilyCare community doula and receive NJ FamilyCare reimbursement for the care they provide.

Why was this new Process developed?

The goal of developing this process is to expand the number of NJ FamilyCare Approved Doula Trainings so that we can increase the number of NJ FamilyCare community doulas enrolled to provide doula care for NJ FamilyCare families. While there have been times when NJ FamilyCare has added trainings to the Approved Trainings list, we have consistently heard that we needed a process that was transparent, consistent, and inclusive.

Who is responsible for developing this Process and the NJ FamilyCare standards?

NJ Department of Human Services, NJ Department of Health, and NJ Maternal and Infant Health Innovation Authority work together on statewide doula policies, which includes developing this process. The standards were based on discussions of what training components were important to prepare a doula to serve NJ FamilyCare families and comparing minimum requirements for doula trainings across multiple State Medicaid programs. State staff with doula backgrounds were involved in the initial proposed Process, and this Process was not finalized until we incorporated feedback from doula training organizations and other doula stakeholders.

NJ FamilyCare has said that doulas who have received community-based/cultural competency training are best equipped to meet the particular needs of diverse NJ FamilyCare members—but those competencies are not part of the Rubric Tool in the Approval Packet. Why not?

To meet the goal of welcoming more doulas into our NJ FamilyCare community doula workforce, we will Approve trainings based on whether they meet NJ FamilyCare's standards for "core" doula competencies.

NJ FamilyCare's "community-based/cultural competency" doula competency standards will now be met through a universal requirement at the individual doula level: All individual doulas must complete a required training to enroll as a NJ FamilyCare community doula. This Training will be offered a free, self-directed, online training that will include delivering culturally competent care and supporting client access to NJ's community-based resources.

We remain strong supporters of any doula trainings that include any community-based or cultural competency components and encourage individuals interested in becoming doulas to consider those trainings. We are not, however, able to waive the requirement of the required training for any doula interested in enrolling as a NJ FamilyCare community doula.

I represent a doula organization whose training is on the current *Approved Trainings* list. Does my organization still need to go through this new Approval Process to remain on the updated *Approved Trainings* list?

Yes, it will. This is to ensure that the standards are consistently applied to all NJ FamilyCare approved doula trainings. During the design phase, we did take into account New Jersey's current state landscape of approved doula trainings.

What happens if my organization submits an Approval Packet but our training is not approved?

We have designed this process to clearly communicate NJ FamilyCare's standards for Approval so that every doula organization can anticipate whether your doula training meets the standards before you complete the Packet. If a Training is not approved, the reasons will be shared with you in Part 4 of the Rubric Tool and returned to you. The doula organization is welcome to re-apply after any gaps in meeting the standard are addressed.

FAQs for Individual Doulas

I am an individual doula in New Jersey. How does this Process impact me?

If you are a doula who does not plan to serve NJ FamilyCare (Medicaid) clients, you are not impacted. Trained doulas who are practicing generally in the state of NJ (e.g., provide care to non-NJ FamilyCare clients, receive non-NJ FamilyCare reimbursement) do not need to receive education from a NJ FamilyCare Approved Training.

If you are a doula who does currently, or plans to, serve NJ FamilyCare clients, this process does affect you. You will want to make sure your training is Approved before you submit your enrollment application so that you are able to enroll as a NJ FamilyCare community doula. If you have any questions about whether your training is Approved, please email mahs.doulaguide@dhs.nj.gov.

If you are a doula who is currently an enrolled NJ FamilyCare community doula, you will continue to remain enrolled until your next revalidation cycle for NJ FamilyCare enrollment (approximately 5 years since you enrolled initially). At the time of revalidation, you will need to meet the enrollment requirements that are in place then—so you will want to make sure your training is Approved so that you can complete revalidation. If you have any questions about the status of your NJ FamilyCare enrollment, please email mahs.doulaguide@dhs.nj.gov.

Does an individual doula need to complete the Process for NJ FamilyCare approval?

No. The Approval Process is designed for a training curriculum, not an individual.

I'm an individual doula and I don't see my training on the Approved list. What should I do?

We strongly encourage individual doulas to reach out to your doula training organization to encourage them to complete the Approval Process.

NJ MIHIA, NJ DOH, and NJDHS are working on a pilot to create an "experience pathway" for NJ FamilyCare enrollment for doulas with significant professional experience and do not have training from a NJ FamilyCare Approved training. For more information about when this pilot will be available, please contact MIHIA at doula@njmihia.gov.

Meet the state partners

In NJ, these three state government organizations work collaboratively on statewide doula initiatives and policies to grow the trained doula workforce, reimburse for doula care and support practicing doulas.

NJ DHS is one of the two agencies responsible for NJ FamilyCare Approving Trainings. DHS refers to the Department of Human Services, who is also responsible for enrolling and reimbursing NJ FamilyCare community doulas. To reach the DHS team that works on NJ FamilyCare community doula-specific issues, please email mahs.doulaguide@dhs.nj.gov.

NJ DOH is one of the two agencies responsible for NJ FamilyCare Approving Trainings. DOH refers to the Department of Health, who funds the NJ Doula Learning Collaborative—a collaborative of organizations providing no-cost doula trainings and business support for doulas interested in serving NJ FamilyCare members. To reach the DOH team that works on doula-related issues, please email doula.fhs@doh.nj.gov.

NJMIHIA is the organization responsible for providing technical assistance to doula organizations seeking to get their Trainings Approved. MIHIA refers to the Maternal and Infant Health Authority, who leads initiatives that build and support NJ's perinatal workforce. To reach the MIHIA team that works on doula-related issues, please email doula@njmihia.gov.