

Perinatal Community Advisory Boards Building Trust and Collaboration to Improve Maternal Health

What Are Perinatal Community Advisory Boards?

Perinatal Community Advisory Boards (PCABs) bring hospitals and community members together to build meaningful partnerships that strengthen maternal health. **PCABs serve as trusted partners**—helping shape hospital policies, improve services, and promote care that is respectful, responsive, and centered on the needs of parents.

Introduced by the [New Jersey Health Care Quality Institute](#) as a new model for collaboration, **PCABs drive community-led change within hospitals to improve childbirth outcomes and experiences**. Initial pilots in two

Mercer County hospitals demonstrated the promise of this approach. With expansion to additional hospitals planned, the initiative is laying the groundwork for a statewide **model that embeds community voice and leadership within perinatal care systems**.



Who Participates in PCABs?

Each PCAB brings together:

- People with lived experience who have given birth or received care at the hospital.
- Community leaders and advocates from local organizations and networks.
- Social service providers who connect families to critical support and resources.
- Hospital staff and leaders including clinicians, administrators, and patient experience, committed to learning from and partnering with their communities.

Members reflect the diversity of their communities and ensure a wide range of voices and perspectives help shape perinatal care.

What Do PCAB Meetings Focus On?

Boards meet regularly to discuss hospital and community health initiatives, review data, and identify opportunities for improvement. Meetings provide structured time for members to **share feedback, raise emerging concerns, and co-develop recommendations** with hospital leadership. This ongoing engagement builds trust and ensures that community insight meaningfully guides decision-making.



How Do PCABs Benefit Hospitals and Communities?

- **Builds trust and accountability** between hospitals and communities they serve.
- **Ensures diverse lived experiences** meaningfully shape quality improvement and patient-centered initiatives.
- **Encourages transparency, collaboration, and shared ownership** in advancing maternal health.
- **Drives sustainable, community-driven change**, leading to lasting improvements.
- **Recognizes the value of members'** time and contributions through hospital-provided honoraria to support meaningful community engagement.
- **Builds skills of members** through valuable training that develops leadership confidence and active participation.

How Are PCABs Driving Change?

Through PCABs, hospitals and communities are improving maternal health outcomes and building a more respectful, person-centered care system for all. PCABs work to:

- Support implementation of maternal health initiatives that address gaps in care.
- Strengthen communication and cultural responsiveness in perinatal care.
- Inform changes to hospital policies, practices, and patient materials.

Health System Spotlights

CAPITAL HEALTH MEDICAL CENTER HOPEWELL:

PCAB members at Capital Health are strengthening partnerships and stakeholder engagement by developing a resource map to identify local services, build referral networks, and foster meaningful, long-lasting relationships.

Additionally, they are partnering with a local public health agency to convene stakeholders and boost collaboration.

PENN MEDICINE PRINCETON HEALTH:

The PCAB at Penn Medicine Princeton Health is developing community-informed maternal mental health education campaigns to reduce stigma, address access gaps, and connect patients to timely, trusted resources.

They are also expanding maternal mental health services on their postpartum unit, strengthening support after childbirth.

To learn more about establishing or participating in a Perinatal Community Advisory Board, visit www.njhcqi.org or contact info@njhcqi.org.