



NEW JERSEY HEALTH CARE QUALITY INSTITUTE

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



PRESIDENT & CEO, LINDA SCHWIMMER **COYL Became Essential Part of Public Health Pandemic Response**

During the first week of March 2020, our [Conversation of Your Life \(COYL\)](#) county task forces were preparing community events leading up to [National Healthcare Decisions Day](#), organized to inspire community members and health care professionals to learn more about advance care planning. But then word of people dying across the globe from a novel coronavirus became front page news and many of our volunteers suggested that we pause our work because talk of advance care planning might “hit too close to home.”

Yet in less than a week, opinions flipped, and calls were coming in for us to actually redouble our efforts as people needed immediate guidance on how to create [advance directives](#), proxy directives, and POLSTs.

Just as our work was most needed, though, the very places where we brought people together for conversations and education — such as libraries, senior centers, and places of worship — were suddenly shutting their doors. We quickly pivoted and moved all our work to a [virtual platform](#) and continued to facilitate compassionate and thoughtful conversations, and to educate people on how to effectively document their advance care wishes.

[Read Full Story](#)



CORY NEERING

CEO OF PLANNED PARENTHOOD
OF NORTHERN, CENTRAL AND
SOUTHERN NEW JERSEY

TAKE FIVE INTERVIEW

Interviews with members, influencers, and noteworthy people

Cory Neering is CEO of Planned Parenthood of Northern, Central and Southern New Jersey. The organization is a member of the Quality Institute's [Leadership Council](#).

Interview Sneak Peek: *Your organization has been a vocal advocate for the Reproductive Freedom Act in New Jersey. Where is that legislation now and how would it impact your patients?*

Attacks on the constitutional right to abortion, both on the state level and in the United States Supreme Court, are happening right now across the country. Earlier this month, we saw the most extreme ban on abortion in the United States go into effect in Texas, effectively eliminating access to abortion for millions of people overnight. And with the Supreme Court hearing a case this term that could fundamentally gut or overturn *Roe v. Wade*, access to abortion is at risk. All this highlights the fact that New Jersey can't take a wait-and-see approach when it comes to protecting and expanding access to abortion. We need to act and codify the right to abortion in New Jersey state law now, not when it's too late to prevent harm. But we can't just stop there. We've always known that the constitutional right to abortion established by *Roe v. Wade* should be the foundation, not the ceiling. Even today, with abortion legal throughout New Jersey, many still can't access it due to financial and logistic obstacles — and a right without access is no right at all. That's why we need to pass the Reproductive Freedom Act. It's one of our top priorities.

[Read Full Interview](#)



MAYORS WELLNESS CAMPAIGN®

Celebrating 15 Years

Thank You

2021 MAYORS WELLNESS CAMPAIGN SPONSORS



We are excited to announce that this year marks the Mayor Wellness Campaign's 15th anniversary. The program began as a way to combat rising obesity rates by promoting physical activity and healthy eating throughout the state. Over the years, the MWC's mission has expanded to support far-reaching efforts to improve community health and wellness.

Thank you to all of our sponsors for your overwhelming support for our 2021-2022 MWC Activities, which include:

- A combination of virtual and in-person activities
- Webinars featuring health leaders and experts
- Forums to share best practices and collaborate with neighboring towns
- Technical assistance on areas of community need
- Highlights of communities and individuals championing health and wellness
- Meaningful incentives that support community level work
- Opportunity to share data and feedback about your MWC program

Visit us in November at the League of Municipalities Conference for our panel presentation, *Bringing Wellness to Your Community with the MWC*.

[Learn More About MWC Activities](#)

Questions? Reach out to JulieDeSimone, MWC Program Officer, at: jdesimone@njhcqi.org | 609-452-5980.

NEW MEMBER



St. George's University
Grenada, West Indies

St. George's University

St. George's University is a private medical school and international university in Grenada, West Indies, offering degrees in medicine, veterinary medicine, public health, the health sciences, nursing, arts and sciences, and business.

NEW JOB OPENING

Featured on our #QIMemberJobs Board



The NJ Birth Equity Funders Alliance is recruiting and hiring a [Nurture NJ Director](#).

- The Director will serve as a key leader in supporting all the activities of the [Nurture NJ](#) initiative, including implementing the Nurture NJ Strategic Plan,
- The Director will advance systemic change by building an inclusive process and engaged community around the initiative.
- As the primary representative for the initiative, the Director will build and foster relationships across sectors
- The Director will be situated in the NJDOH with a direct report to both the Commissioner of Health and the Governors Office. And be a part of the team of Department of Health Leadership focused on Maternal Child Health

Learn about more open positions from QI members [here](#).

[Apply Now](#)



For information on how to join, please contact Virginia Tesser at vtesser@njhcqi.org.

To learn more about our current initiatives, please visit our website at www.njhcqi.org.

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