

ANNUAL REPORT 2020
SOUTHERN NEW JERSEY PERINATAL COOPERATIVE



***In 2020, the Southern New Jersey Perinatal Cooperative
had a direct and meaningful impact in South Jersey.***



414

***NJ drivers pledged to
ban smoking/vaping in
their vehicles while
children are present***



24,818

***individuals
served***



6,967

***engaged in
evidence-based
case management
services***

1,195

***COVID-19
Go Kits
distributed to
support providers
and patients
at high risk
for preterm
birth to remain
connected
and monitor vital
health conditions***



1,279

***supported and connected to needed
postpartum depression services***



5,076

***hours of community service
completed as part of youth
development programming***



From the Executive Director and Board President

2020 has been a year filled with unprecedented challenges for the entire country. From the COVID-19 pandemic to the widespread protests sparked by the murder of George Floyd, we have seen deep and longstanding racial inequities and injustices exposed. The systems we rely on for care and safety have been tested and changed. It is more apparent than ever that partnerships and relationships across all sectors of healthcare and community are what sustain us.

As an agency whose mission is to support and improve the health and well-being of mothers and babies, the doctors and nurses who serve them and the institutions where they work and get care, we confront the reality of bias and racism on a daily basis. Black mothers and babies in our country die at disproportionately higher rates than any other race and this holds regardless of education or income. Despite major medical advances, greatly improved access to health care, numerous research studies and targeted interventions, racial inequities in birth outcomes remain. We are aligned with our political and government leaders as we strive to address the main drivers of Black maternal and infant deaths – racism and implicit bias.

Health equity has been and will continue to be a major focus of the work that we do. In the last year alone, we held focus groups for Black mothers to share their birthing experiences, provided health equity training and developed an Inclusion, Equity, Diversity, and Awareness (IDEA) committee to demonstrate how to amplify our values – by listening we learn and grow.

Despite the challenges we have faced, we are encouraged by the resilience and perseverance of our staff, our clients and the communities that we serve. We are excited to have you as a partner in our work and we look forward to finding new ways to serve South Jersey together.



Barbara A Hansen, MSN

Barbara Hansen, MSN, CNA-BC
SNJPC Board President

Helen Hannigan

Helen Hannigan, MGA
SNJPC Executive Director



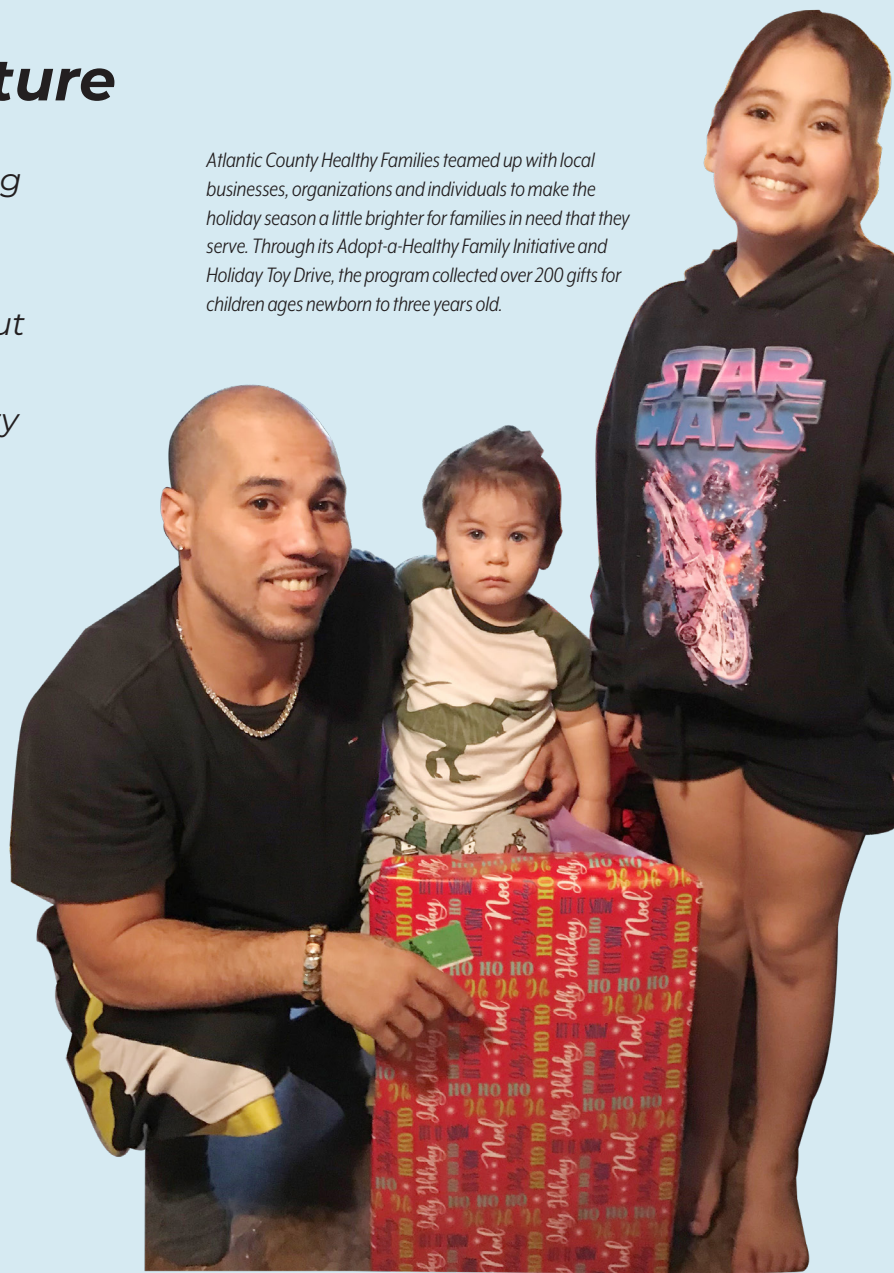
Empowering Families with Tools for Better Health & a Better Future

The spread of COVID-19 and the resulting statewide shutdown introduced new challenges for many SNJPC programs. For home visiting staff, the pandemic put traditional home visits on hold. Through virtual sessions and contact-free delivery services, programs were able to stay connected and engaged with families.

Atlantic County Healthy Families

continues to demonstrate its ability to engage and retain clients. In 2020, the program's one-year retention rate rose to **77%**, up from 62% in 2019. Healthy Families exceeded key program measures including moms screened for postpartum depression (100%), up-to-date well baby visits (99%) and regular developmental screenings (96%). Throughout the year, Family Support Workers served **128** families.

Atlantic County Healthy Families teamed up with local businesses, organizations and individuals to make the holiday season a little brighter for families in need that they serve. Through its Adopt-a-Healthy Family Initiative and Holiday Toy Drive, the program collected over 200 gifts for children ages newborn to three years old.





The newly-added Registered Nurse at Camden Healthy Start helped Halenah Taylor manage her gestational diabetes and high blood pressure while pregnant with her son, Onell. Four months after working together, Halenah's blood pressure had improved and she continues to use the knowledge and strategies she learned to stay healthy.

Camden Healthy Start (CHS) conducted a series of focus groups with **56** women in Camden City to learn more about issues related to maternal mortality. Named 'Black Mamas Voices', these focus groups gave women an opportunity to share their birthing experiences, how they were treated and whether they perceived race and the type of health insurance they had as key factors in their care.

“My Nurse coached me through pregnancy and after delivery. When I had the worst headache after delivering my son, she encouraged me to go back to the hospital. It turns out I had a cerebrospinal fluid leak as a result of my epidural.”

- Halenah Taylor

In 2020, CHS added a Registered Nurse to the program to provide nursing services for clients at high risk of poor maternal and infant health outcomes. Throughout the year, CHS served **908** women, men and children. The program exceeded key program measures including postpartum visits (76%), regular well woman visits (99%) and parents reading to children three or more times per week (91%). Fathers Forward, the father involvement component of the program, successfully recruited male partners of CHS clients through referrals by Family Support Specialists. Fathers Forward also used Facebook Live sessions to engage men to the program.

“His biggest inspiration is going to be me... I have to make sure I'm setting a great example for him.”

- Jonathan Doughtry

Infant and Family Development (IAFD)

provided education and support to **46** families to promote positive parent-child relationships and healthy child development. Among enrolled children, **100%** were up-to-date on immunizations and had a medical home. IAFD is a home visiting program serving families in Atlantic County.



Jonathan Doughtry is grateful for the parenting information and support he received from Infant and Family Development while caring for his son, Michael, who is now 8 months old. As a first time father and primary caregiver, Jonathan has to be a positive role model for his son.



Ti'Gena Rodgers was among several women who shared their breastfeeding experiences as part of 'Camden Celebrates Breastfeeding'. This Facebook campaign was a joint effort between Nurse-Family Partnership and Camden Healthy Start in celebration of World Breastfeeding Week in August.

Nurse-Family Partnership (NFP) served **186** first-time mothers in Camden and Burlington Counties in 2020, exceeding enrollment goals in both counties. Among enrolled families, **82%** initiated breastfeeding after baby's birth, up from 74% in 2019. 22 families graduated from the program in 2020. NFP pairs first-time mothers with specially trained nurses who provide support from pregnancy until the child reaches age 2.

Parents as Teachers (PAT) served **88** families in 2020 including **34** moms who were enrolled virtually via telehealth. The program shifted its monthly parenting workshops to a virtual format in an effort to engage families. Throughout the year, PAT increased the number of referrals for community resources and provided additional concrete support in times of need. Through community partnerships, PAT was able to provide clothing, diapers, wipes and other items to client families.

PAT EXCEEDS KEY PROGRAM OBJECTIVES IN 2020	GOAL	ACTUAL
Participants screened for intimate partner violence	80%	100%
Enrolled families initiated breastfeeding upon birth of baby	90%	100%
Children up-to-date with well-child visits	90%	100%
Children up-to-date with developmental screens	95%	100%

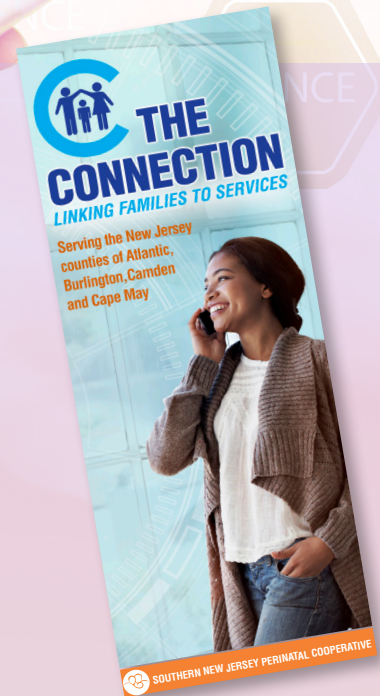
COLLABORATION FOR QUALITY IMPROVEMENT STRENGTHENS THE SYSTEMS OF CARE

The systems and strategies SNJPC focuses on were tested by the COVID-19 pandemic. Programs were prepared thanks to relationships, technology and innovation. 2020 was a year of challenges, growth and progress for the South Jersey healthcare system.



The Early Childhood Connection found new ways to promote early developmental health and screening virtually. In this video, the Early Childhood Specialists explain the five developmental domains along with activities for families to promote development of these skills.

Thanks to a web portal, the **Early Childhood Connection** increased parents' access to the Ages and Stages (ASQ) developmental screening tool. The program saw increased use of the portal in the four service areas of Atlantic, Burlington, Cape May and Camden counties. Throughout the year, the program screened **143** children in the ASQ portal. Trained staff contact parents to discuss resources when delays are identified.



The Connection managed **4,257** referrals in 2020. Staff continued to provide timely, appropriate, high quality referrals to support individuals and families during the months of COVID-19 lockdown. A new texting service enabled Service Coordinators to effectively communicate with clients and share education and referrals in an easy to use format. Provider partnerships were a critical focus throughout the year as we worked to maintain connections in the remote environment. The Connection team linked **2,811** families to home visiting services and an additional **1,049** to other community services.



Virginia Orme calls her EI Service Coordinator a lifesaver for helping to coordinate EI services for both of her children who have speech and behavioral issues. Daughter Emma aged out of Early Intervention in late 2019, but continues to be incorporated into sessions with her brother, Benjamin.

“It just made it so much easier to have that liaison in between that knew the system because I didn’t know what to do.

My EI Service Coordinator is the backbone of all the therapists that come together. She’s always there when I need her.

- Virginia Orme”

The Early Intervention Service Coordination Unit

(EISCU) added Cape May County to its service region in 2020. SNJPC now provides Service Coordination in six of seven regional counties. The EISCU helps parents access all that Early Intervention has to offer so they can focus on the special needs of their children. Staff identify and schedule therapists, monitor care plans and teach parents strategies to support child development. In 2020, the program served **1,993** families. The EISCU team has been work from home since 2010. The support of this 35 member team to work remotely was key to SNJPC’s readiness in the face of COVID-19 restrictions.

Project Embrace/ Maternal Wraparound Program

provides intensive case management and recovery support services for pregnant women with opioid use disorders. Staff maintained communication with clients virtually, supporting women who were concerned about their ability to continue treatment and healthcare services due to the pandemic. In 2020, the program served **54** women, many of whom received contact-free delivery visits when needed. Throughout the year, staff encouraged participants to stay engaged with the program and their recovery. The trust and consistency of the program-participant relationship was a highlight in a difficult year.

The Perinatal Addictions Prevention Project (PAPP)

educates students, community members and providers about the risks of substance use and misuse. COVID-19 restrictions cut off access to schools, jails and offices typically used for such presentations. Using their creativity and connections, PAPP staff transitioned to social media for education, launching a series of Facebook quizzes about perinatal substance use. The posts reached a combined total of **1,450** people and 64 clicked through to take the quiz. In 2020, staff delivered 26 educational activities that reached **464** professionals and **312** consumers. PAPP continued to exert its influence on policy and program development, serving on the NJ Task Force on Fetal Alcohol Spectrum Disorders, the NJ Maternal Mortality Review Committee, the Fetal Infant Mortality Review board for Camden, and new for 2021, staff will sit on the Camden County Overdose Fatality Review Team. In 2020, prenatal providers screened **11,189** pregnant women for substance use using the 4Ps screening tool.

Helping Women Find Relief From Perinatal Depression

MomMoodBooster (MMB) is an engaging online program designed to help women reduce their symptoms of perinatal depression.

MomMoodBooster (MMB) took on a higher level of importance in 2020 due to the lack of behavioral health providers who treat the uninsured and underinsured in the South Jersey region. This web-based intervention for postpartum depression is among the support options available through PWI. The newly-added MMB web app allows pregnant and postpartum clients to complete weekly sessions from their device at their convenience.

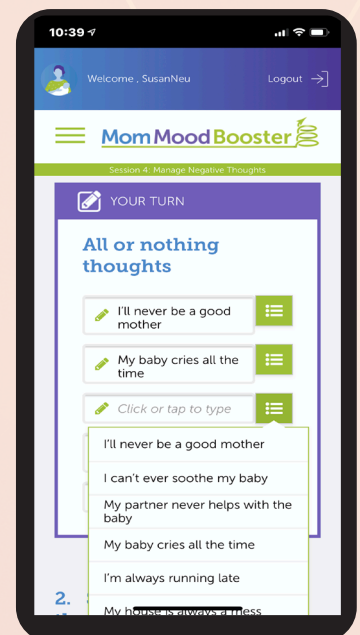
The NJ Immunization Information System Support Center (NJIIIS)

continued to recruit and train users in the NJIIIS data system as they transitioned from in-person to virtual trainings. Throughout the year, the Support Center conducted **38** trainings that reached **309** users. NJIIIS is a centralized database containing the immunization records of every child in New Jersey and serves a vital role in obtaining high vaccination rates. While meeting ongoing responsibilities for training, recruitment and technical assistance, staff was also busy enrolling COVID-19 vaccination sites into the database. These sites were then able to enter COVID-19 vaccine data directly into the database or upload formatted data exported from hospital EMRs.

Women in New Jersey are screened for Postpartum Depression during hospitalization for childbirth and in their postpartum visit. Based on the score recorded, the staff at **Postpartum Wellness Initiative** (PWI) provide follow-up services. Not surprisingly, there was an increase in these high scores in 2020. **6,310** screens were completed between July 2019 and 2020 and **1,279** required PWI follow-up. This is a 6% increase in screens from the prior fiscal year. In addition to direct services, PWI delivered 21 educational activities to consumers and professionals. Among the offerings was a virtual skill-building workshop on trauma that reached **339** professionals. The PWI team provided 71 virtual support sessions to replace in-person meetings unavailable due to COVID-19. PWI staff introduced a new program, part of the national ROSE (Reach Out Stay Strong Essentials) study to SNJPC home visitors. Initial indicators suggest that ROSE decreased Postpartum Depression by up to **50%** among low-income women. Home visitors will support clients to enroll in the study throughout 2021.

Thank you so much for offering this program. It was super helpful to get new strategies and feel like I'm not alone in my feelings and other moms might be going through this too.

– MomMoodBooster participant



Interact with my ebook!



ENGAGING THE COMMUNITY AS TRUE PARTNERS

Community engagement is central to most SNJPC programs. Despite physical distancing due to the COVID-19 pandemic, the Cooperative's community-based programs maintained and deepened connections in the communities they serve.

Lead and Healthy Homes

(LHH) formed a new and valuable partnership with Sustainable Jersey and its municipal Green Teams, expanding efforts to address childhood lead poisoning in South Jersey. Through this partnership, LHH provided education and training to 49 members of Green Teams throughout the region. In 2020, staff delivered educational activities that reached **1,511** consumers and

1,050 professionals. At each of its quarterly coalition meetings, staff invited guest speakers to present on various topics including lead in consumer products and recalls, lead in water and NJ Poison Control Center services. In addition to this education, LHH used Facebook Live to launch a series of workshops that garnered **264** views.

"Rinsey the Raccoon", the Lead and Healthy Homes handwashing curriculum, was converted into a free, interactive ebook in 2020. This new tool allows the program to continue educating children outside the classroom about the proper steps of handwashing.

Staff's expertise and knowledge on the topic of lead is just top notch... For Green Team members to have access to an expert in this topic is really powerful.

— **Lauren Skowronski,**

Program Director for Community Engagement at Sustainable Jersey



Using tools provided by Lead and Healthy Homes, members of Sustainable Jersey's Upper Township Green Team developed a lead education and outreach program in their community.



The Healthy Mothers, Healthy Babies Coalitions enlisted the expertise of SNJPC's Communications Department to develop a Facebook page where coalition members can share important consumer information, education and events. The 'Healthy Mothers, Healthy Babies South Jersey' Facebook page launched in January 2021.

County-based **Healthy Mothers, Healthy Babies Coalitions** (HMHB) quickly transitioned when COVID-19 changed everything. Meetings were held virtually to allow members to share information and plan for the future. Among their 2020 accomplishments was the creation of a Facebook page that represents all South Jersey coalitions. HMHB Coalitions operate in Atlantic, Burlington, Cape May, Cumberland, Gloucester and Salem Counties. Members of the Atlantic and Cape May HMHB Coalitions also serve as the Community Action Team for one of the agency's **Fetal and Infant Mortality Review** (FIMR) Teams. In 2015, the Camden HMHB Coalition, which has supported the FIMR project since 1993, was reorganized as the Camden Healthy Start Community Action Network (CAN) and continues to review recommendations for community action in Camden. FIMR teams reviewed **19** cases in 2020. The FIMR process identifies gaps in the system of care to prevent fetal and infant losses.

In response to COVID-19, **the School Nursing Program**

nurses were tasked with developing protocols to keep students and staff safe when they returned to school in September. The nurses ordered Personal Protective Equipment (PPE) for each school as well as other supplies such as air purifiers, thermometers and hand sanitizer. SNJPC's non-public school nurses served as a resource for parents and staff for safe quarantine procedures.





NECESSITY IS THE MOTHER OF INVENTION

This year brought SNJPC communities and programs unprecedented opportunity to reframe and examine our challenges from a new perspective. SNJPC programs work to generate innovative solutions to improve maternal and child health.

SNJPC is proud to partner with the Community Doulas of South Jersey (CDOSJ) as part of our NJDOH funded **Healthy Women, Healthy Families** (HWHF) initiative. In 2020, CDOSJ supported **67** births, and thanks to Governor Murphy's support, became formally acknowledged members of the labor and delivery team. More women are able to benefit from doula care under a law signed by Governor Murphy in 2019 that allows doulas to enroll as Medicaid providers and seek reimbursement for services. The enrollment process will be completed in 2021 and will allow CDOSJ to serve pregnant women throughout the region. Doula care is among many services provided by the HWHF initiative. Community Health Workers (CHWs) provided outreach, education and case management services to **362** high-risk families and women of childbearing age. Staff met with clients virtually and provided diapers, wipes and gift cards on an emergency basis. Through community partnerships, staff stayed up-to-date on social services available to clients due to COVID-19. CHWs enrolled in the Community Health Worker Institute to become certified in the state of New Jersey. This program allows students to master various skills that will enhance their careers and provide a standard for all CHWs in the state.

VIRTUAL Breastfeeding Support Group

Meet other moms.
Share experiences.
Learn from each other.

Meets twice every Wednesday.
Pick your time.
10:30 am or 3:30 pm or both!

Meetings are free and conducted via Zoom.
Babies and young children are welcome!

Call or text Ashley at 609-922-1136
for Zoom login information.

Hosted by Healthy Women, Healthy Families,
a NJ Department of Health Initiative, directed by
the Southern New Jersey Perinatal Cooperative.

Healthy Women
HEALTHY FAMILIES



Southern New Jersey
PERINATAL
COOPERATIVE



Breastfeeding support is another component of the Healthy Women, Healthy Families initiative. Throughout the year, 52 women received breastfeeding education and support during weekly sessions that became virtual during the pandemic.

The Personal Responsibility

Education Program (PREP) found creative ways to engage youth online when schools closed and their youth development curriculum went virtual. In conjunction with Reducing the Risk (RTR) and Wyman's Teen Outreach Program (TOP®), staff developed games, polls and quizzes to make virtual learning fun and engaging. These interactive tools are proving successful in driving home the theme of each lesson. TOP® teens participate in community service learning activities as part of the evidence-based curriculum. Between October 2019 and September 2020, PREP enrolled **249** participants. The newly added RTR curriculum is designed to help youth delay the initiation of sex or increase the use of protection against pregnancy, STDs and HIV. A member of the PREP team completed a train-the-trainer course for the RTR curriculum, and has since trained 12 additional facilitators.

The Sexual Risk Avoidance Education

(SRAE) program worked with schools to ensure that middle school youth would still receive programming while adjusting their curriculum to a virtual format. Between October 2019 and September 2020, the program served **177** youth. Participants meet weekly for group discussions and activities that promote positive youth development. Teens also participate in community service projects where they can practice the skills they are learning. Among participants, **86%** completed at least 20 hours of community service for a combined total of **2,048** hours. After the school year ended, health educators launched a Teen Summer Series as a way to keep youth engaged. Among other 2020 accomplishments was the development of a Youth Advisory Board for SRAE and the completion of a new pilot program called Teen Speak that helps parents talk to teens.



The Sexual Risk Avoidance Education program collaborated with the Personal Responsibility Education Program to develop an Instagram and website for youth. Called Teen Talk NJ, this program serves as an outlet for teens to connect with health educators on issues facing youth.

Tobacco Free for a Healthy New Jersey

(TFHNJ) focused much of its efforts on protecting children and teens from secondhand smoke with the launch of the Tobacco Free Ride Pledge NJ: Clear Air for Kids in Cars campaign. In 2020, the program gathered **414** pledges from New Jersey drivers who banned smoking or vaping in

their vehicles while children 18 and younger were present.

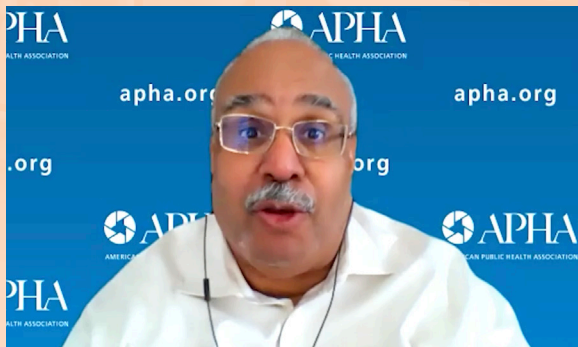
In addition to this work, staff developed a new train-the-trainer curriculum for healthcare systems on Ask, Advise, Refer (AAR): Brief Tobacco Intervention Model. Penn Medicine Virtua and Hackensack Meridian Health Systems participated in the training. Staff delivered an additional 15 AAR trainings that reached **534** professionals.

An additional **1,858**

professionals and **896** consumers received education and information on the dangers of smoking and vaping. **638** youth and **224** professionals participated in Electronic Nicotine Delivery Systems: Vaping education sessions. In partnership with Children's Hospital of Philadelphia, TFHNJ hosted a Lunch and Learn on Youth and Vaping that reached **174** professionals. Throughout the year, **3,164** people received telephone smoking/vaping cessation services through the NJ Quitline.

Mom's Quit Connection for Families (MQCF)

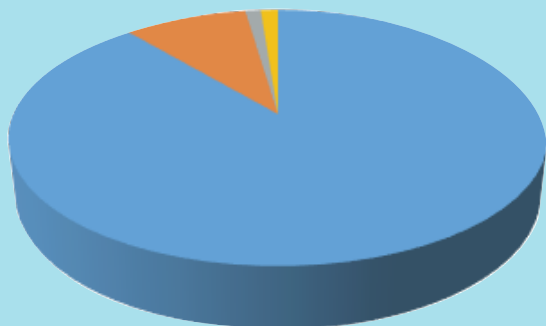
launched the Quit for Kids Texting Support Program in partnership with Tobacco Free for a Healthy New Jersey as a new option for cessation services. Quit for Kids is designed as an additional support for clients participating in one-on-one counseling and as a standalone support for those clients that only want texting cessation help. The program offers weekly texts that include steps to quit, emotional support, trigger and stress management, tips for healthy eating and child growth milestones. Clients have the option to chat with a live counselor and enter into case management for one-on-one counseling with a Tobacco Treatment Specialist. In 2020, **363** people enrolled in Quit for Kids and **38** people received case management services with MQCF.



In preparation for the Great American Smoke Out and National Prematurity Awareness Month, TFHNJ staff interviewed Dr. Georges Benjamin, Executive Director of the American Public Health Association. Other GASO activities included a Facebook Live panel discussion that reached 22,400 people and resulted in 420 clicks to the NJ Quitline website.

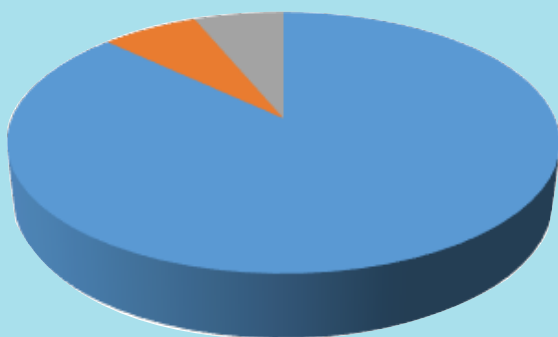
2020

Revenue:
\$13,825,308



■ Grants	86.49%
■ Dues	8.65%
■ Investments	1.08%
■ Program/other	3.79%

Expenses:
\$13,940,023



■ Grant Services	86.96%
■ Educational/Info	6.75%
■ Management/General	6.28%

FUNDERS

Camden County Non-Public Schools/School Nurse Program
 Central NJ Visiting Nurse Association
 Healthy Start of Essex*
 Horizon Foundation
 Nicholson Foundation
 NJ Department of Children and Families
 NJ Department of Health
 NJ Prevention Network
 Robert Wood Johnson Foundation, NJ Health Initiatives*
 United Way of Greater Philadelphia & South Jersey
 US Department of Health and Human Services/MCH Bureau
 Volunteers of America*

* awarded to SNJPC subsidiary agency Family Health Initiatives

Family Wellness

in uncertain times

Tools to face and overcome today's unique challenges.

**September 30th
10:30am-2:30pm**

The first 30 who register AND attend the event receive a swag bag of goodies.

Gift cards are raffled at the end of every workshop.

Additional gift cards raffled for attendees who visit 10 or more exhibitors.

Get free access to today's experts in the fields of prenatal care, emotional well-being, household safety, parenting and father engagement.

The Family Wellness Virtual Health Fair offers this and much much more.

There's even a cooking demo.

SNJPC, and its subsidiary agency Family Health Initiatives, hosted a joint virtual health fair in an effort to reach people with important health information during the COVID-19 pandemic. The event provided information and resources to help families stay positive, safe and healthy in uncertain times.

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2020 Thank You — *For those who have gone above and beyond for the Cooperative and its programs.*

1st Way of West Collingswood

Abigail Boyland

Acenda Health

Advocare Burlington County
OB/GYN

Advocare The Women's
Group for OB/GYN

A.H.E.A.R.T.

A.I. duPont Nemours

Alliance OB/GYN Consultants

AtlantiCare Physician Group
OB/GYN

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Atlantic County
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Improving Pregnancy
Outcomes

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BHMG Ocean Gynecological &
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Building Bridges Family
Success Center

Burlington Community Action
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Burlington County Council for
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Burlington County Library
System

CAMcare

Camden Coalition of
Healthcare Providers

Camden County
Council for Young Children

Camden County Department
of Children's Services
Child Care Resource &
Referral Agency

Camden County Special
Child Health Services

Camden Promise
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Council for
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Cape May County
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Children's Futures

Children's Home Society:
Doula Program Trenton

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Dickerson and Nicole Hopkins,
NJ Department of
Children and Families

CNA of Atlantic County

CNA of Camden County

Community Doulas
of South Jersey

Community Planning &
Advocacy Council

CompleteCare
Health Network

Cooperative Extension of
Burlington County Rutgers
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Family Service Association

Generations Family
Success Center

Gentle Beginnings – Elmer

Good Counsel
Homes – Riverside

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Grow NJ Kids

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Capital Women's Group

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NJ 211

Obermayer, Rebmann,
Maxwell, Hippel LLC

Ocean Health Initiatives

Oceanside 1
Family Success Center

Oceanside 2
Family Success Center

Options for Women

Orchards Family
Success Center

Osborn Family Health Center

Partnership for Maternal
and Child Health of
Northern New Jersey

Pinelands
Family Success Center

Premier Women's
Health of South Jersey

Project Teach

Reliance Medical Group

Rowan SOM Department
of OB/GYN

Rutgers Southern Regional
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Somers Manor OB/GYN -
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Virtua Center for Women

Virtua Community
Nursing Service

Virtua Midwifery

Virtua OB/GYN

Volunteers of America

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Women, Infants,
and Children (WIC)

Programs and Services

Atlantic County Healthy Families

Breastfeeding Support

Camden Healthy Start

Early Childhood Connection

Early Intervention
Service Coordination Unit

Fetal and Infant Mortality Review Teams

Healthy Mothers, Healthy Babies
Coalitions of Southern New Jersey

Healthy Women, Healthy Families

Infant and Family Development

Lead and Healthy Homes

Mom's Quit Connection for Families

NJ Immunization Information
System Support Center

Nurse-Family Partnership
Camden City & Burlington County

Parents as Teachers

Perinatal Addictions Prevention Project

Personal Responsibility
Education Program

Postpartum Wellness
Initiative for South Jersey

Project Embrace/Maternal
Wraparound Program

School Nursing Program

Sexual Risk Avoidance Education

Southern Regional Lead and
Healthy Homes Coalition

The Connection

Tobacco Free for a Healthy New Jersey