



**NEW YORK CITY DEPARTMENT OF
HEALTH AND MENTAL HYGIENE**

Ashwin Vasani, MD, PhD

Commissioner

July 25, 2024

Gotham Center
42-09 28th Street, 8th Floor
Queens, NY 11101-4132

Honorable Adrienne Adams, Speaker
New York City Council
City Hall New York, NY 10007

Dear Speaker Adams:

In accordance with Local Law 86 of 2022, the Department of Health and Mental Hygiene submits a report on an outreach and education campaign on the benefits and services provided by doulas and midwives.

Sincerely,

A handwritten signature in blue ink, appearing to be "Ashwin Vasani".

Ashwin Vasani, MD, PhD
Commissioner

New York City Department of
Health and Mental Hygiene

The Health Department is focused on ensuring that every child, birthing person, and family recognize their power and is given the opportunity to reach their full health and development potential. This requires access to comprehensive, respectful care and accurate and accessible health information to empower families to make healthy choices.

Accessibility of critical health services is one of many priorities of the NYC Health Department and we ensure these efforts by conducting outreach throughout New York City.

Regarding Local Law 86 of 2022, the NYC Health Department conducted a citywide outreach campaign on the benefits of doulas as part of our [New Family Home Visits](#) initiative, which offers support, services and referrals to new and expectant parents. The Citywide Doula Initiative (CDI) is one of three programs that make up our New Family Home Visits initiative.

CDI uses a variety of methods to increase community awareness about its services, including tabling at clinics, health fairs, and community events, as well as conducting presentations for local CBOs and health-care providers. The program developed and disseminated educational [brochures](#), [palm cards](#), and [posters](#) about the benefits of doula support, as well as program promotional items. CDI also conducted a citywide outreach campaign on the benefits of doulas as part of a campaign on the [New Family Home Visits initiative](#), and as a result of our staff's efforts and outreach, as of the Spring of 2024, CDI has served 2,044 clients since its launch, in March 2022 .. You may view one of our ad videos (which are available in English and Spanish) at <https://www.youtube.com/watch?v=wOs1XMhDbXY> and a series of our doula support videos [NYCHealth - YouTube](#). In addition, below is a sample image from our campaign. To learn more about the Citywide Doula Initiative, call 844-OK-DOULA (844-653-6852), visit nyc.gov/health/CDI, or email cdi@health.nyc.gov.

If you have further questions, please do not hesitate to contact Maura Kennelly, Deputy Commissioner for External Affairs, at (347) 396-4279 or mkennell@health.nyc.gov.

Meet *Earlyn*

a doula in East Bronx

"Being a doula means providing information and support to families in my community so they can have the best possible birth and embrace parenthood with confidence."



New Yorkers can access quality services at low to no cost to make pregnancy, birth, and infancy easier.



Call **311** or visit nyc.gov/health/doula to find out about services, eligibility, and enrollment.



Eric L. Adams
Mayor
Ashwin Vasani, MD, PhD
Commissioner