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# NEW JERSEY HEALTH CARE QUALITY INSTITUTE



A BI-WEEKLY LOOK AT THE BUSINESS & POLITICS OF  
HEALTH CARE IN NEW JERSEY

## What's Included In This Edition:

**Schwimmer Script** - Guest author Christine Ivery, MPH, CHES, DrPH(c), Quality Institute Program Officer

**Register for Maternity Action Plan (MAP) Virtual Work Session on 4/21**

**Mayors Wellness Campaign (MWC)** - 2025 Healthy Town Winners Announced

**Register for Quality Institute Spring Reception on 5/12**

**Conversation of Your Life (COYL)** - Culture & Conversation: Advance Care Planning with the Latino Community Learning Session on 4/9

**Welcome, New Member** - Rutgers Project ECHO



## Schwimmer Script



Christine Ivery, MPH, CHES, DrPH(c)  
*Program Officer*



## Quality Institute Highlights Innovative Work With Hospitals and Community Members

I recently returned from the [Association of Maternal Child Health Programs](#) conference in Washington, D.C., feeling energized from sharing our pioneering work with maternal and child health leaders from across the country.

I presented alongside Adelisa Perez Hudgins, Vice President of Quality at the Quality Institute, and Uzo Achebe, Safer Childbirth Cities Supervisor and Certified Doula, of the [Children's Home Society](#). Together, we shared insights from our development of Perinatal Community Advisory Boards (PCABs) and highlighted the progress and value of this unique innovation.

You can learn more about PCABs by joining us on April 21, 12 - 2 p.m., when we host "Shifting Power: Centering Community Voices in Maternal Health Reform." This learning session will focus on PCAB development and best practices as well as a panel discussion featuring PCAB members from the first two hospitals we worked with, Capital Health and Penn Medicine Princeton Health.

PCABs are a key element of our [Raising the Bar for Maternal Health Equity and Excellence in NJ](#) initiative. Each PCAB includes people who have given birth at the hospital, local leaders, social service providers, and community health workers, alongside hospital leadership.

PCABs build trust, elevate lived experience, and, critically important in my mind, serve as active decision-making partners — shaping program design, guiding hospital resource allocation, and informing priorities. In the time we've worked with PCABs we've seen their recommendations directly influence hospital policies, services, and community-based supports — creating meaningful, sustainable change in perinatal care...

[Read Full Story](#)

## MATERNITY ACTION PLAN

### SHIFTING POWER: CENTERING COMMUNITY VOICES IN MATERNAL HEALTH REFORM

 TUESDAY, 4/21 FROM 12-2 PM

 VIRTUAL EVENT, ZOOM



#MAP4NJ

Join us on **Tuesday, April 21, from 12 to 2 p.m.** for a MAP virtual work session, “Shifting Power: Centering Community Voices in Maternal Health Reform.”

Quality Institute Program Officer [Christine Ivery](#), MPH, CHES, DrPH(c), and Vice President of Quality, [Adelisa Perez-Hudgins](#), MSN, RN-BC, will discuss how community partnerships with hospitals and health systems can enhance lived experience, strengthen accountability, and improve maternal health outcomes in New Jersey. The presentation will feature a panel discussion with members of Perinatal Community Advisory Boards (PCABs).

[Register Here](#)



MAYORS WELLNESS CAMPAIGN®



## 2025 Healthy Town Winners Announced

The [New Jersey Health Care Quality Institute](#) announced the [Mayors Wellness Campaign](#) “Healthy Town” winners for 2025. These communities are leading local efforts to improve health and wellness through initiatives that address the conditions that shape health, including access to physical activity, nutritious foods, safe environments, and mental health support. The Quality Institute designated a **record-breaking forty-five Healthy Town winners, twelve “Healthy Towns to Watch,”** and **four “Healthy Towns Up-and-Coming.”**

[See the Full List](#)

# Quality Institute Spring Reception

*Celebrating 20 Years of the Mayors Wellness Campaign and Local Leadership in  
Improving Health & Wellness Throughout New Jersey*



May 12, 2026 from 5:00 - 7:30 p.m.



Princeton Marriott Forrester, 100 College  
Road East, Princeton, New Jersey 08540

Join us to celebrate the [Mayors Wellness Campaign](#). We're honored to have Dr. Richard Besser, President and CEO of the [Robert Wood Johnson Foundation](#), as a Keynote Speaker at our Spring Reception. Also providing welcoming remarks will be New Jersey Senator Joseph Vitale and [New Jersey Department of Health](#) Commissioner, Dr. Raynard Washington.

Join us for an inspiring evening, celebrating the role community leaders play in advancing overall health, as our distinguished guests share insights on the importance of supporting public health and improving health outcomes for everyone.

*This event is for Quality Institute members and invited guests.*

[Register Now](#)

## Reception Speakers



Dr. Richard Besser,  
President & CEO,  
Robert Wood Johnson  
Foundation



Dr. Raynard Washington,  
Commissioner,  
New Jersey Department of  
Health



NJ Senator Joseph F. Vitale,  
Chairman, Senate Health,  
Human Services and Senior  
Citizens Committee

CONVERSATION OF YOUR LIFE 

[COYL Learning Session - Culture & Conversation:](#)

# Advance Care Planning with the Latino Community

Join us on **Thursday, April 9, at 12 p.m.** for a [Conversation of Your Life \(COYL\)](#) panel on how culture influences advance care planning (ACP) and serious illness conversations in Latino communities.

## Attendees will:

- Understand cultural factors, such as traditions and familial dynamics, that affect health care decision-making.
- Gain practical insights to support culturally responsive ACP discussions with patients, community members, and families.
- Hear from clinicians, community leaders, and trusted voices working closely with Latino communities statewide.

[Register Now](#)

## NEW MEMBER



Rutgers Project ECHO

## WELCOME

[Rutgers Project ECHO](#) is an educational program that builds learning communities where participants share expertise and problem-solve real-world situations. The organization is strengthening local capacity across New Jersey by expanding access to specialized knowledge, training, and resources.



For information on how to join, please contact Virginia Tesser at [vtesser@njhcqi.org](mailto:vtesser@njhcqi.org).

To learn more about our current initiatives, please visit our website at [www.njhcqi.org](http://www.njhcqi.org).

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