Int. No. 478

By Council Members Hudson, Gutiérrez, Louis, Hanif, Brooks-Powers, Nurse, Mealy, Velázquez, De La Rosa, Stevens, Menin, Williams, Schulman, Dinowitz, Farías, Sanchez, Richardson Jordan, Cabán, Riley, Avilés, Abreu, Restler, Won, Ayala, Rivera, Marte and The Speaker (Council Member Adams) (in conjunction with the Brooklyn Borough President)

..Title

A Local Law to amend the administrative code of the city of New York, in relation to an outreach and education campaign on the benefits and services provided by doulas and midwives

..Body

Be it enacted by the Council as follows:

Section 1. Chapter 1 of title 17 of the administrative code of the city of New York is amended by adding a new section 17-199.3.2 to read as follows:

§ 17-199.3.2 Education and outreach campaign on the benefits of doulas and midwives. a. Definitions. For the purposes of this section, the following terms have the following meanings:

Doula. The term “doula” means: 1. a trained person who provides continuous physical, emotional, and informational support to a pregnant person and the family before, during or shortly after childbirth, for the purpose of assisting a pregnant person through the birth experience; or 2. a trained person who supports the family of a newborn during the first days and weeks after childbirth, providing evidence-based information, practical help, and advice to the family on newborn care, self-care and nurturing of the new family unit.

Midwife. The term “midwife” means an individual who is licensed or certified to practice midwifery in New York state.

b. Education and outreach. No later than January 31, 2023, and by January 31 every five years thereafter, the department shall conduct an education and outreach campaign for birthing people, healthcare workers, health and safety advocates, community organizations, women’s rights advocates, reproductive health rights advocates, and other populations the department deems relevant, in all five boroughs. Such campaign should highlight the services offered by doulas and midwives, increase awareness of the evidence-based benefits of such services, any efforts to improve access to such services and share information about free and low-cost resources related to such services in New York city. Such campaign shall also include, but not be limited to, distribution of educational materials, outreach utilizing social media, radio and television, public service announcements and both in-person and online events, such as educational workshops or forums. Any written materials disseminated by the department pertaining to such campaign shall be made available in the top ten languages most commonly spoken within the city as determined by the department of city planning.

c. Reporting. No later than May 31, 2023, and by May 31 every five years thereafter, the department shall submit to the mayor and speaker of the council, and post online, a report describing the methods of targeted outreach used to comply with this section.

§ 2. This local law takes effect 120 days after it becomes law.

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