

Overarching Priority: Assist Mercer County Residents Achieve a Healthy Weight and Lifestyle Throughout Their Lives.

Priority Group I – Maternal and Child Health

GOAL I: REDUCE THE PREVALENCE OF MENTAL HEALTH ISSUES IN PREGNANT AND POST-PARUM WOMEN.

Key CHNA Findings:

- An estimated 10% of women experience depression during pregnancy and 1 in 8-10 experience post-partum depression within the first year after childbirth, miscarriage or still birth.

Objective:

- 1.1 Reduce the percent of pregnant women who experience depression during pregnancy from 10% to 8%, and the 11% of women who develop post-partum depression to 9%.
- 1.2 To increase by 10% the number of pregnant women addicted to opioids and drugs, entering Medication Assisted Treatment programs.

	Strategy	Performance Indicator	Responsible Party
1.1a	Support the formation of a mental health clinic coordinated by a social worker certified in clinical psychology.	<ul style="list-style-type: none"> Clinic started in July 2018 at Children’s Futures – Wednesdays 9-4 pm. 	a) Children’s Futures
1.1b	Inform the CAB community and non-profits about this service by posting information on the GMPHP website and communicating with the CAB.	<ul style="list-style-type: none"> # of notices sent out to CAB members and community 	b) GMPHP
1.1c	Provide trauma informed counseling to 15 clients monthly at Children’s Futures.	<ul style="list-style-type: none"> # of clients receiving services 	c) Children’s Futures
1.1d	Provide Trauma Yoga to one woman a week.	<ul style="list-style-type: none"> # of clients receiving services 	d) Children’s Futures
1.1e	Create a directory of emergency services for post-partum women and disperse to WIC sites, and Family Success Centers.	<ul style="list-style-type: none"> Directory dispensed to sites 	e) Children’s Home Society
1.2	Pregnant women with a positive drug screening test will be offered free entrance to the “My Baby and Me” program. Patients will be followed, housed and treated, and not separated from their baby once born.	<ul style="list-style-type: none"> # of successful discharges 	a) Capital Health Medical Center HomeFront Catholic Charities Rescue Mission Trenton Health Team

GOAL II: TO PREVENT & REDUCE UNHEALTHY WEIGHT THROUGH STRATEGIES THAT PROMOTE BREASTFEEDING, ESPECIALLY AMONG THE UNDERSERVED.

Key CHNA Findings:

- NJPRAMS cites any 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).
- Studies suggest that employers save an average of \$3 for every dollar invested in workplace supports for breastfeeding (Dinour 2017).

Objectives: Federal and State Health Improvement plans are:

- 2.1 Increase the proportion of infants who are breastfed at 6 months to 60%.
- 2.2 Increase the proportion of infants who are breastfed at 1 year to 30%.
- 2.3 Increase the proportion of infants who breastfeed exclusively through 3 months to 45%.
- 2.4 Increase the proportion of infants who breastfeed exclusively through 6 months to 20%.
- 2.5 Increase the percentage of municipality administration and planning staff trained on ACA worksite breastfeeding requirements by 2021
- 2.6 Promote legislated worksite breastfeeding policy to 20 businesses in Mercer County each year.
- 2.7 Identify and implement evidence-based technology to improve maternal child health, by 2020.

	Strategy	Performance Indicator	Responsible Party
2.1-2.4a	Research all of the support services in Mercer County and have CAB members update their information on the Zipmilk website.	<ul style="list-style-type: none"> • # of resources added to the website in 2019. 	a) Children’s Home Society Children’s Futures Capital Health Medical Center Princeton Medical Center GMPHP CAB members
2.1-2.4b	Develop a plan for distribution of Zipmilk.org website information in Mercer County clinics, physician offices, hospitals, GMPHP and member websites.	<ul style="list-style-type: none"> • # of outlets promoting the Zipmilk flyers. • Plan developed. • Plan implemented. 	b) Maternal/Child Committee Member websites
2.1-2.4c	Identify the baseline rate of exclusive breastfeeding at discharge by June 2019 and again in June 2021, at Princeton Medical Center, and Capital Health Medical Center.	<ul style="list-style-type: none"> • Baseline identified. 	c) Capital Health Medical Center Princeton Medical Center
2.1-2.4d	Offer education to provider sites regarding community supports and AAP guidelines by December 2019.	<ul style="list-style-type: none"> • # of provider sites contacted. • # of provider sites trained. • # of providers watching webinar. 	d) Capital Health Medical Center Children’s Home Society Webinar by CJFHC 2/26/19 “Implicit Bias & Clinical Breastfeeding Care” (Melanie Miller presenting) Recording will also be available to view for CEUs.

	Strategy	Performance Indicator	Responsible Party
2.1-2.4e	Educate new mothers at discharge about their breastfeeding rights. Let them know about accommodations such as the Mamava Pod at the Trenton Free Public Library.	<ul style="list-style-type: none"> • # of mothers educated offered. • Track the use of the Mamava. 	e) Capital Health Medical Center Princeton Medical Center Children's Home Society Trenton Free Public Library
2.1-2.4f	Promote the use of the Mamava Pod at the Trenton Free Public Library.	<ul style="list-style-type: none"> • Track the use of the Mamava. 	f) Trenton Free Public Library
2.1-2.4g	Develop 3 peer support groups for mothers/partners to support breastfeeding for infants 0-6 months by 2020.	<ul style="list-style-type: none"> • # of support groups developed. 	g) Children's Home Society CJFHC in collaboration with Henry J Austin
2.1-2.4h	Offer provider education on breastfeeding and breastfeeding support services/resources and culturally/linguistically competent tools to prenatal care providers, FQHC, and WIC clinics by 2020.	<ul style="list-style-type: none"> • # of programs and attendees. 	h) Children's Home Society
2.1-2.4i	Offer education to 5-10 preschools and day care centers to educate caregivers about breastfeeding, normal infant stools, and nutritional needs.	<ul style="list-style-type: none"> • # of attendees and programs. 	i) Children's Home Society
2.1-2.4j	Identify the differences in breastfeeding by race and ethnicity, by 3/1/19.	<ul style="list-style-type: none"> • Data, statistics and report. 	j) Children's Home Society Capital Health Medical Center Princeton Medical Center
2.1-2.4k	Public health intern will conduct focus groups to uncover attitudes and barriers to breastfeeding among racial/ethnic groups in Mercer County by 12/1/20	<ul style="list-style-type: none"> • Focus group report. 	k) TCNJ Children's Home Society

	Strategy	Performance Indicator	Responsible Party
2.1-2.4l	Use information provided by focus groups to develop culturally and linguistically competent tools to support breastfeeding by 6/1/20.	<ul style="list-style-type: none"> • Toolkit. 	l) Children's Home Society Maternal/Child Committee
2.1-2.4m	Distribute culturally and linguistically appropriate breastfeeding support/education for families at 5 or more sites by 2021.	<ul style="list-style-type: none"> • # of programs offered. 	m) Maternal/Child Committee. Children's Home Society
2.5a	Provide flyer and education to all of the Mercer County Municipal Administration and Planning Department Staff about the Affordable Care Act Lactation Room Availability Mandate.	<ul style="list-style-type: none"> • # of Health Officer presentations to their Administration. 	a) Mercer County Health Officer Association Princeton Health Department
2.6a	Create a flyer about the Affordable Care Act Lactation Room Availability Mandate Encourage employers to tailor workplace support policies for breastfeeding to fit their company's budget and resources.	<ul style="list-style-type: none"> • Flyer created by 2020 	a) New Jersey Breastfeeding Coalition
2.6b	Present flyer and breastfeeding legislation to Princeton Chamber of Commerce meetings, and possibly speak at their meeting.	<ul style="list-style-type: none"> • Have a table at business meeting to promote flyer. 	b) GMPHP Children's Home Society Princeton Health Department
2.6c	Assist HomeFront management to develop a breastfeeding policy in the shelter and teach policy to staff.	<ul style="list-style-type: none"> • Policy in place and staff training taking place. 	c) HomeFront Children's Home Society GMPHP
2.7	Review the available apps that could help maternal/child health by improving knowledge, access to care, and early referral to medical assistance, by 2020.	<ul style="list-style-type: none"> • Report on apps by 2020. 	Maternal Child Committee