



Partnership for
Maternal &
Child Health
OF NORTHERN NEW JERSEY

Community Support Programs



We are committed to improving the health of women, children, and families. We are changing the paradigm in public health by supporting pregnancy and new parenthood, empowering the community, engaging healthcare providers, and advocating for quality equitable healthcare.

- One of three designated birth consortia in the state covering Bergen, Essex, Hudson, Morris, Passaic, Sussex, Warren, and Union counties - licensed and regulated by the NJ Department of Health
- We lead 30 community programs and reach approximately 40,000 people annually
- In 2021, 47,977 babies were born in our region
- 23 member hospitals and 2 birthing centers
- We operate Connecting NJ in 5 counties - Bergen, Hudson, Morris, Passaic, and Union*

**Programs awarded through competitive RFP process.*



ConnectingNJ

- A county-based, single point-of-entry system across New Jersey that simplifies and streamlines the referral process for obstetrical and prenatal care providers, community agencies, and families.
- Network of community providers
- Referrals include:
 - NJ Family Care
 - Prenatal care
 - Maternal home visitation
 - Community doulas
 - Breastfeeding support
 - Family planning resources
 - Access to practical needs



ConnectingNJ

We connect New Jersey families - moms, dads, newborns, teens, young adults, and grandparents - with the best health and social resources available in their local community.

Looking for programs, resources and more in your area?

Individuals and families who are interested in getting connected can fill out the form below.

How can we help?

What type of support, resources, or services are you interested in?

- | | |
|--|---|
| <input type="checkbox"/> Basic needs (ex. clothing, diapers, formula) | <input type="checkbox"/> Healthcare for myself or my children (ex. primary care, dentist, physical therapy) |
| <input type="checkbox"/> Breastfeeding | <input type="checkbox"/> Home visiting (In-home parent support) |
| <input type="checkbox"/> Child care | <input type="checkbox"/> Housing/Rental/Utility assistance |
| <input type="checkbox"/> Child development | <input type="checkbox"/> Legal advice |
| <input type="checkbox"/> Community Health Worker (assistance connecting to services) | <input type="checkbox"/> Mental health |
| <input type="checkbox"/> Domestic violence | <input type="checkbox"/> Prenatal and postpartum care |
| <input type="checkbox"/> Doula services | <input type="checkbox"/> Public benefits (ex. TANF/GA and SSI) |
| <input type="checkbox"/> Employment assistance | <input type="checkbox"/> Substance use |
| <input type="checkbox"/> Food assistance | <input type="checkbox"/> Other (please specify) |
| <input type="checkbox"/> Health insurance | <input type="text"/> |

connecting.nj.gov

Maternal Home Visitation & Outreach

Connecting NJ is the main referral source for our maternal home visitation programs and many of our other support services.

Healthy Women, Healthy Families

- Community Outreach Workers - *Bergen, Passaic, Hudson, Morris, & Union*

Evidence-Based Maternal Home Visitation Programs*

- Nurse-Family Partnership
 - *Bergen, Passaic, Hudson, & Union*
- Healthy Families
 - *Passaic, Morris, & sections of Essex*
- Parents As Teachers
 - *Bergen, Warren, & Morris*

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Successful Implementation

- Critical closed loop follow-up during the Connecting NJ referral process
- The nurses and family support workers should culturally reflect the unique communities they serve
- Provide flexibility to meet the needs of the family
- Nurses, community health workers, and home visitors create strong bonds with the family
- Building trusted relationships in the community and with healthcare providers - Community Advisory Boards
- New Jersey adopted maternal home visitation before other states
- Sustained long-term program funded through the federal and state government
- Continuous quality improvement process
- **Improved health outcomes for mother and baby**



Implementation Challenges

- Lack of awareness of Connecting NJ/programs
- Stigma around community programs - "It's not for me", "I don't need help"
- Fear/lack of trust in the system
- Limited resources
- Challenging roles for staff - emotionally taxing, limited income, high workload



Investing in Systemic Changes

- Expand current successful evidence-based programs
- Recent expansion of Healthy Women, Healthy Families and "right sizing" for home visitation
- Sustained financial investment
- New isn't always better
- Community programs cannot succeed in silos
- Strategic partnerships - the community, other organizations, funders, state/federal entities, hospitals, & other health providers are critical for investment, referrals, & expertise



Investing in Systemic Changes





Thank you!

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