

SENATE, No. 1911

STATE OF NEW JERSEY

219th LEGISLATURE

INTRODUCED FEBRUARY 24, 2020

Sponsored by:

Senator NILSA CRUZ-PEREZ

District 5 (Camden and Gloucester)

SYNOPSIS

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

CURRENT VERSION OF TEXT

As introduced.



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 f. provide information on the department's Internet website
44 regarding parents' rights to family leave pursuant to P.L.2008, c.17
45 (C.43:21-39 et al.), the "Family Leave Act," P.L.1989, c.261
46 (C.34:11B-1 et seq.), and the federal "Family and Medical Leave
47 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.
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17 STATEMENT
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19 This bill requires the Commissioner of Health, in consultation
20 with the Commissioner of Human Services and the Commissioner
21 of Children and Families, to establish a maternity care public
22 awareness campaign to improve overall maternal and child health
23 while ensuring equitable care among women and children of all
24 races and ethnicities.

25 Under the bill, the Commissioner of Health is to coordinate with
26 any other entity that is engaged in a related maternity care public
27 awareness campaign in order to not duplicate any efforts made in
28 implementing the provisions of this bill. The campaign is to
29 disseminate information about maternal health and encourage the
30 public to access a user-friendly website, which is to be developed
31 and maintained by the Department of Health.

32 The campaign is to, at a minimum: 1) disseminate aggregated
33 data to the public in an easily-understood language and format
34 regarding hospital rates of cesarean births, exclusive breastfeeding
35 at discharge, and vaginal birth after cesarean delivery, among other
36 information, to assist women in the selection of maternity care
37 providers and birthing locations; 2) promote active engagement in
38 maternity care, patient rights, making informed choices, and the use
39 of shared decision-making models and decision-making aids; 3)
40 disseminate information to healthcare professionals regarding how
41 to document the patient's preferences regarding the care provided
42 during labor and delivery, also known as the patient's birth plan, in
43 the patient's health records; 4) disseminate information to the
44 public on: avoiding interventions that may be unneeded or that may
45 increase pregnancy-related risks, such as primary cesarean sections
46 and non-medically indicated early inductions; the advantages of
47 physiologic labor and the activities and practices that will facilitate
48 a physiologic labor process; and the benefits of using high-value

1 forms of care such as midwives, birthing centers, doulas, and
2 lactation support; 5) promote the maternal and child health
3 programs and services that are available in the State, and encourage
4 members of the public to contact their county central intake agency
5 to obtain information concerning, and referrals to, appropriate
6 programs and services; 6) provide information on the department's
7 Internet website regarding parents' rights to family leave pursuant
8 to P.L.2008, c.17 (C.43:21-39 et al.), the "Family Leave Act,"
9 P.L.1989, c.261 (C.34:11B-1 et seq.), and the federal "Family and
10 Medical Leave Act of 1993," Pub.L. 103-3 (29 U.S.C. s.2601 et
11 seq.); 7) provide the public with information about breastfeeding
12 and pregnancy discrimination rights pursuant to P.L.2013, c.220
13 (C.10:5-3.1 et al.); and 8) provide the public with information about
14 the eligibility requirements and the application process to enroll in
15 coverage for pregnant women under the State Medicaid program.