

Priority Four - Maternal Child Health Strategies 2022-2024

Goal: Achieve equitable birth outcomes for Black mothers and babies	
CHNA Key Findings:	CHNA Page
* Mercer County (5.7) has among the highest Infant Mortality rates in the state (4.3) and higher than US (5.8). Infant mortality among Black babies is higher than any other racial or ethnic group across the state (9.2), Mercer County (11.9) and Trenton (13.9).	80-81
* 65.7% of Mercer County Moms access prenatal care in the first trimester compared to NJ (74.5%) and US (77.6%) averages and below the HP2030 goal (80.5%). Black (55.7%) and Latinx (51.8%) moms in Mercer County are less likely to access early prenatal care than any other group.	78-79
* Breastfeeding at 8 weeks of age at 50.9% in New Jersey. This is a leading priority in Healthy NJ 2020 Plan (State Health Improvement Plan).	79

Strategies
Adopt Substance Abuse and Mental Health Service Administration (SAMHSA) National Center for Trauma Informed Care (NCTIC) 6 Principles for Trauma Informed Care X
Incorporate social and emotional support and resources with all services. X
Explore models to increase access to affordable housing options within Mercer County. X
Train and hire staff from diverse communities to work as community health workers, patient navigators, case managers, care, and support staff. E X
Partner with social services, employers, housing, faith-based, and other community-based organizations that serve BIPOC populations to host vaccination clinics. E X
Screen for trauma and behavioral health needs and provide “warm hand off” to connect patients to social support services. X
Increase capacity and availability to integrated healthcare and behavioral health services. X
Increase availability and knowledge of using telehealth for behavioral health management. X
Provide school-based health and wellness education for students in grades K-12. X
Equity strategies E are identified where there is an opportunity to address social determinants of health.
Cross cutting strategies X are identified where there is an opportunity to make investments in initiatives that can impact multiple goals or objectives.

Measurable Objectives:
4.1 By 2024, increase onset of first trimester prenatal care among all pregnant people in Mercer County to align with state average of 75%. (p.84-85)
4.2 By 2024, increase the proportion of pregnant African American and Latinx people accessing prenatal care during the first trimester in participating programs by 5% each year. (p. 85)
4.3 By 2024, increase participation in pre- and postpartum care programs for delivering person and baby through infant age 2. (p.84-85)
4.4 By 2024, increase the onset and duration of breastfeeding through infant age 1. (p.84-85)
4.5 By 2024, annually make 1000 perinatal home visits to people from Mercer County who gave birth in Mercer County.
4.6 By 2024, increase by 10% per year the number of people who receive a referral for social support in the perinatal period who receive the referred service.

Actions	Performance Indicator	Responsible Party
4.1(a) Promote first trimester prenatal care by all health departments, hospitals, clinics, and partners.	NJ State Health Assessment Data	Mercer County Health Officer Ass. Capital Health Medical Center (1.1a) HomeFront Children's Futures Children's Home Society WIC
4.1(b) If Medicaid and Charity Care agree, open a facility in South/East neighborhood of Trenton that would serve as a second OB/GYN clinic in Trenton by the end of 2023.		Capital Health Medical Center (1.1)
4.1(c) Reduce the wait time for the 3 rd available appointment at OB/GYN clinic to four weeks.		Capital Health Medical Center (1.1a)
4.2(a) Safer Child Birth Cities Initiative will address disparities in access to prenatal care and services using data to understand local drivers of and correlates with Severe Maternal Morbidity.	New Jersey State Health Assessment Data	Maternal Child Stakeholders - THT CJFHC Children's Home Society Children's Futures HomeFront
4.2 (b) Safer Child Birth Cities will address disparities in access to prenatal care and services through the expansion of doula services	NJ State Health Assessment Data Mortality data	Capital Health Medical Center (3.1) CJFHC Children's Future TruDoulas Children's Home Society Trenton Health Team HomeFront
4.2(c) Centering Pregnancy Program will address disparities in access to prenatal care and services by providing more supportive services at Capital Health OB/GYN Trenton.		Capital Health Medical Center (3.3) Maternal Child Stakeholder Group - THT
4.2(d) Address disparities in access to prenatal care and services by creating risk alerts to identify high-risk pregnancies early	VERI (birth certificate)	Maternal Child Stakeholder Group – THT CJFHC
4.2(e) Hire a Spanish translator for OB/GYN clinic and supplement with CyraCom telephonic medical interpretation services, and reduce the time spent on hold for a telephonic Spanish interpretation.		Capital Health Medical Center (1.2a)

Priority Four - Maternal Child Health Strategies 2022-2024

4.2(f) Review clinical assessment tools for ability to identify cardiac indicators in at risk pregnant women.		Capital Health Medical Center (3.2b)
4.2(g) As OB/GYN clinics serving underserved populations expand, monitor staff and patient satisfaction and feedback		Capital Health Medical Center (1.2c)
4.3(a) Maintain program participation in prenatal and post partum visits for two years in at risk families via the Nurse Family Partnership; Healthy Women Healthy Families CJFHC Central Intake; Community Health Workers; and Parents as Teachers program.		Children's Futures Nurse Family Partnership Mercer Street Friends CJFHC
4.3(b) Enhance gynecologic services provided to reduce teen pregnancies at both clinic sites, including family planning. Baseline 56 teen pregnancies in 2021.		Capital Health Medical Center (2.1)
4.3(c) Implement 30% increase in blood lead level screening in the target neighborhood as part of the Trenton Neighborhood Initiative which funds a lead program staff person.		Capital Health Medical Center (3.5) Trenton Health Team
4.3(d) Provide diabetes education programs including how to use a glucometer		Capital Health Medical Center (3.6)
4.4(a) Increase lactation education/consultations to underserved areas by purchasing a mobile lactation education van in 2022 to educate, counsel, and support breastfeeding.	NJ State Health Assessment Data	Children's Home Society
4.4(b) Train 10 Community Transformers in the ROSE program (Reaching our Sisters Everywhere program), who each will follow, mentor, council, 5 breastfeeding families in Mercer County by December 2022.		CJFHC
4.4(c) Promote ROSE (Reaching our Sisters Everywhere program) to		CJFHC

reduce the breastfeeding disparities among African American women so that 82% of their babies receive breast milk at birth.		
4.4(d) Increase coordination and communication among all institutional, community-based, and peer providers and organizations who educate, counsel, protect, support and engage with breastfeeding families. Create and share comprehensive list of institutional, community-based, and peer providers and organizations who educate, counsel, protect, support and engage with breastfeeding families by December 2022.	Breastfeeding rates on discharge from hospital. Increased breastfeeding rates through the first year postpartum. NJ State Health Assessment Data	CJFHC Capital Health Medical Center (4.2) Children's Future Children's Home Society HomeFront Trenton Health Team
4.4(e) Provide stakeholders with evidence-based Policy, Systems and Environmental strategies (e.g. Surgeon General's Call to Action; Draft NJ Strategic Breastfeeding Plan; NACCHO Continuity of Care in Breastfeeding Support Blueprint) by December 2022.		THT Maternal Stakeholder Group CJFHC Children's Futures Children's Home Society HomeFront Capital Health Medical Center (4.3)
4.4(f) Convene a stakeholder workgroup whose role is to coordinate and communicate goals; action plans; monitor, evaluate and report progress by December 2022.		THT Maternal Stakeholder Group CJFHC Children's Futures Children's Home Society HomeFront Capital Health Medical Center
4.4(g) Provide prenatal breastfeeding classes		Capital Health Medical Center (4.1)
4.4(h) Distribute "Your Guide to a Healthy Pregnancy" handbook in English/Spanish at all practices.		Capital Health Medical Center (4.2)
4.4(i) Educate all providers on consistent, documented breastfeeding education and encouragement.		Capital Health Medical Center (4.3)
4.4(j) Expand lactation prenatal consultations at Trenton OB/Gyn clinic		Capital Health Medical Center (4.4)
4.4(k) Expand bedside lactation		Capital Health Medical Center (4.5)

Priority Four - Maternal Child Health Strategies 2022-2024

consultation service from 7am-11pm 7 days a week, to 24/7.		
4.4(l) Provide human donor milk when necessary as a bridge to exclusive breastfeeding		Capital Health Medical Center (4.6)
4.4(m) Educate Family Medicine medical residents on breastfeeding and providing opportunities for shadowing the Lactation Consultant.		Capital Health Medical Center (4.8)
4.4.(n) Hire Lactation Consultant staff that better represents our diverse patient population 4.4(j) Expand lactation prenatal consultations at Trenton OB/Gyn clinic		Capital Health Medical Center (4.9)
4.4(o) Make follow-up calls 2 days post discharge and again at 10 days to all breastfeeding patients.		Capital Health Medical Center (4.10)
4.4(p) Expand Lactation Consultant presence in the Pediatric Clinic from 3 days/week to 4-5 days/week.		Capital Health Medical Center (4.11)
4.4(q) Provide breast pumps to uninsured patients through the "Breast Pump for All" grant funded program		Capital Health Medical Center (4.12)
4.4(r) Establish a formal lactation outpatient service at the Hopewell location.		Capital Health Medical Center (4.13)
4.5(a) Address disparities in postpartum outcomes by starting the "Family Connects" Program in the Spring of 2022 which will provide a home visit or telehealth program to 750 babies born in 2022. Increase program to 1,000 visits in 2023 and 2024.	Central Intake Capital Health Data	Capital Health Medical Center (3.2) CJFHC Maternal Child Stakeholder Group Trenton Health Team
4.6(a) Continue to refer patients to Planned Parenthood and Henry J Austin Clinic		Capital Health Medical Center (2.4)
4.6(b) Implement Merck for Mothers Safer Childbirth Cities to enhance and coordinate additional services that help patients and staff with non-clinical needs and referrals. Hire a program manager from Children's Home Society to work at the OB/GYN		Capital Health Medical Center (3.1) Trenton Health Team Children's Home Society

clinic to coordinate services.		
4.6(c) Supplement Family Connects with Trenton Neighborhood Initiative delivery of wrap-around services to 250 Trenton residents by June 2026.		Capital Health Medical Center (3.3)
4.6(d) Continue For My Baby and Me opioid treatment program for pregnant mother		HomeFront Capital Health Medical Center (3.4) Rescue Mission
4.6(e) Implement 30% increase in blood lead level screening in the target neighborhood as part of the Trenton Neighborhood Initiative which funds a lead program staff person.		Capital Health Medical Center (3.5) Trenton Health Team
4.6(f) By December 2024, implement trauma informed mental health screening as a component of care for all patients.		RWJ (3.2)
4.6(g) Ensure staff is trained so EMR tracking captures race/ethnicity/gender identity of patients to measure participation in all programs proportionate to the underlying population.		RWJ (3.1)
4.6(h) Incorporate staff training of indicators to collect social determinants of health, and increase direct supportive service referrals during patient visits and follow up tracking by 5% each year		RWJ (3.3)
4.6(i) By December 2024, engage CIA (Community Impact Alliance-auxillary) to increase relationships with partner agencies who provide support for women such as housing, education, job training, by 10% each year.		RWJ (3.4)