



SOUTHERN NEW JERSEY PERINATAL COOPERATIVE



A N N U A L R E P O R T 2 0 1 8

Aurora Kingkiner faces a healthier future because of a call her mom made years ago. It was to Nurse Family Partnership. Pregnant for the first time. Jackie Gomez wanted to learn all she could to provide a good home for her child. NFP proved the perfect partner.

BY THE NUMBERS

In 2018, Southern New Jersey Perinatal Cooperative had a direct and meaningful impact in the lives of 61,467 individuals in South Jersey. The collective impact of all our activities is impressive and demonstrates the agency's prominence in advancing maternal and child healthcare.

61,467

received some type of direct service

156,000

free diapers distributed to client families

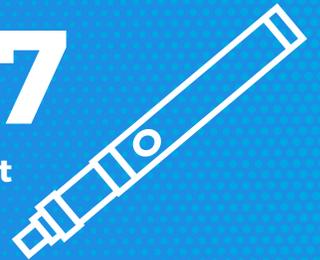
46,951

health screens managed and processed*



12,237

students learned about the dangers of vaping



25,660

attended an SNJPC educational offering



95%

of mothers enrolled in Nurse Family Partnership initiated breastfeeding



80%

of smokers enrolled in MQC for Families quit or significantly reduced habit



3,503

families with special needs children received specialized assistance

4,725

referrals for health and social services provided by The Connection



6,129

enrolled in a case management program

895

women who screened positive for postpartum depression were triaged and referred for treatment and support

179

requested free lead dust testing kits and 26 found hazardous levels in homes





President's Letter

Reflecting upon the year and the tremendous effort that was put forth to realize our mission, I find myself wondering about how best to measure our success.

Do we measure our success by the parents who say that our program enabled their children to achieve more than they had ever imagined possible? Or the hundreds of staff hours saved through more efficient data management processes?

Is it the short term relief found in supplementing the diaper supply of a poor family so all babies stay clean and dry?

Should we focus long term, looking at the impact of adding new support options for women with postpartum depression or the education of hundreds of school personnel on the youth vaping crisis?

What of improved health literacy brought about by 100 community leaders trained as Trusted Links educators in Camden City?

What of a dozen newly trained doulas prepared to do their part in addressing racial disparities in birth outcomes?

I think of the 23 families who used our free testing kit and discovered a hazardous lead risk in their homes and the 395 school children whose lead poisoning risk was moderated with our campaign on proper handwashing.

I think too of the pregnant woman on opioids who re-entered the healthcare system because of the trust established by our recovery specialists.

Then there are the hundreds of pregnant women and new parents who have been empowered by this agency with the tools for a healthier future.

The truth is that our significance is not encapsulated by a single intervention or project. Our impact is reflected by all the above and more. These examples establish the agency's present value and the imperative of its continued operation.

From the individual granular level to the large-scale system level, the Southern New Jersey Perinatal Cooperative has played a leading role in making South Jersey a model for excellence in maternal and child healthcare services.

A handwritten signature in black ink, appearing to read "G. Stahl, MD". The signature is fluid and cursive, written in a professional style.

Gary Stahl, MD
President of the Board



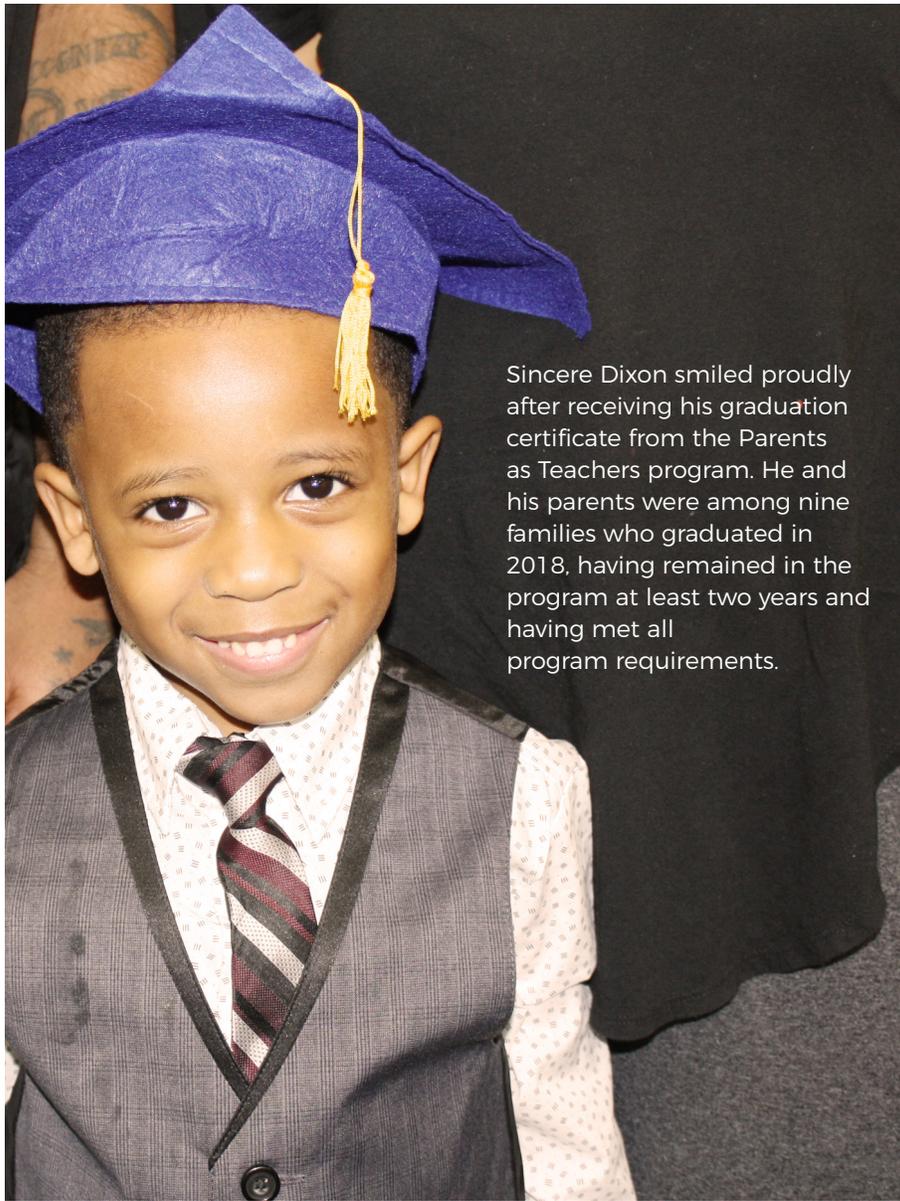
Jackie Gomez joined Nurse Family Partnership when she was pregnant with her daughter, Aurora, now two years old. As Jackie nears the end of the program, she plans to use all she has learned from NFP with her second child, due in July.

“Now that we’re at the end of the program... I’m gonna miss Ruth. I would recommend Ruth to anybody. When we talk, it’s judgement-free. I call it my little therapy session. We talk about Aurora. We talk about myself. It’s just been great all the way through.” —Jackie Gomez

Empowering Families with the tools for better health and a better future

Much of SNJPC’s work involves working closely and intensively with individuals and families to provide the tools for better health. Depending on the program and client’s needs, the relationship could last hours or years. But no matter how long the engagement, the goal remains the same: to empower families with the means to build a healthier future.

Nurse Family Partnership (NFP) served 232 first-time mothers in Camden and Burlington counties in 2018 and saw 28 families graduate. The program met or exceeded all program measures including keeping postpartum visits (90%), up-to-date vaccination rates (93%) and initiating breastfeeding (95%). NFP pairs first-time mothers with specially trained nurses who provide support from pregnancy until the child reaches 2 years of age.



Sincere Dixon smiled proudly after receiving his graduation certificate from the Parents as Teachers program. He and his parents were among nine families who graduated in 2018, having remained in the program at least two years and having met all program requirements.



Daughters of Penelope member Liz Panagore holds up a baby sweater she knitted for a Camden Healthy Start client. The Daughters of Penelope meet monthly to knit blankets, sweaters and hats for Camden babies. These handmade treasures are among numerous donations received from a caring community.

Parents as Teachers (PAT) exceeded key program measures in 2018 as they helped parents give their children the best possible start in life. Among 110 enrolled families, 100% of children had a primary care doctor, 99% of children had health insurance and 93% of women were screened for postpartum depression. Not surprisingly, PAT was designated a Model Affiliate by the PAT National Center for meeting all essential requirements of the model.

Camden Healthy Start (CHS) provided one-on-one support and education to 1,576 women and children in Camden City in 2018. The program organized three baby showers for new and expecting clients as well as monthly parenting workshops for all participants. Other notable achievements included a healthy eating initiative launched by the CHS Community Action Network. Working in partnership with the Food Trust of Philadelphia, the group organized three healthy eating events at neighborhood corner stores, which reached a total of 113 women. In collaboration with Hopeworks' Healing 10, CHS presented a one-day conference on trauma informed care for 130 attendees.

Atlantic County Healthy Families saw continued improvement in client retention rates in 2018, the result of quality improvement efforts that began in 2016. The program's one-year retention rate held at 63% while the three-year rate jumped to 57%, up from 18% in 2017. Healthy Families served 148 families throughout 2018, exceeding most program measures. Of particular note was the increase from 93% to 99% in the number of children up-to-date on well visits.

Infant and Family Development (IAFD) provided intensive one-on-one support to 51 at-risk families to facilitate positive parent-child relationships and healthy child development. A home visiting program, IAFD serves new parents in Atlantic County.

Paula Ferrari turned to our Early Intervention Service Coordination Unit when her son Augustus, who has Down syndrome, was just 2 weeks old. Now as he gets ready to transition out of the program, Paula is amazed at the progress he has made over the past two years and gives due credit to EI.



“They’ve helped with all of his milestones. They’ve helped put my mind at ease with a lot of things. It was like having an extra set of knowledgeable family members that knew it all that I knew I could reach out to.” — Paula Ferrari

Improving the Quality of Care by strengthening the system of care

A good deal of SNJPC’s work is invisible to those who benefit from our endeavors. Such ‘behind the scenes’ efforts made noteworthy progress for South Jersey’s maternal and child healthcare system.

The Early Intervention (EI) program is a principal resource for families with special needs children. It can be a confusing and overwhelming system for parents to navigate. The **EI Service Coordination Unit** housed at SNJPC assists families in order to optimize the full benefits of EI for developmental delays. Staff identify and schedule therapists, monitor care plans and teach parents what can be done at home to promote optimal development. This work enhances program efficiency and effectiveness. In 2018, the EISCU served 3,503 families.

‘How is my child doing?’ A new resource to help answer that age-old question was provided in 2018 by the **Early Childhood Comprehensive Systems** Impact program. Led by SNJPC, this collective impact initiative launched a web portal where parents can self-administer online the Ages and Stages questionnaire commonly used to assess child development. When scores suggest a need, parents are contacted to discuss resources.

The agency continued efforts to enhance the region’s emergency room services for children through its **Pediatric Initiative**. The service provides a pediatric nurse specialist to work alongside hospital ER staff, providing customized training, clinical consultation and other supports to improve services. This on-site, long-term and intensive partnership is available to all SNJPC member hospitals.

Priority Concerns for Connection Callers

More than 4,700 individuals reached out to the Connection in 2018 seeking help in locating health and social services that meet their needs, is taking new clients and for which the caller is eligible. The top five needs generating the most calls are below.



1. WIC	1291
2. Child Birth Education	984
3. Breastfeeding	778
4. Dental	497
5. Food Stamps	437

The Connection remains an epitome of efficient design. This centralized and automated referral service continues to provide prompt, relevant and reliable referrals for health and social services. In 2018, Connection staff handled 4,725 requests from families in four South Jersey counties who sought assistance on a range of issues including breastfeeding, childbirth education, housing, smoking cessation, dental care and prenatal care.

An important tool to increase and sustain high childhood immunization rates in the state is the **NJ Immunization and Information System (NJiIS)**. SNJPC supports NJiIS's optimal operations by recruiting and training users. A major focus of our NJiIS Support Center in 2018 was transitioning users to a new electronic interface that enables the automatic transfer of data from the provider's electronic medical records to the NJiIS data system. Our Support Center team worked directly with 158 provider sites to operationalize the new interface. A simplified NJiIS process encourages greater use among providers to the benefit of all families.



Project Embrace Case Manager Nicole Watson enters an outpatient Medication Assisted Treatment center in Mount Holly to meet with a pregnant client. Case managers provide a single, coordinated plan for each participant and act as a liaison to all agencies involved in her care.

The Postpartum Wellness Initiative is why South Jersey has one of the best support systems for postpartum depression. The program is the impetus behind a well-networked system that includes risk assessment, triage and follow-up as well as a variety of treatment and support options. In 2018, the PWI team enrolled another 5 sites as provider partners, bringing total membership to 58 sites. A total of 5,790 screens were administered through which 895 women (15.5%) were identified as high risk for developing a perinatal mood disorder.

Project Embrace staff open many doors to support pregnant women with an opioid use disorder. In 2018, the program enrolled 29 women. Services include recovery specialists with a familial knowledge of opioid use that has proven effective in engaging a highly suspicious and challenged population. Establishing a solid communication network among the disparate entities involved in a client's care is a long-term project objective.

Engaging the Community as true partners

Community engagement is central to most Cooperative programs. Who better to work alongside than those directly impacted. Local knowledge is a potent ingredient in workable solutions.

The Cooperative partnered with nine community based agencies across South Jersey to implement **Healthy Women, Healthy Families**, a new statewide initiative to improve birth outcomes, especially among African Americans. Community partnerships are a key component of this comprehensive statewide program. In South Jersey, Healthy Women, Healthy Families partners developed activities to provide high-risk families and women of childbearing age access to information and referrals for community services that promote child and family wellness.

Learn more about other services provided through the Healthy Women, Healthy Families initiative on page 12.

Healthy Women, Healthy Families Partners

Local agencies that are helping to expand the initiative's impact with county-level activities in South Jersey.

Leadership Studio

prenatal/baby and me yoga, childbirth education and breastfeeding support

AHEART

community baby showers

Burlington County Community Action Program

nutrition workshops

Rising Leaders Global /Amvi Niara

health education

The Neighborhood Center

breastfeeding support

The Village

prenatal yoga, childbirth education and breastfeeding support

Concerned Citizens of Whitesboro

prenatal yoga and pregnancy support

FamCare

post-delivery kits for new moms

Stand Up for Salem

prenatal education

“For us, it’s been a real opportunity to give back to the community and support the community we believe so strongly in. People want what’s best for them and their family and we’re here to support that. Supporting people in the work that they’re willing to do instead of doing it for them makes such a huge difference in people’s lives.”

—Kathy Whitmore



Kathy Whitmore and her team at the Leadership Studio in Atlantic City have made a valuable contribution to the Healthy Women, Healthy Families initiative. Working in partnership with the Cooperative, the Leadership Studio offers free yoga classes and breastfeeding support to new and expecting mothers in Atlantic City.

Maria Emerson appreciates the energy and mix of viewpoints found at the Childhood Lead Poisoning Prevention Subcommittee meetings. Emerson uses the insights and resources from her subcommittee involvement to enhance her work overseeing Virtua's Pediatric Mobile Services Unit.



Lead and Healthy Homes relies upon community input and collaborative problem solving to increase childhood lead screening rates. County-based subcommittees of the regional Childhood Lead Poisoning Prevention (CLPP) Committee are the drivers for local interventions. A new subcommittee to serve Gloucester County was launched in late 2018. It joins the existing Camden City Subcommittee whose signature accomplishment was the creation and distribution of a lead screening brochure to 19,000 Camden customers of the county's Municipal Utilities Authority.



Meet "Rinsey the Raccoon", the Lead and Healthy Homes' mascot for proper handwashing introduced in 2018 as part of a curriculum for children. A welcome guest at schools and daycare centers, the furry critter takes center stage in an illustrated flip chart that takes youngsters through the steps of handwashing as a key preventive tool for lead poisoning.

Community participation continued to rise among the county-based **Healthy Mothers, Healthy Babies (HMHB) Coalitions**, supported by SNJPC as local forums to address MCH concerns. Their 2018 accomplishments range from organizing a county-wide health fair to clarifying the process for successful enrollment of eligible pregnant women in Medicaid. HMHB Coalitions operate in Atlantic, Burlington, Cape May, Cumberland, Gloucester and Salem counties. Members of the Atlantic, Cape May and Cumberland HMHB Coalitions also serve as the Community Action Teams for the agency's **Fetal and Infant Mortality Review (FIMR) Team**. FIMR members reviewed 24 cases in 2018 seeking insights on preventable causes of infant deaths.

Trusted Links operates at the neighborhood level, using a peer-to-peer education model to improve a community's health literacy about pregnancy and childbirth. In 2018, the program recruited and trained 50 women to serve as 'Trusted Links'. Each trainee then educated 10 other women from their community, and through this process, 500 women in Camden have the information and tools to protect the next generation.

Thousands of children in non-public schools across Camden County have access to a school nurse who is provided through SNJPC. In 2018, the **School Nursing** program served 4,345 students in 27 schools located in 12 school districts. Among the healthcare services provided is vision screening. All students were tested with 251 being referred to eye professionals for additional testing and prescriptions.



The Cooperative trained 12 doulas to serve women in Camden City and Atlantic City as part of Healthy Women, Healthy Families, a signature program of the Murphy administration. This statewide initiative works toward improving health outcomes among African American mothers and infants.

Reframing the Challenge to generate innovative solutions

How a problem is defined will drive proposed solutions. To make sure we are solving for the right problem, some long-held assumptions are being re-assessed and it has produced a whole new perspective.

The most significant came mid-year with the launch of **Healthy Women, Healthy Families** and its focus on racism as central to the state's high rates of black infant mortality and maternal mortality. If implicit bias is a prime reason African American women receive inadequate perinatal healthcare, would a doula of the same culture have an impact where countless interventions have failed. Anecdotal evidence suggests they will. In late fall, 12 African American women were trained as doulas to provide free services in the region's two urban centers. SNJPC is also providing operational support for a start-up doula collective in South Jersey. Doulas are among many services provided through the state's Healthy Women, Healthy Families Initiative. These services include case management, community outreach and breastfeeding support groups.

Teen smoking rates were declining. Then vaping exploded onto the market and **Tobacco Free for a Healthy New Jersey** needed an entirely new strategy to combat misleading industry claims that were resonating with adolescents. The 2018 National Youth Tobacco Survey reported nearly 21% of high school students were current ENDS users (electronic nicotine delivery systems such as vape pens and JUUL). It was a 78% increase in just one year. Staff went to work. Prevention messages were retooled, educational materials revamped and new partners engaged. By year's end, staff had presented 73 ENDS workshops that reached 12,806 with the vast majority of attendees being adolescents. In addition to this work, other notable accomplishments included 408 professionals trained in the Ask, Advise, Refer: Brief Intervention Model, development of a new 60 minute workshop The New Generation of Nicotine Addiction and To Vape or Not To Vape, an interaction discussion for youth.



Cristina Martins, health educator with the Cooperative's Tobacco Free for a Healthy New Jersey program, speaks to students at Bordentown High School about the dangers of vaping. Her presentation was among 58 workshops the program provided on electronic nicotine devices that reached 12,237 youth across the region.

You must go younger. That directive took hold in 2018 for the **Personal Responsibility Education Program** with its goal to improve adolescent decision making. The program emphasizes youth development through community service learning and utilizes the Wyman Teen Outreach Program (TOP) curriculum. Initially targeting high schools, the program turned its attention to the middle schools. In 2018, staff launched and managed 13 TOP clubs with a total of 230 participants. TOP participants meet throughout the year to plan community projects and engage in group learning on topics such as relationships, values, goal setting and sexual health.



Youth log 2,346 hours of Community Service

Participants in the 13 TOP clubs sponsored by SNJPC in 2018 contributed thousands of community service hours. Their generosity spanned generations and continents.



• *Collected 285 gently worn shoes for Sole 4 Souls*



• *Raised funds to purchase windows for a school in Ukraine*



• *Provided coloring books for homeless shelters*



• *Provided treats and toys for local dog rescues*

TOP participants Quanahz Adams and Imani Bennett practiced yoga postures they learned during Teen Health Week at Creative Arts Morgan Village Academy in Camden. TOP is a place for teens to interact with their peers and participate in activities that promote positive youth development.

Family Health Initiatives

The agency deployed its mastery in data management and analysis to improve critical systems supporting the state's maternal and child healthcare system.

FHI Prematurity Prevention Grant

In 2018, FHI teamed up with medical leaders in Atlantic and Essex counties to improve access to 17 alpha-hydroxyprogesterone caproate (17P), a medication shown to reduce the occurrence of preterm birth among women with a history of spontaneous singleton delivery prior to 36 weeks. The project supports access for all NJ women, with a focus on African American and Hispanic women who have a disproportionate rate of prematurity.

To increase awareness, staff educated community programs about the supplemental support available to their clients and established partnerships with medical providers to identify eligible women and ensure availability of needed support and medication. Process maps were developed for medication access from identification through 36 weeks gestation and staff teamed with a federally qualified health center to establish a high-risk process in their OB/GYN clinics for earlier identification and tracking of patient adherence to therapy and birth outcomes. Work began on a virtual client engagement tool that provides messages to support a client's adherence to 17P therapy and other prenatal care critical to healthy birth outcomes.

At time of printing, 193 17P eligible women had been identified in the two target counties.

PRA/SPECT

Perinatal Risk Assessment/ Single Point Entry Client Tracking

In 2018, FHI worked with the NJ Department of Health, Department of Children and Families and other partner agencies to implement significant improvements to the security of the PRA/SPECT system, efforts that also contributed to increased functionality and database performance. The addition of a Local Account Administrator function gave agency partners greater autonomy in managing staff access. Enhancements in reporting capabilities gave PRA/SPECT users the ability to run impact reports on demand, with customized date ranges as well as new reporting options to better illustrate the outcomes of MCH programs linked through PRA/SPECT such as Central Intake.

FHI staff trained over 100 new users in the SPECT system, representing more than 100 programs in all 21 NJ counties. Another 342 new users received PRA system training, representing 96 prenatal care providers.

Staff transitioned 7 new provider sites from the original PRA form to the more comprehensive PRA+ tool that expands upon the first visit information with a 3rd trimester follow up that aligns with NJ Birth Certificate system requirements. Another PRA+ benefit is the automatic completion of a birth worksheet that supports improved accuracy in birth certificate information entered into the VIP system. FHI has 43 provider offices using PRA+, including 5 in the Central Region and 6 in the Northern Region. A majority of SNJPC member hospitals have a provider using this form package.

NJ CHART

FHI is behind an automated work flow and client management system in use by Healthy Women, Healthy Families, the new NJ Department of Health statewide initiative to improve birth outcomes and reduce racial disparities through a coordinated community driven approach. The initiative incorporates the existing Central Intake program that FHI has supported for years with its SPECT data system and has added enhanced Community Health Worker (CHW) programs. CHW programs are active in every county, but provide additional targeted services to women in cities with high infant mortality, including breastfeeding support groups, doula services, fatherhood programs and centering programs. FHI is building a new integrated client management system, NJCHART, to support the efforts of the CHW programs throughout the state.



FAMILY HEALTH INITIATIVES

Family Health Initiatives (FHI) is a subsidiary agency of SNJPC founded in 2004 to provide agency expertise to a larger audience. FHI surpassed expectations and is a recognized leader in data collection, management and analysis, quality improvement and community assessment serving statewide and multi-state initiatives.

Mom's Quit Connection for Families

For every child to live a smoke-free life is the motivation behind the Quit for Kids campaign that **MQC for Families** launched in 2018. The campaign highlighted cessation services available to all family members living in a household with a pregnant woman or with children ages 7 and younger.

Family members and postpartum women now represent a majority of program clients. 77% of case managed clients in 2018 were postpartum women and family members of young children. Of the 88 clients enrolled in case management, 80% either quit or substantially reduced nicotine consumption, an impressive jump from the 72% quit/reduce rate reported in 2017. Staff educational services reached another 4,380.



Macie Mead and fiancé Joseph Falcone joined MQC for Families hoping to quit smoking together. Each has tried to quit several times individually. This time with the support of each other and their MQC Quit Coach, they plan to be smoke-free before Macie gives birth in November.



Salem County Youth Wellness Collaborative

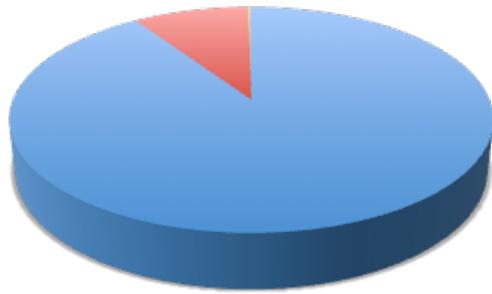
10 students at Penns Grove High School were selected for the 2018 Youth Development Institute. Referred to as PULSE (Peers United as Leaders in Sex Education), the Youth Development Institute works to reduce the county's high rate of teen pregnancy and STDs.

Leadership training opportunities for Salem County teens expanded in 2018 as the **Salem County Youth Wellness Collaborative** increased its Youth Development Institute from one community-based training to three school-based

trainings. 31 teens were selected for the program that focuses on leadership development and education on sexual health and peer pressure and culminates in a teen produced media project.

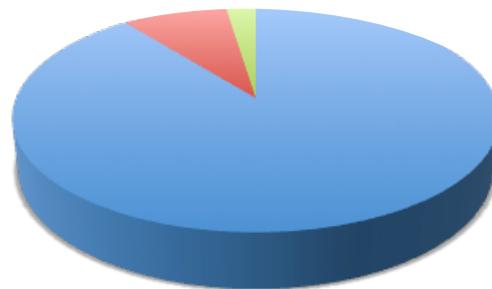
2018

Revenue:
\$13,710,861



Grants	91.33%
Dues	8.72%
Investments	-0.57%
Program/Other	0.51%

Expenses:
\$13,368,946



Grant Services	90.83%
Educational Info	7.36%
Management/General	1.81%

FUNDERS

Grants, Foundations, Contracts

- Burke Foundation
 - Camden County Non-Public Schools/School Nurse Program
 - Centers for Disease Control and Prevention
 - Central NJ Visiting Nurse Association
 - City of Cleveland
 - Healthy Start of Essex
 - Horizon Foundation
 - Nicholson Foundation
 - NJ Department of Children and Families
 - NJ Department of Health
 - NJ Prevention Network
 - Salem Health and Wellness Foundation*
 - United Way of Greater Philadelphia & South Jersey
 - US Department of Health and Human Services/MCH Bureau
- *awarded to SNJPC subsidiary agency Family Health Initiatives*

MEMBER HOSPITALS

- AtlantiCare Regional Medical Center-City
- AtlantiCare Regional Medical Center-Mainland
- Cape Regional Medical Center
- Cooper Health System
- Jefferson Washington Township Hospital
- Our Lady of Lourdes Medical Center
- Shore Medical Center
- Inspira Medical Center-Elmer
- Inspira Medical Center-Vineland
- Memorial Hospital of Salem County
- Inspira Medical Center-Woodbury
- Virtua Memorial
- Virtua Voorhees



Student volunteers with Guadalupe Family Services in Camden made a diaper delivery to our Camden office in 2018. Generous donations such as this allowed Cooperative programs to help families keep babies clean and healthy.

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2018 Thank You

For those who've gone above and beyond for the Cooperative and its programs.

4Imprint

Alyssa McFarlane
Prevent Child Abuse
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Nicole Kammer

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Daughters of Penelope

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Sharon Stubbs
Books R Us

Sheree Anderson

St. Al's Head Start

St. Andrew's Little Hands,
Little Feet program

TechImpact

Tom Martin
Pop up Library Camden

WB Mason

Zelenkofske Axelrod, LLC

PROGRAMS AND SERVICES

Atlantic County Healthy Families

Breastfeeding Support

Camden Healthy Start

Data Management and QI Services*

Early Intervention Service Coordination Unit

Fetal and Infant Mortality Review Team

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

Pediatric Initiative

Perinatal Addictions Prevention Project

Personal Responsibility Education Program

Postpartum Wellness Initiative for South Jersey

Professional Education

Project Embrace

Salem County Youth Wellness Collaborative*

School Nurse Program

Southern Regional Childhood Lead Poisoning Prevention Coalition

The Connection

Trusted Links

**Programs and services administered by Family Health Initiatives, a subsidiary agency of the Southern New Jersey Perinatal Cooperative.*



**PERINATAL
COOPERATIVE**

2500 McClellan Avenue, Suite 250
Pennsauken, NJ 08109

856-665-6000
856-665-7711 fax

snjpc.org

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