

ASSEMBLY, No. 2660

STATE OF NEW JERSEY 219th LEGISLATURE

INTRODUCED FEBRUARY 13, 2020

Sponsored by:

Assemblywoman VALERIE VAINIERI HUTTLE

District 37 (Bergen)

Assemblywoman CAROL A. MURPHY

District 7 (Burlington)

Assemblywoman SHANIQUE SPEIGHT

District 29 (Essex)

Co-Sponsored by:

Assemblywoman Downey

SYNOPSIS

Requires Commissioner of Health to establish maternity care public awareness campaign.

CURRENT VERSION OF TEXT

As introduced.



(Sponsorship Updated As Of: 2/13/2020)

1 AN ACT regarding maternity care and supplementing Title 26 of the
2 Revised Statutes.

3

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

6

7 1. The Commissioner of Health, in consultation with the
8 Commissioner of Human Services and the Commissioner of
9 Children and Families, shall establish a maternity care public
10 awareness campaign to improve overall maternal and child health
11 while ensuring equitable care among women and children of all
12 races and ethnicities. The Commissioner of Health shall coordinate
13 with any other entity that is engaged in a related maternity care
14 public awareness campaign in order to not duplicate any efforts
15 made in implementing the provisions of this act. The campaign
16 shall disseminate information about maternal health and encourage
17 the public to access a user-friendly website, which shall be
18 developed and maintained by the Department of Health. The
19 campaign shall, at a minimum:

20 a. disseminate aggregated data to the public in an easily-
21 understood language and format regarding hospital rates of cesarean
22 births, exclusive breastfeeding at discharge, and vaginal birth after
23 cesarean delivery, among other information, to assist women in the
24 selection of maternity care providers and birthing locations;

25 b. promote active engagement in maternity care, patient rights,
26 making informed choices, and the use of shared decision-making
27 models and decision-making aids;

28 c. disseminate information to healthcare professionals
29 regarding how to document the patient's preferences regarding the
30 care provided during labor and delivery, also known as the patient's
31 birth plan, in the patient's health records;

32 d. disseminate information to the public on avoiding
33 interventions that may be unneeded or that may increase pregnancy-
34 related risks, such as primary cesarean sections and non-medically
35 indicated early inductions; the advantages of physiologic labor and
36 the activities and practices that will facilitate a physiologic labor
37 process; and the benefits of using high-value forms of care such as
38 midwives, birthing centers, doulas, and lactation support;

39 e. promote the maternal and child health programs and services
40 that are available in the State, and encourage members of the public
41 to contact their county central intake agency to obtain information
42 concerning, and referrals to, appropriate programs and services,
43 and;

44 f. provide information on the department's Internet website
45 regarding parents' rights to family leave pursuant to P.L.2008, c.17
46 (C.43:21-39 et al.), the "Family Leave Act," P.L.1989, c.261
47 (C.34:11B-1 et seq.), and the federal "Family and Medical Leave
48 Act of 1993," Pub.L. 103-3 (29 U.S.C. s.2601 et seq.);

1 g. provide the public with information about breastfeeding and
2 pregnancy discrimination rights pursuant to P.L.2013, c.220
3 (C.10:5-3.1 et al.); and

4 h. provide the public with information about the eligibility
5 requirements and the application process to enroll in coverage for
6 pregnant women under the State Medicaid program.
7

8 2. The Department of Health shall adopt rules and regulations,
9 pursuant to the "Administrative Procedure Act," P.L.1968, c.410
10 (C.52:14B-1 et seq.), to implement the provisions of section 1 of
11 this act.
12

13 3. This act shall take effect 180 days after the date of
14 enactment.
15

16
17 STATEMENT
18

19 This bill requires the Commissioner of Health to establish a
20 maternal health public awareness campaign to improve overall
21 maternal and child health while ensuring equitable care among
22 women and children of all races and ethnicities. The campaign is to
23 disseminate information about maternal health and encourage the
24 public to access a user-friendly website to be established and
25 maintained by the Department of Health (department).
26

27 Under the bill, the campaign will, at a minimum: (1) disseminate
28 aggregated data to the public concerning hospital rates of: cesarean
29 births, exclusive breastfeeding at discharge, and vaginal birth after
30 cesarean delivery, among other information, to assist women in the
31 selection of maternity care providers and birthing locations; (2)
32 promote active engagement in maternity care, patient rights, making
33 informed choices, and the use of shared decision-making models
34 and decision-making aids; (3) disseminate information to healthcare
35 professionals regarding how to document the patient's preferences
36 regarding care provided during labor and delivery, otherwise known
37 as a birth plan, in the patient's health records; (4) disseminate
38 information to the public on avoiding interventions that may be
39 unneeded or that may increase pregnancy-related risks, the
40 advantages of physiologic birth, which is a pregnancy, labor, and
41 birth process that progresses through natural biologic processes, and
42 the benefits of using high-value forms of care such as midwives,
43 birthing centers, doulas, and lactation support; (5) promote the
44 maternal and child health programs and services that are available
45 in the State and encourage the public to contact county central
46 intake agencies to obtain information and appropriate referrals; (6)
47 provide information on the department's Internet website regarding
48 parent's rights to family leave under State and federal law; (7)
provide the public with information about breastfeeding and

1 pregnancy discrimination rights; and (8) provide the public with
2 information about the eligibility requirements and the application
3 process to enroll in coverage for pregnant women under the State
4 Medicaid program.