



Annual Report 2021



PREPARED BY
DEPARTMENT OF EVALUATION & ANALYTICS

MAY 31, 2022



A Message from Our CEO

I have spent my career in maternal and child health and I feel especially privileged to be writing this message as Chief Executive Officer of the Central Jersey Family Health Consortium. This is a special time in this company's history as we celebrate our successes and tremendous growth over the years. CJFHC began its journey in 1992, and has spent these years continuing to build and expand our organization. CJFHC has now become synonymous with our commitment to helping our clients from the thousands of families with small children we serve, to the vast teen mentoring program we have developed, and to the hundreds of community partners we collaborate with while providing education and professional services. From every aspect, so many benefit from the amazing work and dedication CJFHC has to the community.

Our mission is to promote an equitable and healthy future for families through services, advocacy, education, and collaboration. Even with the challenges continuing to be faced with the global pandemic, rising costs of living, and increasing disparities in health between the wealthiest and poorest in our communities, CJFHC has continued to support our communities and make an impact on maternal child health in our population.

Looking ahead, we have developed a plan to address health equity, organizational sustainability, collaboration, advocacy, and education. All of which brings positive change to the communities where we work and live.

I am incredibly grateful to be a part of the CJFHC family and am excited about our future. The best of CJFHC is yet to come!



Robyn D'Oria
Chief Executive Officer
Central Jersey Family Health Consortium

Programs & Services



In 2021, the Central Jersey Family Health Consortium provided comprehensive and effective programs leading to a measurable impact in Central New Jersey.

Breakdown of Services: 2021



25,231

community members
educated

12,332



professionals
educated

60,324

clients & families
served



163,901

Informational Mailings
and Safety Items
Provided



\$86,000

of Food, Baby
Essentials, Safety
Items & Gift Cards



597

Individual and
Organizational Partners

Biggest Challenges in 2021:

- Changing Needs: The continuing pandemic has taken its toll on our communities and the needs of our clients are changing
- Growth: CJFHC experienced tremendous growth during 2021 leading to expanding staffing and services
- Virtual Environment: CJFHC remained closed the entire year leading to a need to revisit virtual employment practices

Our mission is to promote an equitable and healthy future for families through services, advocacy, education, and collaboration.

As CJFHC entered the second year of the global pandemic, challenges continued to be faced by staff and communities. CJFHC offices remained closed throughout 2021, with a majority of business conducted virtually. By September, staff began reengaging in traditional face-to-face visits; however, much of the work remained contact free. Even with these challenges, we experienced our most successful year in recent history. We continue to work together to meet our mission.

Program Spotlights

Serving the families of Mercer County through Family Connects has been a rewarding and humbling experience. As much as we have to teach our clients during our visits, I find I learn more from them! I have had the privilege to serve many Latino, Spanish-speaking families. As they open the doors of their homes, our clients give us a glimpse of their specific challenges, not just as a family bringing a newborn into the home, but as a family often navigating the complicated healthcare and social systems of this country. Through Family Connects, we have the opportunity to fill many gaps in access to essential services for these families, that would otherwise go unnoticed.

Sara Jurado, DNP, FNP
Family Connects Home Visiting Nurse

Family Connects

is a program that provides free at-home nurse visits for parents who live in Mercer County and give birth at Capital Health, regardless of household income or health insurance status. Participants are offered 1-3 home visits by a highly trained registered nurse who link them to community resources that meet their individual needs and preferences. Family Connects - Mercer County is collaborating with local agencies, ensuring resources offered to families are current and identify any gaps in needed services.

In December of 2021, CJFHC began enrolling clients and to date have completed over 140 visits.



Perinatal Mood Disorders

Postpartum Depression (PPD) and other Perinatal Mood and Anxiety Disorders (PMAD) affect birthing people and their families during pregnancy and after delivery. One in 7 birthing people and 1 in 10 fathers/partners are at risk for developing a PMAD. Because of the significance of these disorders and their effects on families, New Jersey law requires education about PMAD during pregnancy as well as screening for PPD before discharge from the hospital and during postpartum visits. This program assists women identified by hospital staff and healthcare providers to be at risk, linking them to local and state resources such as support groups and mental health counseling services.

In 2021, the Perinatal Mood Disorders program witnessed tremendous increases in need. Support group attendees increased by 50% to 3,564, there was a 72.7% increase in education of community members and a 68.4% increase in professionals educated between 2020 and 2021. Most importantly, calls to people in need increased by 30.2% with 12,912 calls made in 2021 compared to 9,006 in 2020.

“[PMD staff] was the first person who I encountered who seemed genuinely interested in making sure that I found the help that I needed. She was incredibly empathetic and caring and allowed me to (frankly) leak crazy on the phone with her as I shared the incredibly complicated path I took to finally get to her - and, she didn't make me feel judged or uncomfortable for having such a moment.”

Laura
PMD Client



Healthy Women Healthy Families

Healthy Women, Healthy Families (HWHF) is a statewide initiative focusing on improving maternal and infant health outcomes for all women of childbearing age and their families while reducing racial, ethnic and economic disparities. This is accomplished through a collaborative, community driven approach by the Central Intake Specialists, Early Childhood Specialists and Community Health Workers. The CJFHC HWHF team serves Mercer, Middlesex, Somerset and Hunterdon counties. We focus on providing women and their families access to resource information and referrals to services that promote child and family wellness.



In 2021, HWHF provided services to 2,720 clients and families. The six HWHF staff made more than 5,000 calls, distributed 200 safety items, engaged in 300 telehealth visits and provided education to 1,080 professionals and community members. With 35 organizational partners, HWHF has provided connections and support to women and families in need in Central New Jersey.

Evaluation & Analytics

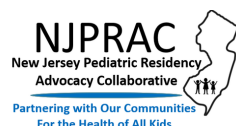
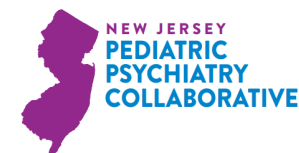
Since the organization's inception, CJFHC has offered data services to member hospitals, providing support on the implementation and use of electronic birth registration systems. As well as providing reporting on birth data, including the "Births at a Glance" report. In the preceding years, leadership realized the growing need to expand the services we offer. We currently conduct maternal child health surveillance, provide continuous quality improvement reporting, analyze ad-hoc data requests, and offer comprehensive program evaluation services, including:

- Logic Model Development
- Evaluation Design
- Process and Outcome Evaluation
- Analytics
- Workflow Analysis
- Grant Proposal Preparation
- Peer-Reviewed Publication Support

In 2021, the department experienced tremendous growth and success.

- Hired 4 additional staff (7 total)
- Rolled out a new birth certificate registration system
- Supported 14 member hospitals
- Offered 27 technical assistance webinars
- Trained 115 birth certificate users
- Provided evaluation support to 9 contracted programs
- Provided grant writing support on 7 projects
- Fielded 54 data requests
- Provided data support to 6 CJFHC programs

Our Programs & Partners

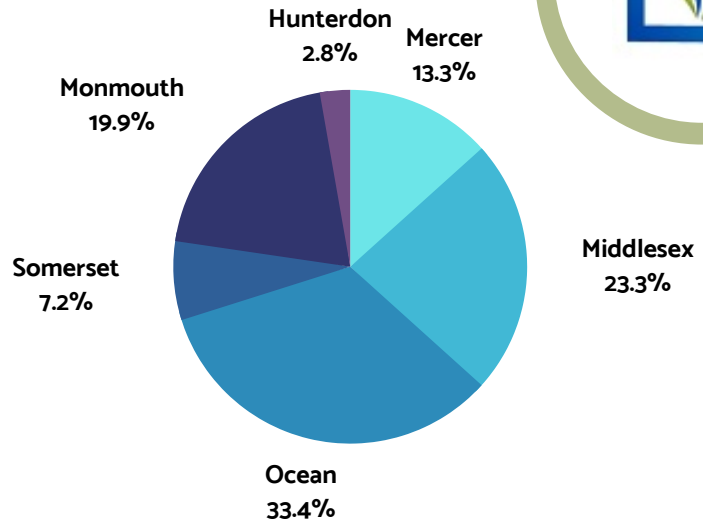


2021 Births at a Glance

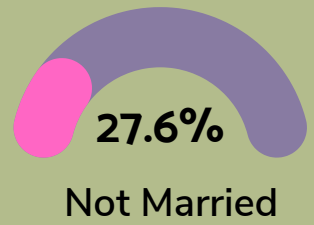
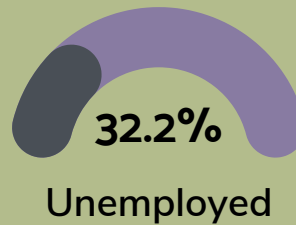
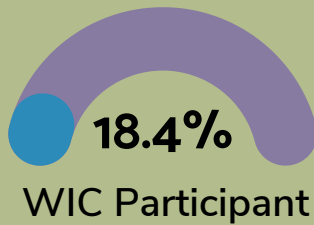
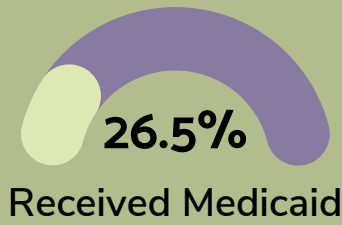


Total Births:

31,803



Socioeconomic Status

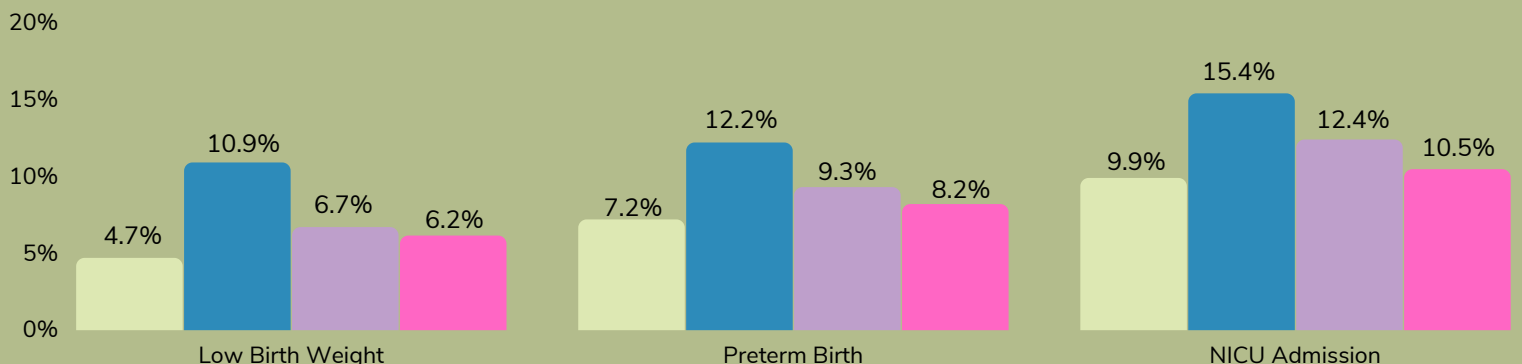
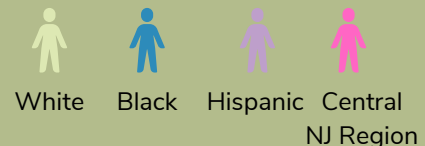


Characteristics of Birth



Adverse Birth Outcomes and Racial Disparities

Regardless of outcome, Black infants experience rates 1.5 to 2 times greater than their white counterparts.





PETE'S PLACE

Keeping Your Young Family Healthy

Connecting NJ



Pete's Place works in collaboration with the Connecting NJ (formerly Central Intake) team, home visitation staff, community health workers, program staff and partner organizations gives us the exciting new opportunity to help our families in meaningful ways.

In 2021, Pete's Place supported families impacted by COVID-19, Hurricane Ida, and devastating fires.

We continue to receive donations from community partners to sustain this vital program.

“A client called the toll-free number requesting baby items for her unborn baby. She is working full-time but is unable to get all the things she needs due to other expenses. She is a single mom with a five year old and currently 8 months pregnant. She needed a car seat, but was unsure how to pay for it.

Because of Pete's Place, we were able alleviate one important stressor in preparing for the birth of her baby. She was also successfully connected to additional resources.”

Nykia J., Community Health Worker,
Mercer County



OUR STORIES OF SUCCESS

“An undocumented family was unable to work or receive state insurance due to immigration status. They were first-time parents with a newborn baby and were unable to continuously supply diapers. I was able to provide diapers from Pete's place to help this family until their supply of diapers came from The Central Diaper Bank. I also shared additional community resources. The family showed great gratitude and were very humbled by Pete's Place.”

Selima S., Community Health Worker,
Middlesex County



700

**FAMILIES
SERVED**

\$36,000

IN GIFT CARDS

Pete's Place gave families \$36,000 in gift cards in increments of \$10-\$50 for stores such as Walmart, Target, and Shop Rite.

202

**CAR SEATS &
STROLLERS**

Pete's Place provided 154 car seats and 48 strollers to families in need.



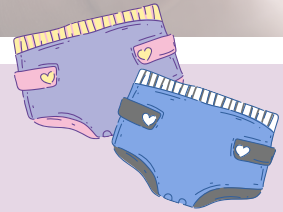
**Our continued
success
begins with
you!**

Connecting NJ



**Donate to
Pete's Place
today**

cjfhc.org/petes-place/



28,000

DIAPERS

Families received diapers directly to their homes. We also distributed 280 months worth of diaper wipes.

82

**SAFE SLEEP
PACKAGES**

Donated to families with newborns.



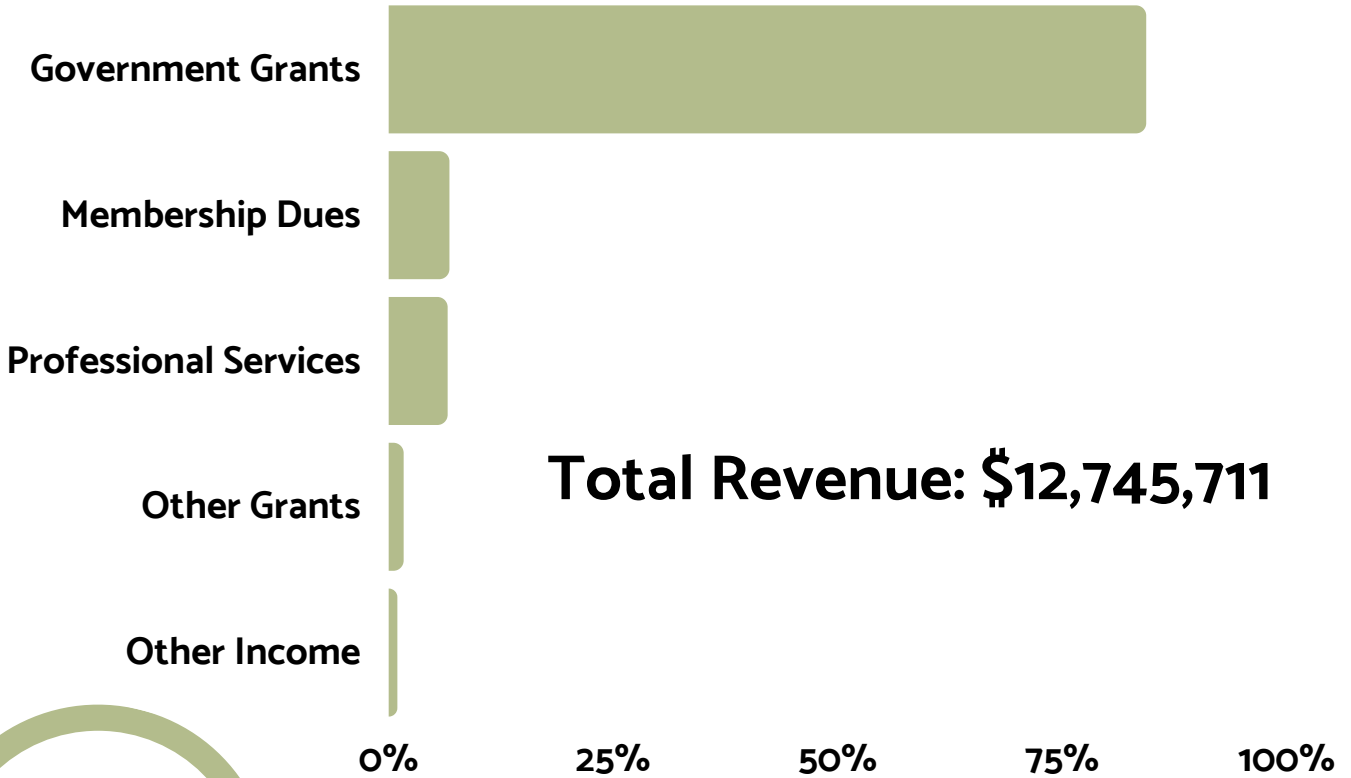
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**THANKSGIVING
MEALS**

Additional food and household items also provided to families participating in various CJFHC programs.



Revenue



Expenses

