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H.B. No. 514

A BILL TO BE ENTITLED

AN ACT

relating to a maternal health care workforce campaign.

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF TEXAS:

SECTION 1. Subchapter A, Chapter 32, Health and Safety Code, is amended by adding Section 32.022 to read as follows:

Sec. 32.022. MATERNAL HEALTH CARE WORKFORCE CAMPAIGN. (a)
In this section, "maternal health care professional" means a
professional who is certified or licensed in this state to provide
maternal health care, including a doula and an individual who
provides nonmedical support during pregnancy, labor, delivery, and
the postpartum period.

(b) Using available resources, the department shall develop
and implement a public outreach campaign to increase the number of
maternal health care professionals in this state's health care
workforce to improve access to maternal health care in rural areas
of this state and other areas with a shortage of maternal health
care professionals. The department shall design the campaign to:

(1) prioritize continuing education for maternal
health care professionals;

(2) facilitate the implementation of training
programs to:

(A) provide trauma-informed care training for
all maternal health care professionals;

(B) increase the number of maternal health care

1 professionals in rural areas of this state and other areas with a
2 shortage of maternal health care professionals; and

3 (C) increase the number in the maternal health
4 care workforce of health care professionals who are members of
5 racial or ethnic minority groups;

6 (3) increase the overall capacity of the maternal
7 health care workforce in this state, including by investing in
8 equipment and locations to provide maternal health care; and

9 (4) facilitate the implementation of maternal health
10 care programs to improve access to maternal health care and provide
11 services to women of underserved racial or ethnic minority groups.

12 (c) The executive commissioner shall adopt rules necessary
13 to implement this section.

14 SECTION 2. As soon as practicable after the effective date
15 of this Act, the executive commissioner of the Health and Human
16 Services Commission shall adopt the rules and the Department of
17 State Health Services shall develop and implement the maternal
18 health care workforce campaign required by Section 32.022, Health
19 and Safety Code, as added by this Act.

20 SECTION 3. This Act takes effect September 1, 2025.