



**PROGRESS THROUGH**

# *Partnership*



**SOUTHERN NEW JERSEY PERINATAL COOPERATIVE**

**Annual Report 2013**

# By the Numbers

In 2013, the Cooperative touched the lives of more than 36,000 people, offering 24 different programs to meet the region's diverse and challenging needs. Assistance ranged from intensive case management for first time moms, to professional conferences on best practices. It included customized quit plans for pregnant smokers, free lead testing kits for homeowners and personal guides through early intervention for parents of developmentally delayed children. These interactions may take an hour or span years, but in nearly all cases, the impact lasts a lifetime.

36,695

individuals assisted by a Cooperative program or service

*Camden Healthy Mothers, Healthy Babies-Healthy Start Coat Drive*



4,493

families enrolled in a case management program

310

community and school based events held

*Fatherhood Celebration*



325

adolescents attend a 6-week course on healthier sexual decision making

5,998

educational and support contacts for WIC moms who want to breastfeed

*Postpartum Wellness Initiatives Mindfulness Seminar featuring Dr. Diane Sanford*



150

professional education conferences and seminars provided

95%

percent of toddlers in Nurse Family Partnership programs properly immunized



*Nurse Family Partnership Graduation*

69%

pregnant smokers enrolled in Moms Quit Connection quit or substantially reduce habit



## *President's Letter*

A Cooperative truism is that a group of people working well together is more effective than the most accomplished individual working alone. Partnerships are not barriers to success, rather they are the key to growth and innovation. The Cooperative's accomplishments in 2013, detailed on these pages, aptly demonstrate the power of partnerships.

Across the South Jersey region, Cooperative staff partnered with others to refine and improve systems, expand services and broaden opportunities. This diverse collective included individuals at all organizational levels involved in health care, social service, education, government, courts and the community. United by common purpose, we drove changes that made better the lives of tens of thousands of South Jersey families.

Compared to the previous year, in 2013 more at-risk families received case management services, more women were screened for postpartum depression, more pregnant smokers quit, more children were properly immunized and more WIC moms chose to breastfeed.

These are shared accomplishments, made possible by our dedicated and skilled partners, Board of Directors, staff and volunteers as well as the generous support of funders and friends.

Sincerely,

A handwritten signature in black ink that reads "M. Fernandes" followed by a stylized monogram.

Margaret Fernandes, MD  
President of the Board





*Phuc Tran and daughter Janice, both proud graduates of the WIC Breastfeeding program.*

## *WIC Breastfeeding Program*

The Cooperative's WIC Breastfeeding Program is expert at doing more with less. Understaffed for most of the year, the program still posted an overall 31% increase in educational contacts with a total of 2,339 for 2013. Credit goes to exceptional teamwork between the WIC and Breastfeeding staffs, an emphasis on prenatal education and protocol changes. Most notable was Burlington County WIC's decision to include a breastfeeding consultation as part of initial certification for every prenatal client. Previously it was provided only upon request.

Each of the three counties served by the program (Burlington, Gloucester and Atlantic) had modest improvements in breastfeeding rates. Burlington County again stood out with a 9% exclusive breastfeeding rate for ages 0-6 months, well above the statewide agency rate of 6.5%. Staff was also relieved to see the Atlantic County numbers rebound to pre-Hurricane Irene levels. Numbers plummeted in 2011 when storm damage forced a local WIC office to close.

Overall breastfeeding rates in South Jersey continue to lag behind the statewide WIC average. However, the gap is closing. The region improved 2.5% while the state improved 1.3%. ●

### *Phuc Tran*

When it comes to infant nutrition, the multilingual Phuc family speaks with one voice. Sữa mẹ là tốt nhất. La leche materna es lo mejor. Breast milk is best.

Phuc Tran is a breastfeeding advocate who found she needed more than passion to reach her breastfeeding goals.

"I was afraid I was not producing enough milk for my daughter to have proper nutrition," said Tran. "If not for Sarah I would have stopped and used formula."

Sarah is Sarah Chaikin who directs the Cooperative's WIC Breastfeeding program. She provided the lactation expertise to address clinical matters and the support to bolster Tran's wavering confidence. Mom was soon back on track and baby was gaining weight.

When Phuc returned to work at 4 months she wanted to continue exclusive breastfeeding. An electric pump provided by WIC enabled her to breastfeed for another 7 months when baby Janice weaned herself.

Tran is very grateful for the support that made breastfeeding a reality for her family. In comparing her native and adopted counties, she says Vietnam only provides slogans. However, in the US, there are community services that actually help people make the right decision.

"I love my baby and want to give her the best things. Breastfeeding is a good start for a healthy life," Tran says. ■

## Moms Quit Connection

More and more pregnant smokers are turning to Moms Quit Connection, the Cooperative's smoking cessation service. In 2013 the number of women enrolled in case management jumped 23% to 125. The number receiving MQC's self-help materials tripled with 344 requests from those who prefer to try on their own. MQC's success rate remains high with 69% of case managed clients either quitting or substantially reducing nicotine consumption.

MQC expands its impact with free trainings on 'Ask, Advise and Refer', a CDC best practices smoking cessation model with the potential to double a smoker's chances of quitting. Originally focused on prenatal providers, trainings are now also available to family practices, community-based organizations and others. Overall, staff conducted 34 trainings and three conferences in 2013, educating a total of 599 health and social service professionals. Community education efforts reached 1,503 consumers.

Testing the hypothesis that a systems approach to maternal smoking would yield better results, MQC partnered with Inspira Woodbury. Preliminary results are good. The single institution generated more than 200 referrals for NJ Quitline's cessation services, a record number.

The statewide initiative, Tobacco Free for Healthy New Jersey, benefited from MQC's expertise and leadership with tremendous progress on tobacco-free outdoor air initiatives. By the end of 2013, 12 counties and 231 NJ municipalities (60 of which are located in South Jersey) had adopted bans on smoking in outdoor public spaces. ●



Pinwheels blanketed South Jersey high schools and county colleges on a blustery March Day as part of 'Project 1200', a visual reminder of the 1200 Americans who die every day from tobacco. Sponsored by Tobacco Free for Healthy New Jersey, a statewide organization that benefits from the leadership and expertise of MQC's staff.

## Perinatal Addictions Prevention Program

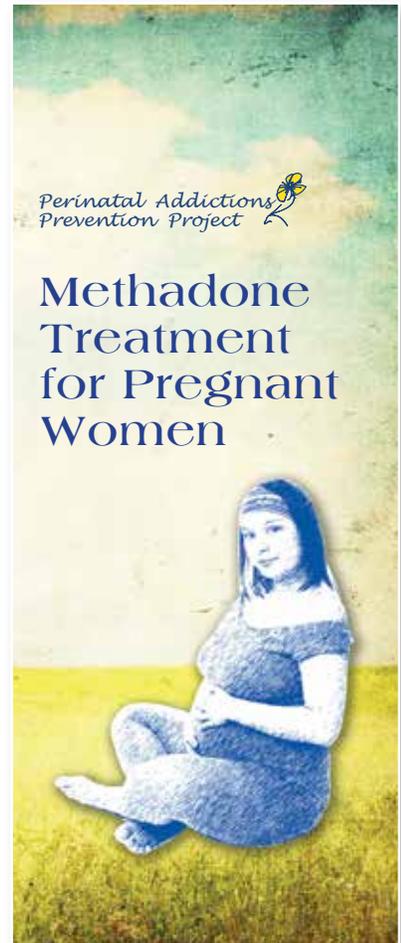
The criminal justice system continues to provide opportunities for educating at-risk populations about the dangers of perinatal substance use.

In 2013, staff attended Drug Courts in Cumberland, Gloucester and Salem counties. They brought along the Fabulous FAS Quiz Show, a Jeopardy-like quiz game designed by the Cooperative. Set up in waiting rooms, the game provided a win-win for the 135 who participated. Long waits were less so and players got an unexpected knowledge boost about home safety.

PAPP also works with county jails to ensure pregnant addicts receive proper care. Great harm can occur to mother and baby if methadone treatment is abruptly halted when a woman is incarcerated. Staff builds partnerships among treatment providers and jail administrators to maintain treatment throughout imprisonment.

Education remains a PAPP priority. Program sponsored educational activities reached 278 health and social service professionals and 3,925 consumers.

Universal adoption of a standardized prenatal risk-assessment tool moved closer to reality. Staff's efforts contributed to a 10% increase in the number of screens conducted. Of the 10,058 screens completed in 2013, 20% showed a risk for tobacco use, 14% for alcohol and 6.4% for marijuana. ●



Cooperative staff produced *Methadone Treatment for Pregnant Women* to fill a gap in educational materials on common misunderstandings that deter use of an effective option for pregnant addicts.



*"I want my students to have it all. So I am not willing to say 'No' to a program that will enhance their lives," says Principal Porcia Wilson, about why she offers PREP at the DCF-Cherry Hill alternative K-12 school for cognitively and behaviorally challenged students.*

## *Be Proud! Be Responsible!*

A huge increase in participants and evaluation by Johns Hopkins University marked the year for Be Proud! Be Responsible!, a program to encourage healthy sexual decision making among adolescents.

Be Proud! Be Responsible! is an evidence-based curriculum approved by CDC as a best practice and is part of the national Personal Responsibility Education Program established to reduce the risk of STDs, HIV and teen pregnancy among adolescents. The six-session BPBR course is conducted on site. A companion program is available for teen moms.

Participant numbers jumped 65% to 302 in 2013, while the special program for young mothers saw a 28% increase. School retention remained high; the program was invited back by all but one of the 15 schools from the previous year. These gains are impressive given recruitment challenges posed by a new highly structured evaluation that includes a 19 page pre-test, 25 page post-test as well as a required control group.

Success of the Cooperative's program stems from the staff's reputation among teens for being authentic, non-judgmental and straightforward. Student comments include: "Great job, you guys are the reason I get tested every 90 days." "This was real dope. I would definitely come back." "This program taught me a lot about being safe and to ask questions before doing anything."

Preliminary post test results are promising, showing a sharp increase in knowledge regarding transmission and accurate identification of those at risk for HIV and STDs. ●

## *Porcia Wilson*

"Kids have a lot of information about sex, but most of it is wrong," says Porcia Wilson, Principal of DCF Cherry Hill, explaining why she is among 15 South Jersey schools participating in the Cooperative's Personal Responsibility Education Program (PREP).

PREP is a tool to stop students from making unwise decisions, says Wilson. "Knowledge is empowering and kids need knowledge to not make mistakes."

Most of the 60 students at DCF-Cherry Hill reside in group homes. Many have behavioral challenges or cognitive impairments, and many, says Wilson, have already had a bad sexual experience.

Despite such challenges, the level of student engagement at DCF-Cherry Hill is among the highest of all participating schools with a majority of participants attending all PREP sessions and a record 66% response rate for the 3-month follow-up survey.

The school also outperforms in the strong partnership between the school and program. Health teachers and PREP staff communicate regularly, helping to reinforce health messages and identifying for each other student concerns that warrant attention.

Wilson says many of her students feel discarded - by the system or by parents. "I tell students that this moment is just a small chapter in their lives. Do not let it be the book. PREP is something I can offer to help students write better chapters for themselves." ■

# Regional Perinatal Mood Disorders

Early identification of postpartum depression is key to successful treatment. The Regional Perinatal Mood Disorders program facilitates this goal with a screening system that in 2013 identified more than 500 South Jersey women at risk for PPD and 153 who were contemplating self-harm. The same system that identified risk also provided for the appropriate triage and timely follow-up of women in need.

Another four offices signed-up for PMD services in 2013, increasing the number of participating offices to 45. Collectively, the offices administered 4,709 screens representing a 20% increase over the previous year. Although total screens increased, the percentage of screens indicating risk and those with a positive response for self-harm declined 18% and 11% respectively.

A new offering was added to PMD's robust professional education series. Recognizing the increased risk for PPD among women who have experienced a perinatal loss, staff developed a customized bereavement workshop.

Support groups sponsored by PMD served 1,070 women from across the region. East met west for the 'New Babies, New Beginnings' group in Atlantic City. It was selected for a pilot project on using mindfulness exercises to reduce stress, increase self-awareness and build emotional control. Initially skeptical, participants have become enthusiastic users of newfound skills.

PMD offers a range of supportive services, all free, to help providers comply with state regulations as well as advance the quality of postpartum depression services available in South Jersey. Services offered are: web-based screening and reporting system, triage by behavioral health clinician, customized reports, support groups and professional and consumer education. ●

## *New Babies New Beginnings*

Internal partnerships can be as productive as external mergers. Throughout 2013, staff from the Cooperative's Perinatal Mood Disorders program co-facilitated a weekly support group for clients of the Atlantic County Healthy Families TIP, another Cooperative program. Particularly effective and popular with participants have been PMD's mindfulness exercises designed to increase self-awareness, reduce stress and build emotional control.

First time moms Zuleyka Arriaga and Lavonna Armstrong are fans of the training. "It makes me more aware, and I'm far more patient and calm at home," says Lavonna.

Zuleyka Arriaga agrees, adding that the mindfulness work may have made her more open to other information provided at the support groups, such as lessons on nutrition. "I never used to eat vegetables and fruits," said Zuleyka. "But, I do now and so does my son. Actually, he eats a lot of them."

The AC Healthy Families-TIP has a reputation for being a 'real' support group, one where members genuinely care for and encourage each other. Staff has created a safe environment for at-risk moms to explore different strategies to positively handle life's challenges. ■

*First time moms Zuleyka Arriaga (L) and Lavonna Armstrong (R) are fans of the mindfulness trainings being conducted by the Perinatal Mood Disorders staff for their Healthy Families/TIP support group. "It makes me more aware, and I'm far more patient and calm at home," says Lavonna.*



*The D'Ostilio Family:  
L-R Andrew 6,  
Mike, Allyson 2;  
Jennifer and Amelia 4.*



## *Early Intervention Service Coordination*

### *The D'Ostilio Family*

What is most memorable about Allyson D'Ostilio is not that she has Down Syndrome; it is how quickly she captures your heart. The 2-year old is a delight with her ready smile, eagerness to play and a 90-word signing vocabulary.

Allyson is the youngest of Jennifer and Mike D'Ostilio's three children. Allyson was enrolled in Early Intervention soon after birth and began a therapy regimen to address the developmental delays associated with her condition.

Helping parents manage the complex maze of EI services is the focus of the Cooperative's EI Service Coordination Unit. Service Coordinators work closely with parents to establish and monitor care plans, coordinate appointments and intervene with providers when needed. The D'Ostillios are among the 3,452 South Jersey families assisted by the Unit in 2013.

"The program is excellent," says Mike D'Ostilio, and far superior to the 'seek and find' efforts he would have undertaken without the program.

The EI Service Coordination Unit has an important impact on developmental progress. Relieving parents of the burden to find and negotiate with multiple therapists, the Unit frees parents to focus on interacting with their child. It also supports the delivery of more reliable, consistent and quality intervention.

The newest milestone for Allyson is drinking from a straw. "And now it's the only way she will drink," says proud mom.

Jennifer, who says she once could not imagine her daughter walking, now speaks with anticipation of goals for the coming year – outside walking on uneven pavement, feeding herself and maybe vocalizing the words she now signs. ■



*Allyson signs the words  
"Ice Cream" from her  
favorite book, about  
her favorite treat.*

# Camden Healthy Mothers, Healthy Babies / Healthy Start

While alarming news reports suggest otherwise, positive things are happening in Camden City, and the Camden HMHB/Health Start program is central to many improvements affecting moms and babies.

In 2013, program staff made sure that the 187 women enrolled in case management received appropriate health care and that the 267 children of client moms were immunized and had medical homes. Breastfeeding promotion efforts produced a 9% increase in the number of clients who breastfed for at least 6 months, rising to 57%.

Parenting education classes helped 248 families create home environments that nurture success and build the resilience of disadvantaged children. Community education and outreach activities provided 1,124 Camden residents with the information and referrals to lead healthier lives.



Special initiatives for adolescents and fathers were equally successful. More than 600 Camden men attended a Fathers On Track support group or other educational offering to address the unique challenges Camden fathers face. A support group for teen fathers was continued, one of several adolescent services provided through a partnership with School Based Youth Services that served nearly 400 secondary grade students with a total of 1,211 educational and counseling contacts. ●

Every month Family Fun Time events provide a break for harried parents and kids. With just the right mix of education and fun, the events have become a popular activity for Camden HMHB/HS clients.



To understand priority issues for Camden fathers, one only needs to examine the agenda for the annual Fatherhood Conference sponsored by the Fatherhood Committee of HMHB/HS. The 2013 event attracted more than 100 participants with relevant workshops on child support, school readiness, safe homes, expungement and license restoration.

## Nurse Family Partnership

The Cooperative now operates two NFP programs in South Jersey, one serves Camden County and the newest addition serves Burlington County. Together, the two programs supported 160 first-time moms and provided 1,517 home visits.

NFP is an evidenced based, home-visitation model that pairs experienced nurses with first-time, low income mothers. The program's three main goals are to improve pregnancy outcomes, improve child health and development and improve parents' economic self-sufficiency.

A highlight for the program was a joint undertaking involving the Cooperative's Parents As Teachers program and Gateway WIC to host a Camden Celebrates Breastfeeding event in honor of World Breastfeeding Week. More than 200 Camden residents attended the late summer event to learn more about the benefits of breastfeeding. ●

# Healthy Families/TIP of Atlantic County

Priscilla and Sahiyah Williams.



## Priscilla Williams

Priscilla Williams chose the name Sahiyah for her first child, captivated by its sound and meaning – ‘good and useful’.

Those same words could describe Priscilla’s opinion of Healthy Families/TIP, a program she came to rely upon as a first time mom whose daughter spent her first three months in the hospital.

“The staff relieved me of a lot of stress,” says Williams. “There was so much I didn’t know.”

When asked what was most beneficial, Priscilla referred to the tummy time dilemma. She knew Sahiyah should spend time on her stomach to support reaching important milestones. But acid reflux made the position uncomfortable. HF-TIP staff devised a solution that accomplished the same objective while keeping baby and mom smiling.

In addition to opening up the world of child developmental, Priscilla also appreciates the program’s focus on goal setting. She regularly works with her family support worker to set and review goals for her daughter and herself, which includes becoming a pediatric nurse.

“On my own, I would have not learned about child development and would not have gotten health insurance,” she says.

After a rough start, Sahiyah is thriving. She walked before her first birthday and is a highly observant and engaged toddler. ■

The enthusiasm Priscilla Williams has for Healthy Families –TIP is certainly inspired by quality of service.

In nearly every performance measure, the HF-TIP program exceeded its goals for 2013, surpassing targets for medical visits, health insurance and child spacing. Only initiation of breastfeeding fell just shy of its target. Staff reached the 100% mark in three areas: mothers with an 18 month inter-pregnancy interval (target 80%); children with health insurance (target 80%); and children with a medical home. The number of children enrolled in WIC was 98%, far above the 80% target. Mothers who attended their 6-8 week postpartum visit rose to 90%; the target was 80%. For children up to date on well-child visits, the target was 85% with the actual reaching 97%.

The number of Atlantic County families enrolled in the program increased 11% in 2013 to 148, up from 133 in 2012. The number of new enrollees (73) also improved over previous and indicates solid program expansion. Total number of home visits reached a record 1,649. ●

## Lead and Healthy Homes

Healthy people need healthy environments. The Lead and Healthy Homes staff did their part with events that educated more than 4,000 South Jersey residents about household toxins and lead poisoning. Activities included Baby Safety Showers, ‘Lead Away Sesame Street’ presentations and the ‘Health Begins with the Home’ conference.

Some of this education occurred at Drug Court. Recognizing its potential, staff became regulars over the summer. Their customized Bingo game proved a popular diversion against long waits, as did the more traditional presentations on household toxins, mold and lead-safe renovations.

A key tool in identifying lead-contaminated homes is the ‘do-it-yourself’ home lead dust testing kit. Staff distributed 216 kits in 2013, 166 returned samples, of which 51 were positive for lead.

The Healthy Homes Fact Sheets remain the most popular download on the Cooperative’s website. These sheets provide safe and inexpensive steps for eliminating mold, pests and lead. They also alert readers about common eradication methods that may exacerbate the hazards. ●

Healthy Homes promotional cardsdrove traffic to the Healthy Homes Fact Sheets posted on the Cooperative’s website, among the site’s most popular downloads.



## *Pediatric ER Initiative*

The Cooperative continues to help member hospitals adopt new models for pediatric emergency and in-patient care. In 2013, the focus was in Burlington County where the program's pediatric nurse consultant worked closely with Virtua Memorial on implementation of a hybrid pediatric unit in the ER.

The specific services provided by the program are decided by the member hospital and can include customized on-site training for all shifts, staffing assessment, policy development and clinical consultation that can range from equipment purchases to room layout to pacing. In 2013, program staff conducted nearly 20 staff development workshops and conferences.

Late in the year, the agency was tasked by the NJ Department of Health to improve the number of newborns receiving the Hepatitis B vaccine. The goal is for all South Jersey hospitals to achieve a 90th percentile or higher ranking for administering the Hep B vaccine in the nursery 12 hours after birth. Efforts will be bolstered by a public awareness campaign on the vaccine's importance. ●

## *Healthy Workplaces*

A new grant opened new doors to the business community. The Cooperative was awarded a Community Transformation grant with the purpose of increasing the number of small to medium-sized businesses in Gloucester County that promote physical activity and healthy eating habits. Staff reached out, formed alliances and soon established the Gloucester County Partners 4 Wellness. Membership is over 30 with strong representation from the Chamber of Commerce, hospitals, schools, community organizations and local government. Members collaborate on developing prevention initiatives to support healthier decisions in all aspects of daily life. ●



**GLOUCESTER COUNTY**  
**Partners for Wellness**  
*promoting health where we live, work and play*

## *Parents as Teachers*



### *Aracelis Sanchez*

Aracelis Sanchez in a rare moment of calm with her three sons, Christian, 2; Roberto, 3; and Elijah 11. While hectic, she feels more confident about helping her sons succeed because of what she's learned from Parents As Teachers. Before joining the program, Aracelis was completely unfamiliar with developmental stages. "I was trying to get my first son to do things far beyond his age. At two, I was expecting him to function like a 4-year old," she says. "I know better now." After two years in the program, Aracelis will

soon graduate. She is sorry to leave but will always be grateful for the help that has profoundly impacted on her family.

Parents as Teachers is founded on the belief that parents are a child's first and most influential teacher and that the early years of life are critical for optimal development. The program provides the information, support and encouragement that parents need to help their children achieve their full potential. The Sanchez family was among 104 families enrolled in Camden PAT in 2013. ■

# New Jersey Immunization Information System – Support Center

## Gail Toy

Nurse Gail Toy is amused by the nickname ‘Sergeant’, bestowed humorously by colleagues for her legendary passion about record accuracy.

Among Gail’s many duties with the Atlantic County Division of Public Health is oversight of NJIIS activities in Atlantic County. An immunization advocate, Gail values NJIIS and understands the significance of quality data for effective operations.

She is meticulous about errors and inspires the same among her team and the community. “Occasionally, I’ll audit a daycare

with 98 or 100% compliance, and I know we’ve made a small difference in one site,” says Toy.

Day care centers are where Gail sees the greatest potential for improvement as well as her greatest challenge due to high turnover and overwhelmed staff. “When I retire, I may just volunteer some to get our day care centers on board.”

Gail refuses to be singled out for praise. “Every member of the team is just conscientious and dedicated,” she insists. “It’s not about one person. It’s about a team.” ■



Staff easily met new guidelines for engaging pediatric providers in NJIIS, the state’s primary tool to support the appropriate immunization of all New Jersey children.

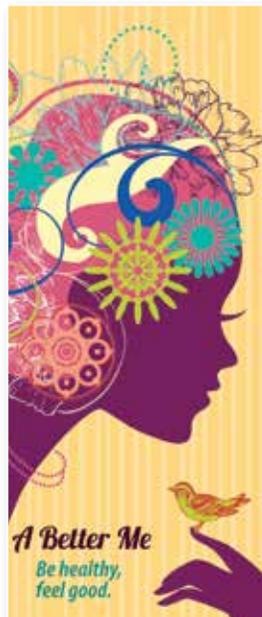
In 2013, the state set new targets increasing from 80% to 85% the number of sites in a county to be trained and actively submitting immunization records. Among VFC (Vaccines for Children) providers, Support Center staff exceeded expectations with a 100% training record and a regional average 98% active submission rate.

For the non-VFC providers (primarily private health care providers who do not receive free vaccines from the federal government) staff fell short of the goal. Some progress was seen with this challenging group, a 9% increase in the number of trainings and 4% in active users over the previous year.

In all, staff conducted 78 NJIIS trainings for 436 participants in the South Jersey region. ●

## Access to Prenatal Care

This three-year initiative to increase early access to prenatal care came to a close in June 2013. In its last 6 months, the program educated 3,208 individuals about reproductive health and the importance of early prenatal care. All 132 women found at risk for late entry to care were referred for navigation services. The 333 women with a negative pregnancy test were referred for a reproductive health visit. Along with promoting early prenatal care, the program also stressed the importance of preconceptional planning for healthy birth outcomes. ●



## Improvement of Pregnancy Outcomes

Launched in late 2013, IPO continues a key objective of the ACCESS grant – preconceptional planning. Among IPO’s priorities is increasing awareness of the fact that a woman’s health prior to pregnancy has a significant impact on the baby’s health. The IPO project also supports establishment of Central Intake hubs, designed to improve the efficiency and effectiveness of referrals for family support services by providing a single point of entry for access, evaluation and referrals. ●

*Sophisticated design and thoughtful messaging is an essential component of IPO’s winning outreach strategy.*

# Family Health Initiatives

subsidiary agency of the Cooperative

## Perinatal Risk Assessment (PRA)

Important progress was made toward statewide adoption of the Perinatal Risk Assessment tool. The number of providers using the tool increased and the connection between the PRA and New Jersey's Electronic Birth Certificate strengthened with efforts toward consistency of data fields. Each system considered the other while updating respective tools. A committee reviewing updates to the PRA approved the addition of clinical risk factors to be compatible with the planned new EBC. While the EBC, undergoing a major overhaul, was changed to include the PRA's questions on behavioral health and substance use. This inclusion reinforces the importance the state places on psycho-social questions as well as its commitment to universal screening.

Staff outreach and technical support boosted the number of PRA users to a statewide total of 152, who conducted a combined total of 27,683 screens, a 15% increase from 2012.

Other 2013 improvements include direct referrals for Moms Quit Connection, the Cooperative's smoking cessation program, and expanded support of community based services by adding to its scope of services the new Central Intake Hubs to be established by Improving Pregnancy Outcomes, a new state initiative. PRA plays an important triage role in the single-point-of-entry system for community based services and home visitation referrals. ●



FHI staff conducted more than 1,800 in-person surveys for a Community Needs Assessment about Salem and Cumberland County health priorities and concerns.

## Community Needs Assessment

In 2013, FHI concluded a two-year consultation project for Inspira Health Network with its submission of a final report on the Cumberland-Salem County Community Needs Assessment. Engaged in all aspects of the process, FHI earned special praise for its diligence to accurately portray residents' priorities and concerns. More than 1,800 in-person surveys were conducted, each averaging ½ hour and many in Spanish. Along with survey design and implementation, FHI conducted focus groups and facilitated stakeholder meetings where research and survey data was used to develop recommendations to address community identified needs. ●

## Salem Health and Wellness Foundation

Impressed with its work on the Community Needs Assessment, the Salem Health and Wellness Foundation reached out to FHI for assistance with a teen pregnancy initiative. Salem County has one of the highest rates of teen pregnancy in NJ at 38 per 1,000. FHI examined data to uncover the real drivers behind the high rate, surveyed teens and parents to gauge awareness and receptivity, and researched evidenced based programs to find those, or components of programs, most likely to succeed in this particular rural environment. FHI was then asked to help develop an RFP based upon intervention recommendations. By end of 2013, the Foundation had awarded three grants. FHI continues to provide technical assistance to both the Foundation and the funded projects. ●



Colorful survey cards were employed to encourage Salem and Cumberland County residents to share their voices about causes and solutions to their communities' health care challenges.

# The Bottom Line 2013

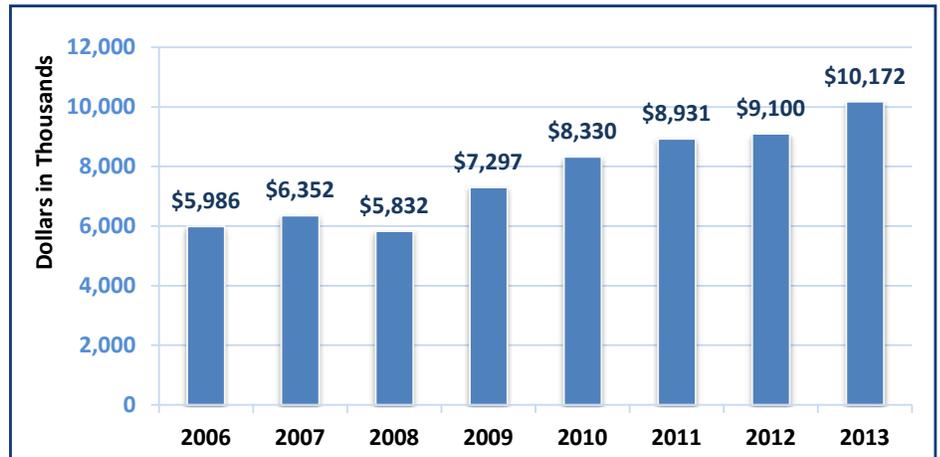
## Revenue:

**\$10,171,960**



■ Grants 85.76%  
■ Dues 10.77%  
■ Investments 2.13%  
■ Program/other 1.33%

## Cooperative Revenue 2006-2013



## Moving in the Right Direction

The agency reached a financial milestone in 2013 when revenue topped \$10 million. The accomplishment follows five years of steady growth, representing a 74.4% overall increase from 2008. Other notable accomplishments include continued success in reducing the portion of the budget supported by dues from member hospitals with a new record low of 10.77%, well below 2012's record of 12.31%. Similar results were seen with management and general expenses that dipped below the 3% mark, dropping to 2.28%, another record low.

## Expenses:

**\$9,719,202**



■ Grant Services 91.29%  
■ Educational/Info 6.43%  
■ Management/General 2.27%

## Professional Education

The Cooperative is committed to providing high quality, low-cost educational programs for its member hospitals as well as all perinatal and pediatric providers in the region. A concerted effort was made in 2013 to curb higher registration fees by increasing support from sponsors. In 2013 staff secured nearly \$20,000 in sponsorship support and kept the average cost contact hour at a Cooperative program well below \$6.00.

The agency sponsored 16 professional education conferences in 2013. Total attendance reached 615, and total number of contact hours awarded was 2884.

As part of ongoing quality improvement process, the Education Department surveyed conference participants 45 days after an event. Results were encouraging with 87.5% agreeing they were able to apply what they learned at the conference and 85% agreeing that they found the ideas presented at the conference helpful in their work.

# Thank You

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## Funders

### SNJPC Member Hospitals

AtlantiCare Regional Medical Center-  
City Division

AtlantiCare Regional Medical Center-  
Mainland Division

Cape Regional Medical Center

Cooper University Hospital

Inspira Medical Centers  
Elmer, Woodbury and Vineland

Kennedy Health System-  
Washington Township Campus

Our Lady of Lourdes Medical Center

Shore Medical Center

The Memorial Hospital of Salem County

Virtua Memorial

Virtua Voorhees

### Grants and Foundations

Centers for Disease Control  
US Department of Health  
and Human Services/MCH Bureau

March of Dimes – NJ Chapter

NJ Department of Children and Families

NJ Department of Health

NJ Department of Human Services

New Jersey Prevention Network

Salem Health and Wellness Foundation\*

South Jersey Health System  
Foundation, Inc\*

*\*awarded to SNJPC subsidiary agency  
Family Health Initiatives*

### Event Support & Special Contributions

ACME

ARC of New Jersey

Atlantic County Division of Public Health

Camden County Library/Riletta L. Cream  
Ferry Avenue Branch

Campbell Soup Company

Catholic Social Services

Daughters of Penelope: Garden District

Jacqueline Z. Shulman, Esq.

Kelly Bostic, Project Youth

Khadijah Alderman Funeral Service INC.

Kohl's Cares

Les Vail, CEO, Gloucester County  
Chamber of Commerce

Merchantville Women's Club

New Visions Homeless Day Shelter /  
Lutheran Social Ministries of NJ

Overlook Cemetery Association

PPS Pediatrics

Riversharks

Rizzo Family Chiropractic Center

Wawa

Walmart

Wegman's of Cherry Hill



## *Programs and Services*

Atlantic County Infant and Family Development  
Back To Basics  
Camden City Healthy Mothers, Healthy Babies-Healthy Start  
Early Intervention Service Coordination  
Fetal and Infant Mortality Review Teams  
Healthy Families-TIP Atlantic County  
Healthy Mothers, Healthy Babies Coalitions of South Jersey  
Improving Pregnancy Outcomes  
Lead and Healthy Homes  
Mom's Quit Connection  
Nurse Family Partnership - Camden City & Burlington County  
Parents As Teachers  
Pediatric Emergency Project  
Perinatal Addictions Prevention Project  
Personal Responsibility Education Program  
Regional Perinatal Mood Disorder Program  
Professional Education  
Southern New Jersey Collaborative Health Access Project  
Southern Regional Childhood  
Lead Poisoning Prevention Coalition  
Support Center-NJ Immunization Information System  
WIC Breastfeeding Program



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