

SENATE, No. 299

STATE OF NEW JERSEY

222nd LEGISLATURE

PRE-FILED FOR INTRODUCTION IN THE 2026 SESSION

Sponsored by:

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SYNOPSIS

Implements Blue Band Program to address preeclampsia in New Jersey.

CURRENT VERSION OF TEXT

As reported by the Senate Health, Human Services and Senior Citizens Committee with technical review.



(Sponsorship Updated As Of: 10/01/2026)

1 AN ACT implementing the Blue Band Program to address
2 preeclampsia in New Jersey and supplementing Title 26 of the
3 Revised Statutes.

4
5 **BE IT ENACTED** *by the Senate and General Assembly of the State*
6 *of New Jersey:*

7
8 1. The Legislature finds and declares:

9 a. Preeclampsia is a serious pregnancy complication
10 characterized by high blood pressure and signs of organ damage,
11 most commonly indicated by protein in the urine.

12 b. According to the Preeclampsia Foundation, preeclampsia
13 affects about one in 25 pregnancies nationwide.

14 c. The most recent Maternal Mortality Report issued by the
15 Department of Health identified preeclampsia as a leading
16 underlying cause of pregnancy-related mortality, particularly within
17 the initial 42 days following delivery, a phase referred to as the
18 early postpartum period.

19 d. More than 80 percent of maternal deaths in New Jersey are
20 considered preventable and 60 percent of preeclampsia cases could
21 be prevented with better awareness, monitoring, and follow-up care.

22 e. The Blue Band Initiative for preeclampsia was created to
23 easily alert health care providers about a patient's risk for
24 preeclampsia. Mothers who are at risk of developing preeclampsia
25 or having elevated blood pressure after giving birth are provided
26 with a blue wrist band to wear during pregnancy and postpartum.
27 By providing an easily visible, wearable marker to individuals
28 diagnosed with preeclampsia, the initiative ensures that critical
29 health information travels with the patient across appointments,
30 providers, and care settings. This is particularly important in New
31 Jersey, where many women see multiple providers during and after
32 pregnancy.

33 f. Implementing a Blue Band program, with wristbands costing
34 between fifty cents and one dollar each, offers significant potential
35 savings and health benefits. Preeclampsia is associated with an
36 average incremental cost of \$28,603 per mother-infant pair
37 compared to uncomplicated pregnancies. By helping to prevent
38 preeclampsia-related, preterm births, screening programs like the
39 Blue Band program could save up to \$3,446 per preeclampsia case.
40 Additionally, early identification of at-risk patients through the
41 implementation of a Blue Band program initiative can reduce the
42 incidence of adverse maternal outcomes from 10.1 percent to 4.6
43 percent, and adverse infant outcomes from 15.4 percent to 7.8
44 percent. In the long term, addressing preeclampsia more effectively
45 could help reduce the estimated \$2.18 billion in annual national
46 healthcare costs associated with the condition during the first year
47 after delivery.

1 g. The Blue Band Initiative represents a low-cost, high-impact
2 intervention that aligns with New Jersey's goals to improve
3 maternal and infant health outcomes and reduce maternal morbidity
4 and mortality. By investing in this initiative, hospitals and federally
5 qualified health centers can improve patient care and achieve
6 significant cost savings by reducing the incidence of preeclampsia-
7 related complications.

8 h. Paired with the Department of Health's Universal Home
9 Visiting program, which brings supportive services into the homes
10 of new parents, the implementation of a Blue Band Program can
11 help bridge persistent gaps in maternal health care, promote early
12 detection of pregnancy-related complications, and enhance the
13 coordination of postpartum monitoring, ultimately saving lives.

14
15 2. As used in this act:

16 "Preeclampsia" means a rapidly progressing condition
17 characterized by elevated blood pressure that develops after 20
18 weeks of pregnancy, typically resolves after childbirth, and poses
19 serious risks to both the mother and baby and can lead to life-
20 threatening complications.

21 "Program" means the "Blue Band Program" established in
22 section 3 of this act to provide wearable blue wristbands to pregnant
23 and postpartum individuals at risk of preeclampsia, in order to
24 clearly alert health care providers to the patient's condition.

25
26 3. a. There is established a "Blue Band Program" in the Office
27 of Maternal and Child Health in the Department of Health. The
28 purpose of the program shall be to reduce preventable pregnancy-
29 related complications associated with preeclampsia by clearly
30 alerting health care providers to an individual's risk to related health
31 complications that can lead to maternal death, and to reduce the
32 maternal mortality and morbidity rates in the State.

33 b. The Office of Maternal and Child Health shall:

34 (1) implement requirements for, and provide information to
35 hospitals and federally qualified health centers, on participating in
36 the Blue Band program established pursuant to this section;

37 (2) establish a procedure by which a hospital and federally
38 qualified health center may voluntarily opt in to the program; and

39 (3) develop guidelines for the distribution of blue wristbands by
40 participating hospitals and federally qualified health centers to
41 pregnant and postpartum individuals at risk of preeclampsia or
42 diagnosed with preeclampsia, in order to clearly alert health care
43 providers to the individual's risk to related health complications that
44 can lead to maternal death.

45
46 4. The Office of Maternal and Child Health shall develop
47 educational resources to support participating hospitals and
48 federally qualified health centers in implementing the Blue Band

- 1 program, and make such resources available, in print and in an
2 easily printable format, on the Office's Internet website. The
3 resources shall include:
- 4 (1) patient education materials that clearly explain the purpose
5 of, and how to participate in, the program;
- 6 (2) training and informational materials for health care providers
7 and local first responders, including, but not limited to,
8 obstetricians and obstetric nurses, family practice physicians,
9 emergency medical personnel, and other health care professionals
10 providing care to a patient participating in the program; and
- 11 (3) a list of approved vendors from which a participating
12 hospital and qualified health center can purchase blue wristbands
13 for use in the program.
- 14
- 15 5. a. The Office of Maternal and Child Health shall submit an
16 annual report to the Governor and, pursuant to section 2 of
17 P.L.1991, c.164 (C.52:14-19.1), to the Legislature.
- 18 b. The report shall include data on the number of hospitals and
19 federally qualified health centers in the State that are actively
20 participating in the program, the counties in which the participating
21 hospitals and federally qualified health centers are located, and the
22 impact of the Blue Band program on maternal mortality in the
23 counties where the participating hospitals and federally qualified
24 health centers are located.
- 25
- 26 6. This act shall take effect immediately.