

# Promises in Practice: The Momnibus Bill, One Year In

Thursday, November 6, 2025

9:30 a.m. – 11:00 a.m.





# Massachusetts Department of Public Health

## Massachusetts Maternal Health Law: DPH Implementation during 2025

November 6, 2025

**Elaine Fitzgerald Lewis, DrPH, MIA**

Director, Bureau of Family Health & Nutrition  
State Title V Maternal & Child Health Director

# Agenda

- Introduction to the Bureau of Family Health and Nutrition
- Overview of the MA Maternal Health Law
- Summary of DPH implementation progress
- Deeper dive into:
  - Certified professional midwife regulations
  - Birth center regulations
  - Pregnancy loss information campaign
  - Maternal Mortality & Morbidity Review Committee
  - Universal home visiting program (Welcome Family)





# What is the Bureau of Family Health & Nutrition?

The Bureau of Family Health & Nutrition is the home of the Title V Maternal & Child Health Block Grant in Massachusetts.

Title V enables BFHN to develop, implement, and evaluate policies and programs for pregnant people, parents, infants, and children and youth—including those with special health needs—serving over 1 million families each year.



# BFHN Divisions



## **Nutrition Division**

Helps ensure that all families have the healthy foods they need, and the knowledge, resources, and care necessary to live healthy lives.



## **Early Intervention Division (EI)**

Supports families and caregivers with infants and toddlers at risk of developmental delays to enhance their child's learning and development.



## **Division of Pregnancy, Infancy, and Early Childhood (DPIE)**

Promotes healthy, safe, and nurturing environments for children, birthing people, and families by providing direct services, research, and policy development.

# BFHN Divisions (continued)



## **Division for Children & Youth with Special Health Needs (DCYSHN)**

Promotes the health and well-being for children and youth with special health needs and collaborates with families and providers to address a range of medical, developmental, and behavioral conditions.



## **Division for Family Health Data & Analytics (DFHDA)**

Focuses on the surveillance, research, and training to improve health outcomes for all birthing people, children, and families.



## **Division of Administration & Finance**

Oversees the management, administration, and operations of BFHN's financial resources in support of promoting families' health outcomes across the state.



# What is the Maternal Health Law?

- "An Act promoting access to midwifery care and out-of-hospital birth options"
- Goal: **Strengthen maternal health practices and expand coverage for services** including midwifery, birth centers, doulas, and screening and treatment for postpartum depression for birthing and pregnant families in MA



# DPH & Implementing the Maternal Health Law

The Department of Public Health (DPH), in collaboration with other state agencies and partners, is leading the following activities for the maternal health law:

Activity	Status
Birth center regulations *	Complete
Expansion of authority for the Maternal Mortality & Morbidity Committee*	Complete
Quality guidelines for the use of donor milk	Complete
Establishment of a Maternal Health Task Force with the Health Policy Commission	Implemented
Pregnancy loss information campaign*	In progress
Digital resource center for Perinatal Mood and Anxiety Disorders	In progress



# DPH & Implementing the Maternal Health Law (continued)

Activity	Status
Certified professional midwife regulations*	In progress
Expansion of universal home visiting program (Welcome Family)*	In progress
Newborn screening recommendations and advisory committee	In progress
Lactation consultant licensure	In progress
Establishment of Fetal & Infant Mortality Review program	In progress
Grants program to address perinatal mental health and substance use disorders	In progress

# Certified Professional Midwives (CPMs) regulations

Goal	Develop and implement regulations for certified professional midwives
Objectives	<ul style="list-style-type: none"><li>• Establish Board of Midwifery to oversee and develop:<ul style="list-style-type: none"><li>○ Regulations for CPMs licensure</li><li>○ Guidelines for the practice of professional midwifery</li><li>○ Guidelines for access to medications</li></ul></li><li>• Temporary licensure will be made available by May 2025; permanent licensure by November 2025</li><li>• Develop seamless and equitable integration and transfer of care systems</li></ul>
Progress to date	<ul style="list-style-type: none"><li>• Inaugurated Board of Midwifery in February 2025</li><li>• Board is preparing for temporary licensure and medication access</li><li>• Developed a Community Birth Integration plan that includes developing guidelines and protocols for transfer of care across the state</li><li>• Started working with hospitals &amp; CPMs to conduct transport drills</li></ul>

# Birth center regulations

<b>Goal</b>	Review birth center regulation to enable the opening and operating of birth centers
<b>Objectives</b>	<ul style="list-style-type: none"><li>• DPH reviewed regulations to include:<ul style="list-style-type: none"><li>○ Transfer of care plans to nearby hospital</li><li>○ Policies and procedures for people who risk out or are referred</li><li>○ An administrative director</li><li>○ A clinical director who must be a CNM, CPM, or MD</li><li>○ Birth attendants can be CNMs, CPMs, MDs and others</li><li>○ No requirement for hospital supervision or other provider</li></ul></li></ul>
<b>Progress to date</b>	Complete; Regulations were approved for promulgation as of February 2025 and are available on <a href="https://mass.gov">mass.gov</a> ; Distributed \$2.8 million to birth centers in MA in FY25.

# Pregnancy loss information campaign

Goal	Develop and disseminate information on pregnancy loss to the public
Objectives	<ul style="list-style-type: none"><li>• Disseminate information that includes:<ul style="list-style-type: none"><li>○ Awareness of pregnancy loss, including incidence and prevalence among pregnant people</li><li>○ Treatment options including mental health supports, necessary procedures and medications, and culturally responsive supports (e.g., pregnancy loss doula care)</li><li>○ Ensure information is available in multiple languages</li></ul></li></ul>
Progress to date	<ul style="list-style-type: none"><li>• Launching pregnancy loss webpage on mass.gov in June 2025</li><li>• Collaborating with Healthy Birth Day Inc., for the third year in a row to promote Count the Kicks stillbirth prevention campaign</li></ul>



# Count the Kicks stillbirth prevention campaign

## What is Count the Kicks (CTK)?

- Stillbirth prevention campaign that teaches the method for, and importance of, tracking fetal movement during the 3rd trimester using its app

## CTK Campaign highlights:

- Launched over 200 CTK billboards in MA
- Created Google ads to encourage parents to download CTK app, garnering more than 2 million impressions and over 42,000 clicks
- Disseminated 67,000 free Count the Kicks educational materials in English, Spanish, Portuguese, and Haitian Creole



# Maternal Mortality & Morbidity Review Committee (MMMRC)

Goal	Expand the authority to receive necessary information and delineate the composition of the members of the MMMRC
Objectives	<ul style="list-style-type: none"><li>• MMMRC will be able to request records from any agency, department or office to perform reviews</li><li>• MMMRC will develop a report that includes:<ul style="list-style-type: none"><li>○ Description of the incidents of maternal mortality and maternal morbidity reviewed and identified disparities</li><li>○ Recommendations to reduce maternal mortality and severe maternal morbidity</li><li>○ Recommendations for any legislation or other changes to policy to reduce maternal mortality and severe maternal morbidity</li></ul></li></ul>
Progress to date	<ul style="list-style-type: none"><li>• Complete; MMMRC has received expansion of authority. Reports are currently in review at EOHHS.</li></ul>

# Expansion of statewide universal home visiting program

<b>Goal</b>	Establish and administer a statewide system of programs providing universal access to postpartum home visits through expanding the Welcome Family program across MA
<b>Objectives</b>	<ul style="list-style-type: none"><li>• Promote screenings for unmet health needs including reproductive health services, maternal and infant nutritional needs and emotional health supports (e.g., postpartum depression)</li><li>• DPH to monitor and evaluate effectiveness to advance equity</li><li>• DPH to provide reimbursement for home visiting services for costs not covered by third-party payors.</li></ul>
<b>Progress to date</b>	<ul style="list-style-type: none"><li>• BFHN coordinating with MassHealth and DOI to align planning and timelines; partnered with consultant to support systems design, including community engagement, technology landscape assessment, and workforce assessment</li></ul>

# Welcome Family Universal Postpartum Home Visit

“It is so hard and lonely those first few weeks with a new baby and [the home visiting nurse] was so supportive, helpful and genuinely cared for how I was doing, not just the baby.

This was exactly what I needed; someone to talk to, with experience who would give me immense amounts of advice and tips to cope with a new baby.”

—Participant testimonial



# Connect with DPH



@MassDPH



Massachusetts Department of Public Health



[mass.gov/dph](https://mass.gov/dph)



# Massachusetts Department of Public Health

# Thank you

**Elaine Fitzgerald Lewis, DrPH, MIA**

Director, Bureau of Family Health & Nutrition  
State Title V Maternal & Child Health Director