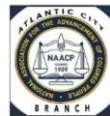
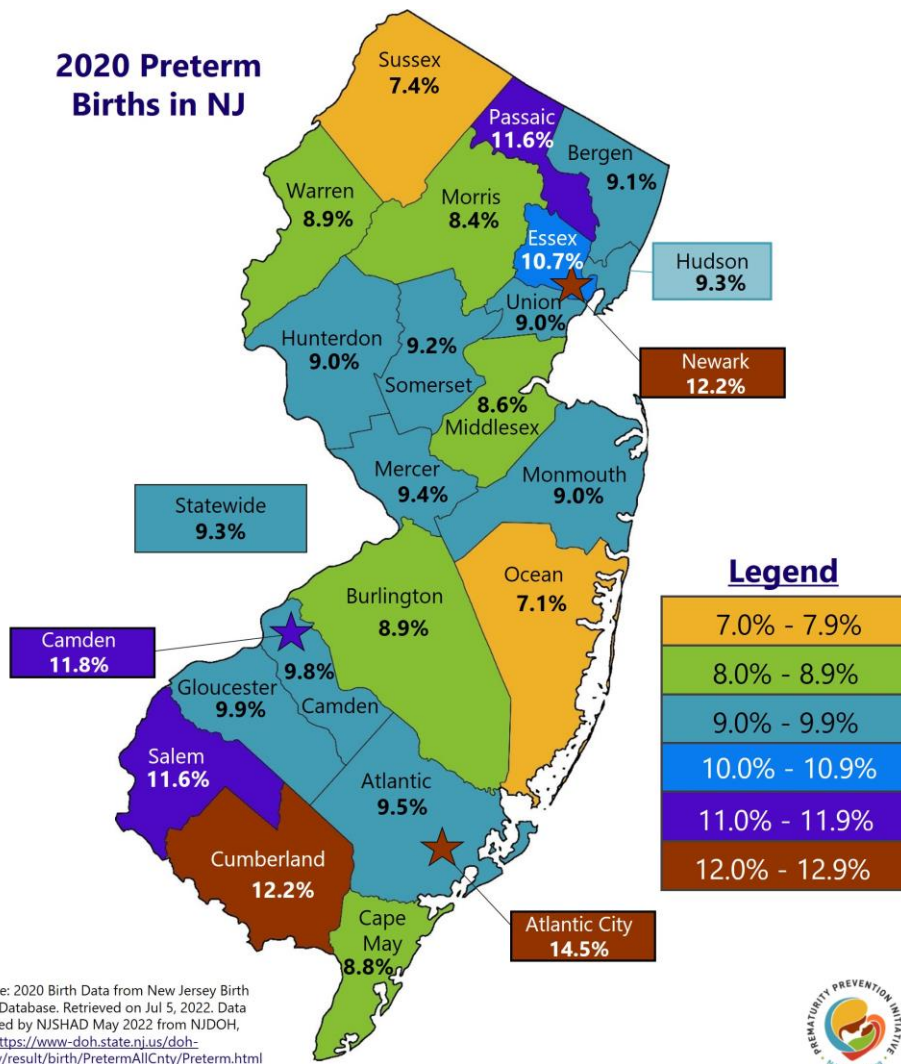


Amplifying Community Action to Improve Maternal-Child Health Outcomes in New Jersey



MCH Landscape: New Jersey

2020 Preterm Births in NJ

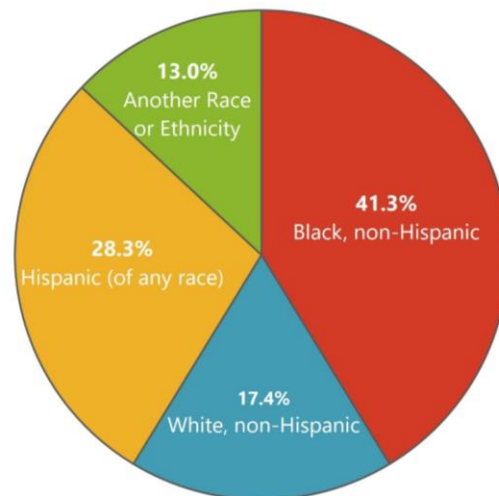


Data Source: 2020 Birth Data from New Jersey Birth Certificate Database. Retrieved on Jul 5, 2022. Data Last Updated by NJSHAD May 2022 from NJDOH, NJSHAD: <https://www-doh.state.nj.us/doh-shad/query/result/birth/PretermAllCnty/Preterm.html>

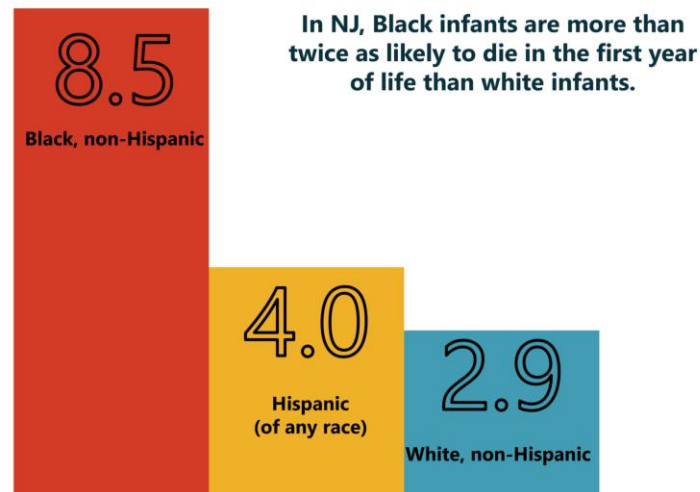


2014-2016 Statewide Maternal Mortality Trends

Percentages of Pregnancy-Related Deaths by Race/Ethnicity (n=46)



Data Source: New Jersey Maternal Mortality Review (2021). *Maternal Mortality: New Jersey*
https://nj.gov/health/fhs/maternalchild/documents/NJ%20Maternal%20Mortality_2014-2016_12.14.21_Final.pdf



2019 Statewide Infant Mortality Rate per 1,000 Live Births by Race/Ethnicity

Data Source: 2019 Birth and Death Data from New Jersey Birth and Death Certificate Database. Retrieved Feb 4, 2022. Data Last Updated by NJSHAD Sept 2021 from New Jersey Department of Health, New Jersey State Health Assessment Data website: <https://www-doh.state.nj.us/doh-shad/query/result/infantfetal/InfantInfMortRate.html>



TAKE THE MATERNAL EXPERIENCE SURVEY

SHARE.

BE HEARD.

EXPECT CHANGE.



Presented by: NJ NAACP Black Infant and Maternal Mortality Taskforce
Complete the Maternal Experiences Survey to help improve care and reduce injustices for Black birthing people. Your experience will help to produce change and better outcomes in New Jersey.

IF YOU'VE HAD ONE
OF THE FOLLOWING:

- Live birth
- Still birth
- Miscarriage
- Termination



Scan the QR code to
participate or visit:
njpreterm.org/mes

Share your experience
and receive a special gift.

While Supplies Last

If you have questions about the
survey, contact Christine Ivery
at civery@fhiworks.org or
609-206-8206.

The Prematurity Prevention Initiative is a program of Family Health Initiatives (FHI) supported by funding from the NJ Department of Health. FHI is a subsidiary of the Southern NJ Regional Consortium.



Maternal Experience Survey (MES)

Black Infant Maternal Mortality (BIMM)Taskforce

Purpose

- To build a community-level action response to the social and birthing injustice in New Jersey

Goals

- To develop a birth experience survey driven by Black women as the center of the storytelling
- To provide a resource easily accessible to all women, partners, birth workers, community organizations, political leaders, and government institutions interested in Black Infant and Maternal Mortality knowledge and statistics

What is the MES?

- A Community tool developed and designed to improve care and reduce childbirth related disparities for Women of Color.
- Allows women to share their birthing experience in a safe manner embedded with identity acceptance and respect.

Tool Structure and Use

Divided into three sections:

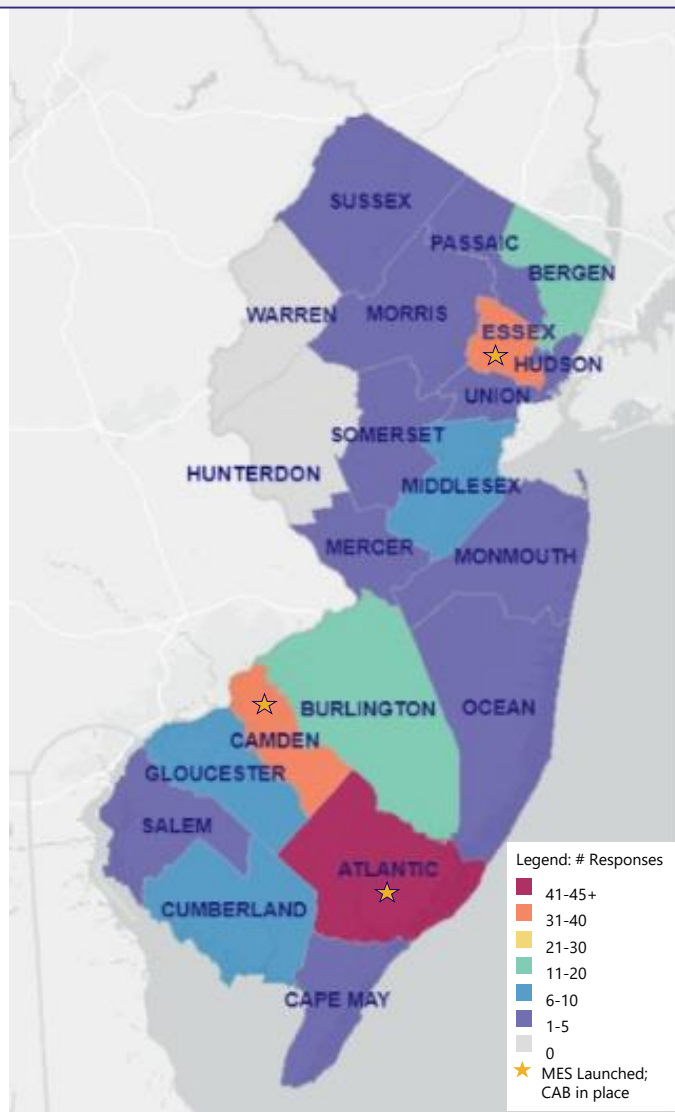
Prenatal, Labor & Delivery, and Postpartum

Inclusive format and health literacy language consideration

User device flexibility

Available in English and Spanish

MES Data: # Responses by County



MES Responses through 10/13/2022

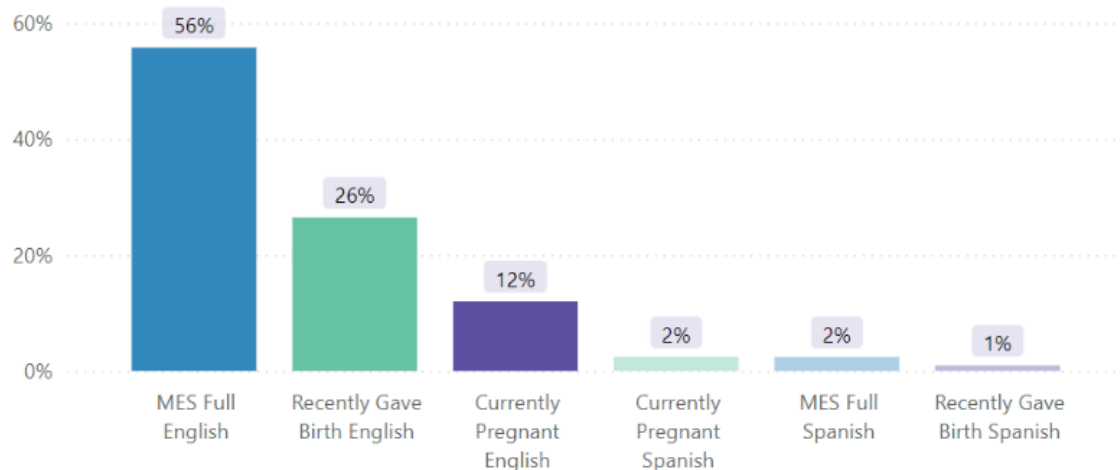
10/13/2022

Report Date

Total Complete Responses:
All Survey Breakouts

208

% Responses by Survey Breakout



55% of responses ($n=115$) came from counties with a Community Advisory Board in place where the MES has launched, with a total of **208 responses** across all counties.

MES Responses through 10/13/2022

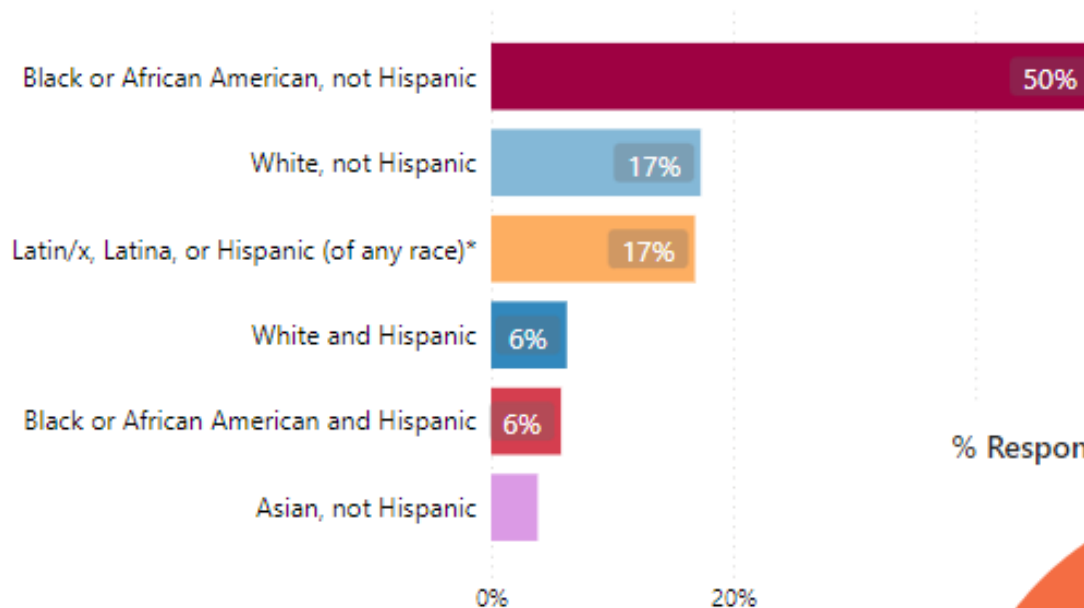
10/13/2022

Report Date

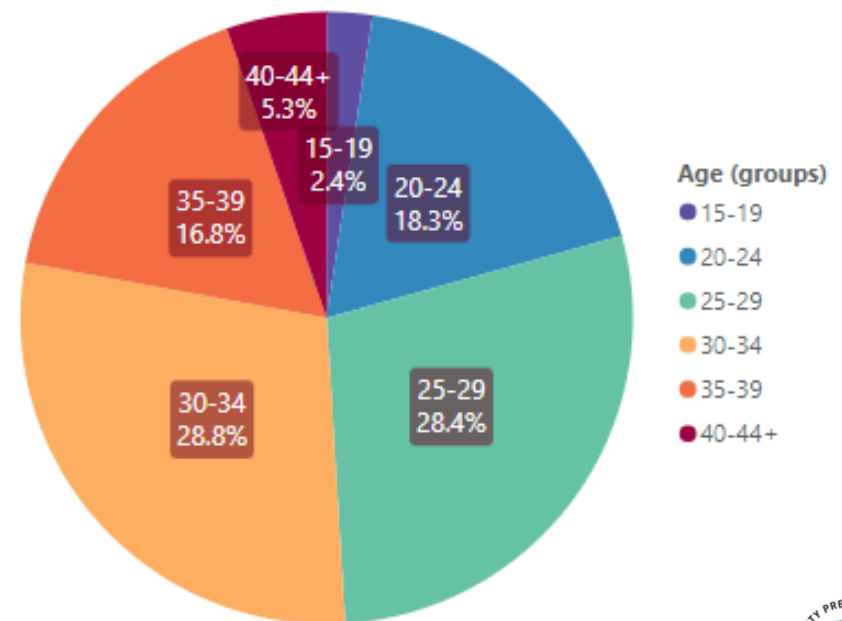
Total Complete Responses:
All Survey Breakouts

208

% Responses by Race/Ethnicity



% Responses by Predefined Age Groups





“

It's still a journey and something I feel like I may never recover from.

TAKIMAH

MES Ambassador Program

MES Ambassador Program

3-Month Program

(March- June 2022)



2.5 hours of logged time each week



Monthly Ambassador Check In Meetings



Each month Ambassadors received a **\$500 stipend**

- **MES Ambassadors sustainable change and improved birth outcomes** for women and birthing people in their communities.
- Ambassadors advanced the Maternal Experience Survey through **community level interaction while sharing health education information.**

MES Ambassador Program Objectives

- Establish efficacy
- Gain facilitation
- Elevate knowledge
- Increase awareness

SPECIAL OPPORTUNITY FOR MOTHERS OF COLOR



RECEIVE EARNINGS FOR YOUR TIME

Be an Ambassador. Empower Change.



FACT

Black birthing people in New Jersey are 7 times more likely to die from pregnancy-related complications compared to their white counterparts.

FACT

Black babies are twice as likely to be born prematurely compared to their white counterparts.

HELP US REDUCE THESE INJUSTICES FOR BLACK BIRTHING PEOPLE

WHO WE NEED

6 Women/Individuals of Color who live in Camden and Atlantic Counties and have experienced: live birth, still birth, miscarriage, termination of pregnancy

WHAT YOU'LL DO

- Apply now or any time before March 21, 2022
- If selected, attend one virtual training session on March 28, 2022
- Become an "Ambassador"
- Share the *Maternal Experience Survey* with family, friends and neighbors in your community who had an experience similar to you
- Earn \$1,500 (total amount over 3 months)
- Make a BIG difference!
More completed surveys = better outcomes for the future of New Jersey



APPLY NOW!

<https://bit.ly/MESAmbassador>
To apply click the link or scan the code below

Every story counts. Every experience matters.

The Maternal Experience Survey is the voice for Black birthing people in New Jersey!

With Your Help, We Can Make a Difference!

Have questions? Email us: ppi@phiworks.org



The Prematurity Prevention Initiative is a program of Family Health Initiatives (FHI) supported by funding from the NJ Department of Health. FHI is a subsidiary agency of the Southern NJ Perinatal Cooperative, 2022.





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Ambassador Sharing Strategies



Tablet



Flyers



Text Message



Social Media



Email

MES Ambassador Program

MES Ambassadors sent a total of **566** direct outreach messages across virtual communication platforms. **291** of the direct outreach attempts occurred in Atlantic County, and **275** occurred in Camden County.

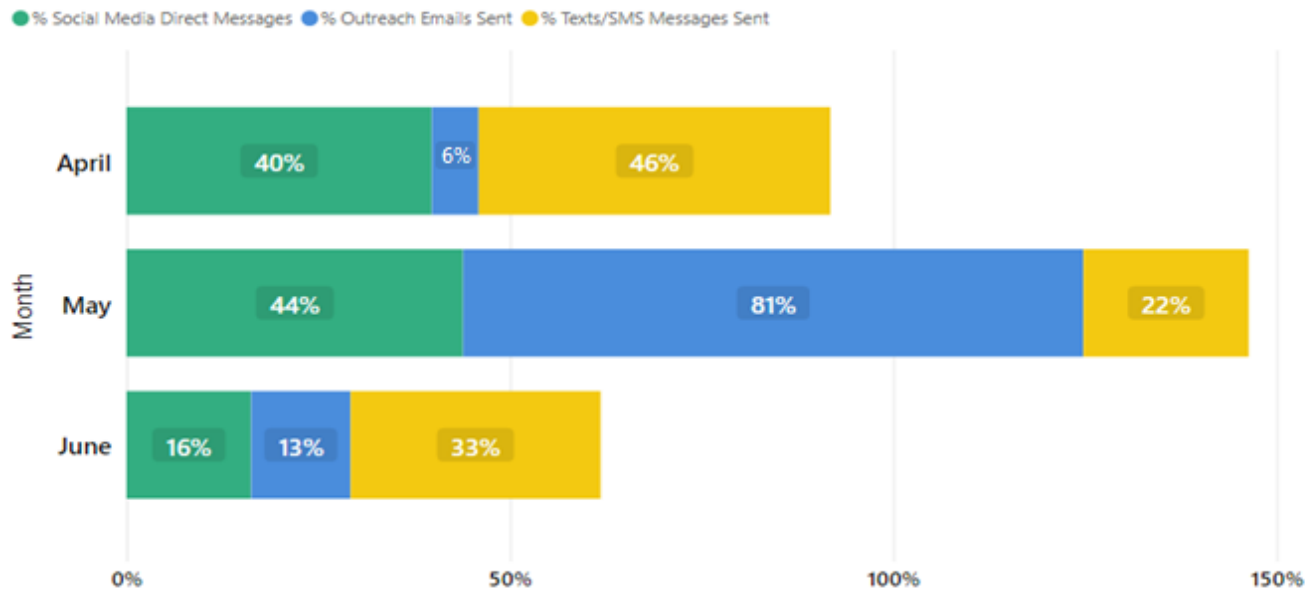
“posted on my socials”
“Stocked flyers and info packets at laundry”
“cousin baby shower”

“Had a meet up with other doulas and share some flyers and materials to pass along to their clients, texted link to a new client referral”

“Revisited Carver Hall Apts in AC, NJ to drop off more flyers”

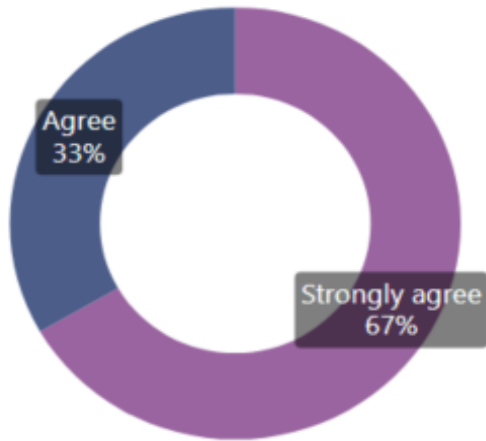
“Post flyer to IG stores, What to Expect NJ Mom Forum - 6/3/2022
Shared flyers and MES link at family BBQ - 6/4/2022”

“Handed out flyers at Faith Baptist church”
“Handed out flyers in Walmarks baby section”

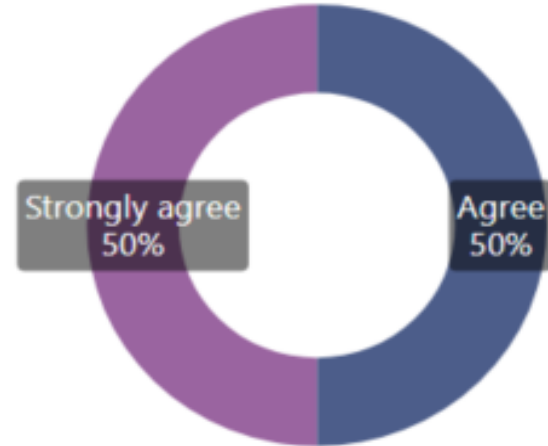


Feedback from MES Ambassadors:

MES Ambassador Feedback Survey



"Since becoming an MES Ambassador, I feel confident discussing crises around maternal mortality, infant mortality and early birth with women in my community."



"Since becoming an MES Ambassador, I feel confident discussing issues that impact women's health (smoking, covid-19, high blood pressure, diabetes) in my community."

Now Presenting...

Felicia

"Educating the community on maternal health is important to me because infant and maternal mortality rates are high among minorities."



Look out for MES Ambassadors in Camden and Atlantic Counties!

Now Presenting...

Frankie

"Educating the community on maternal health is important to me because of the lack of information out there. I want women in my community to know that it is okay to not know the answer to some questions and to know that it is okay to seek help."



Look out for MES Ambassadors in Camden and Atlantic Counties!

Now Presenting...

Dai'Chanel

"Maternal health is important to me because it effects everyone in the community. Lack of available information to black & bipoc communities make us more vulnerable. Which makes it less likely to get the care and resources mothers and their families may need. I want to be a change to that because every mother and child deserves optimal prenatal care, and a fair chance to thrive."



Look out for MES Ambassadors in Camden and Atlantic Counties!



MES Next Steps

- Dissemination of next phase reporting
- Expand future outreach opportunities
 - E.g. Ambassador program, marketing campaign
- Increase language accessibility
- Enhance survey quality improvement
- Increase survey distribution and awareness
 - E.g. NJ Central Region December 2022

Acknowledgments

National Association for the Advancement of Colored People (NAACP)

NAACP vision is to ensure a society in which all individuals have equal rights and there is no racial hatred or racial discrimination.

Advocates for Children of New Jersey (ACNJ)

The MES Ambassador Program was made possible with the support of ACNJ and Pritzker Children's Initiative

Advocates for Children of New Jersey (ACNJ) works with local, state and federal leaders to identify and implement changes that will benefit New Jersey's children.

Special Thanks

- New Jersey Department of Health
- BIMM Taskforces and Advisory Boards
- MES Ambassador Team

