



NJMIHIA

New Jersey Maternal
and Infant Health
Innovation Authority

New Jersey Maternal and Infant Health Innovation Authority



Community Based Doula Training
Opportunity

September 16, 2025



A photograph of a woman with curly hair holding a baby up in the air. The baby is wearing a white shirt and is laughing. The woman is looking up at the baby with a smile.

NJMIHIA Background



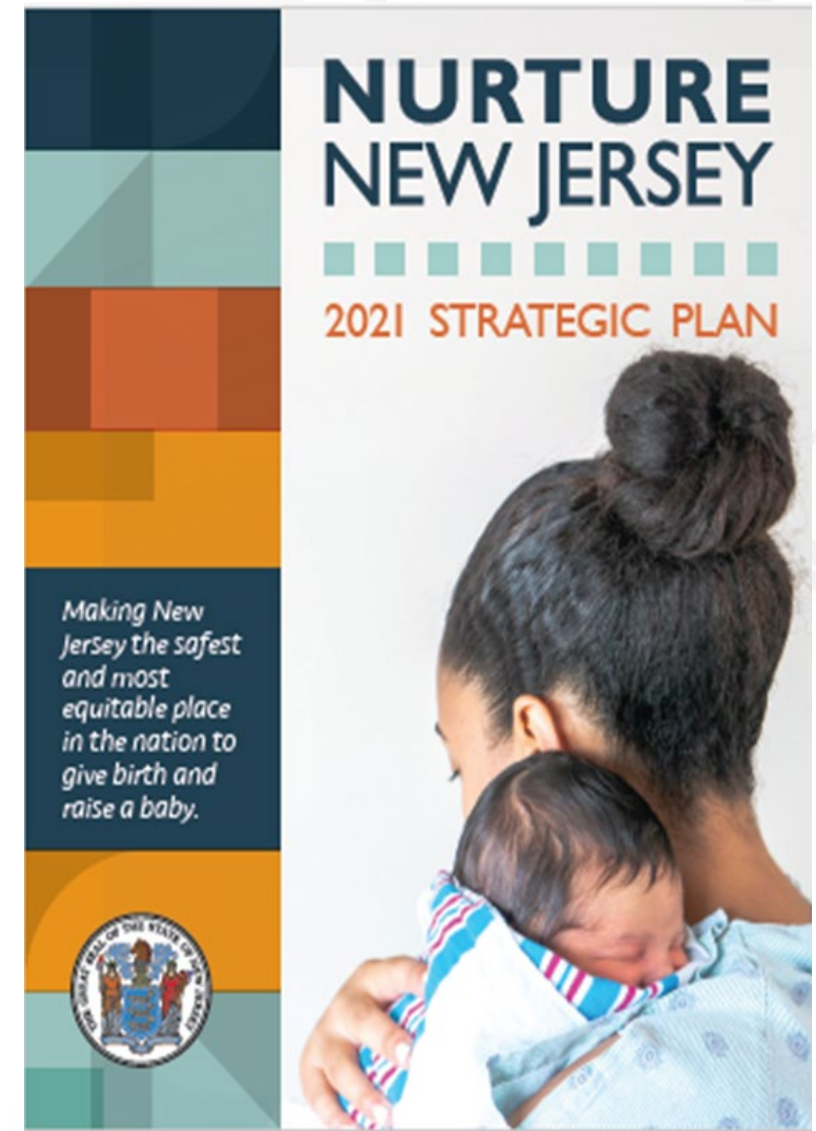
Nurture NJ Campaign

- Launched by First Lady Tammy Murphy in 2019 on Maternal Health Awareness Day
- Nurture NJ has three primary objectives:
 - (1) Ensure all women are healthy and have access to care before pregnancy
 - (2) Build a safe, high-quality, equitable system of care and services for all women during prenatal, labor and delivery, and postpartum care
 - (3) Ensure supportive community environments and contexts during every other period of a woman's life so that the conditions and opportunities for health are always available



Nurture NJ Strategic Plan

- 2021 Nurture NJ unveiled the Nurture NJ Maternal and Infant Health Strategic Plan
 - Blueprint to reducing New Jersey's maternal mortality and eliminating racial disparities in birth outcomes;
 - Whole of government approach – 22 state agencies;
 - Over 80 recommendations



New Jersey Maternal and Infant Health Innovation Authority (NJMIHIA)

- Established in 2023 through legislation S3864, known as the New Jersey Maternal and Infant Health Innovation Center Act.
- Advancing maternal and infant health care and clinical services throughout the State with a particular focus on eliminating racial disparities in maternal and infant health outcomes.
- NJMIHIA's role is to continue building momentum on current successes and to implement new initiatives through innovation



Transition and Sustainability Plan



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



NJMIHIA
New Jersey 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 *perinatal 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)



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

The Doula Workforce



What is a Doula?

- Doula provides non-medical emotional, physical, and informational support throughout the pregnancy, labor & birth, and postpartum periods
- Doula focus on the well-being of the woman or birthing-person and their partner; they support the entire family unit
- Doula offer comfort measures, as well as advocacy for the birthing person's questions, preferences, and values

Doula do not provide medical care but work in tandem with medical professionals to create a positive and supportive birth experience

What is Community-Based Doula?

- Community-based doulas support families through pregnancy, birth, and postpartum
- Often share cultural and community ties with clients, fostering trust and connection
- Focus on underserved communities to promote health equity and empowerment
- Bridge communication and cultural gaps in maternal care
- Provide culturally competent support tailored to families of color and those facing economic challenges

The Benefits of Doula Care

- Reduced Medical Interventions
- Emotional and Physical Support
- Improved Birth Outcomes
- Advocacy and Education
- Postpartum Assistance
- Increase Patient Satisfaction
- Enhance Breastfeeding Outcomes
- Provide Culturally Responsive Care



New Jersey FamilyCare

- NJ FamilyCare is the state's Medicaid program and covers about 30,000 births each year
- New Jersey became the third state in the nation to implement a doula benefit for all individuals eligible for Medicaid
- The state needs more NJ Family Care doulas to serve this population
- Medicaid supports the enrollment of Community-based doulas (CBD)
- Community based doulas deliver culturally competent care and assist clients in navigating NJ's community-based resources

NJMIHIA is training its FIRST cohort of CBD this Fall!

Meet Your Trainers!



Kayla Lloyd, BA,CLD,CLC
Abounding Love Doula
Founder & CEO



Evana Cooper
Virtua Health Director of Doula Services
Labor & Postpartum Doula
Childbirth Educator



A Doula's Perspective

- Cindy Cortez, MSSP, CBD
- NJMIHIA's Administrative Assistant & Resident Doula
- HealthConnect One training with AMAR Doulas from Children's Home Society of New Jersey (CHSofNJ)



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NJMIHIA's Training Goals and Structure



NJMIHIA Launches NJ Based Community Doula Curriculum!



Doula Project Partners

- Evana Cooper, Evana Births
- Ronsha Dickerson, Community Doulas of South Jersey
- Michelle Gabriel-Caldwell, Baby Please Birth Services
- Jodi Green, Jodi the Doula
- Tonique Griffin, The Caring Doulas
- Erica Pulliam, The Partum Tribe
- Cristina Ramos, Mammissi Birth Services
- Alreema Vining, Nurturing BayBees
- Jill Wodnick, Speaking of Birth with Jill Wodnick
- Rutgers Institute for Families (IFF)
- Institute for Higher Education (IHE)
- NJ Department of Human Services (DHS)
- NJ Department of Health (DOH)

Goals of Training

- Expand a culturally responsive, scalable, and professionalized doula workforce
- Improve perinatal health, birthing experiences, and health outcomes
- Prepare doulas to effectively serve NJ FamilyCare beneficiaries
- Strengthen community-based maternal health supports across the state



A photograph of a woman with curly hair holding a baby high in the air. The baby is wearing a white shirt and is laughing with its mouth open. The woman is looking up at the baby with a joyful expression.

Training Information



Overview of Session Timing and Key Segments



Program Duration:

- September 29th – November 21, 2025 (8 Weeks)



Schedule:

- Mondays
- Wednesdays
- Every Other Friday



Time: 9:00 AM – 12:30 PM



Full Attendance is Required

Training Logistics

- **Training Location:** Hamilton YMCA, 1315 Whitehorse Mercerville Road Hamilton NJ
- **Training Overview:**
 - NJMIHIA Curriculum
 - CPR & HIPPA training
 - NJDOH Required Training (formerly known as the SCCT)
 - 3 practical birth experiences

Graduates will be eligible for enrolling in Medicaid as NJ FamilyCare Providers!

NJMIHIA Doula team will guide trainees through the process

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Participation Expectations



Eligibility Requirements

- ✓ Must be 18 years or older (required)
- ✓ Proficient in reading and writing in English
- ✓ Employer approval required if training conflicts with work schedule
 - Submit signed letter to:
doula@njmihia.gov



Participate as a Trainee

Ideal Candidates

- Have lived experience and backgrounds in:
 - Community Health
 - Community Advocacy

Initial Cohort Size

- Up to 20 participants



How to Register to Participate



Registration is Required

- Register at: www.njmihia.gov



Important Details:

- Submissions are reviewed **on a rolling basis**
 - If training hours conflict with your job, a **signed employer approval letter** is required
 - ✉ Email to: doula@njmihia.gov
- 🚧 **Limited Spots Available:**
 - First **20 eligible individuals** will be accepted
 - Additional applicants will be placed on a **waitlist**
 - **First-come, first-serve**



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<https://www.nj.gov/njmihia/>



