

Establishing a Trenton- Based Maternal & Infant Health Innovation Center

New Jersey has among the widest maternal and infant health disparities in the US

24.1

mothers die in childbirth in NJ for every 100,000 live births, compared with 20.1 nationally

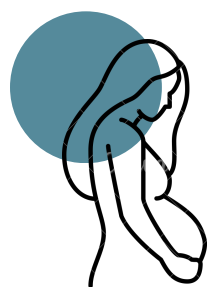
6.6x

more likely for an African-American mother to die in childbirth compared with a white mother

3x

more likely for an African-American mother to die in childbirth compared with a white mother

Nurture NJ is tackling racial disparities in maternal and infant health outcomes



Launched in 2019 by New Jersey Governor Phil Murphy and First Lady Tammy Murphy, Nurture NJ is a statewide initiative committed to ensuring equity in maternal and infant health outcomes for Black and Brown women, and to reducing overall maternal and infant mortality and morbidity in the state.

1

Ensure all women have **access to care** before pregnancy



2

Build a **safe, high-quality, equitable system of care** and services for all women during prenatal, labor and delivery, and postpartum care

3

Ensure **supportive community environments and contexts** during every other period of morning a woman's life so that the conditions and

The Impact

1

Moved from 47th to 36th in the nation for maternal mortality

New Jersey reduced maternal death to 24.1 per 100,000 from 2018-2020, compared with 46.5 per 100,000 in 2018, a nearly **50% decline**.

2

One of only four states improving pre-term birth rates

Between 2016 and 2021, preterm birth rates fell from 9.9% to 9.2%, according to March of Dimes. New Jersey was one of only four states that saw declines in preterm births during this period.

3

Adopted key policies to advance maternal and infant health

New Jersey has adopted key policy measures demonstrated to positively impact maternal and infant health, including but not limited to: developing the most robust universal nurse newborn home visitation program in the nation, providing Medicaid reimbursement for doula care and increasing rates for all perinatal providers, and expanding Medicaid 365-days postpartum.

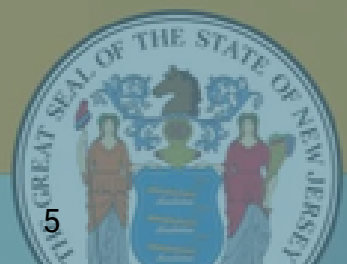
NURTURE NEW JERSEY



2021 STRATEGIC PLAN

Nurture NJ Strategic Plan

Making New Jersey the safest and most equitable place in the nation to give birth and raise a baby.



The Nurture NJ Strategic Plan was created as a roadmap to make New Jersey the safest place in the nation to give birth and raise a baby, and to eliminate the state's racial disparities.

The Plan includes 9 action areas and over 80 recommendations to reduce maternal and infant mortality and morbidity in New Jersey, with a particular focus on equity in outcomes for Black and Brown women and babies.

The plan reflects the input and collaboration of more than 100 key stakeholders and 21 state agencies.

Making New Jersey the most equitable in the nation give birth raise a baby

Recommendation 3.3

...the Economic Development Authority [and state agency partners], under the leadership of the Governor's Office and First Lady's Office, should continue the development of a plan to **establish and launch a center [in the state capital] dedicated to maternal and infant health innovation** and research, anchored in New Jersey and integrating the solutions to maternal and infant health challenges with innovative economic development...

The Center should be a **resource for equity, health care, and research**, as well as an incubator of new enterprises driving better maternal and infant health outcomes and a central hub for New Jersey's stakeholders dedicated to improving health for New Jersey's mothers and babies.





About the New Jersey Economic Development Authority



The New Jersey Economic Development Authority (NJEDA) serves as the State's principal agency for driving economic growth.

The NJEDA is committed to making New Jersey a national model for inclusive and sustainable economic development by focusing on key strategies to help build strong and dynamic communities, create good jobs for New Jersey residents, and provide pathways to a stronger and fairer economy. Through partnerships with a diverse range of stakeholders, the NJEDA creates and implements initiatives to enhance the economic vitality and quality of life in the State and strengthen New Jersey's long-term economic competitiveness.



Community engagement is key driver of Center's development

NJEDA issued a Request for Information (RFI) seeking input from local organizations, national experts, and New Jersey stakeholders to inform the establishment of a Maternal and Infant Health Innovation Center in Trenton, which received over 50 responses.



NJEDA has partnered with the John S. Watson Institute for Urban Policy and Research at Kean University to lead an on the ground, interactive, iterative, and open dialogue process with Trenton residents and stakeholders from summer 2022 through the end of 2023.

These community and stakeholder engagement efforts have focused on core areas to inform the Center:



Mission & Structure



Scope & Service Offerings



Site Location & Development

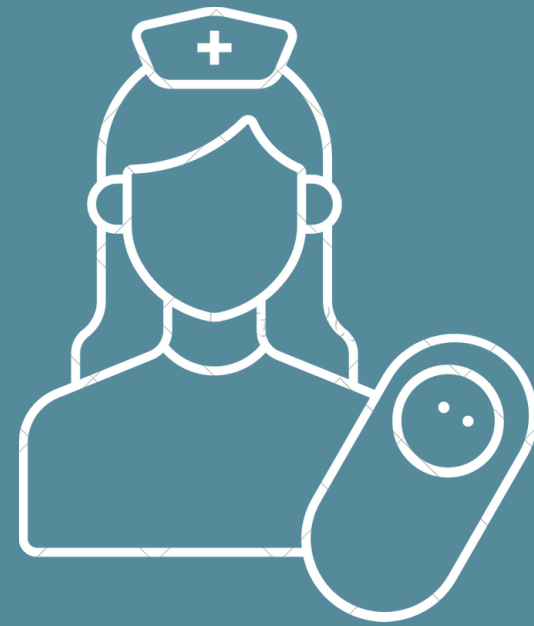


Partnership Models

The Center will be a hub for multiple types of programs & services



Pre- & Post-Natal
Clinical Services



Perinatal Workforce
Education & Training



Maternal & Infant Health
Innovation Incubator



Policy, Research, &
Data Collaborative



Pre- and Post-Natal Health Services

THE CENTER WILL PROVIDE CONTINUITY OF CARE

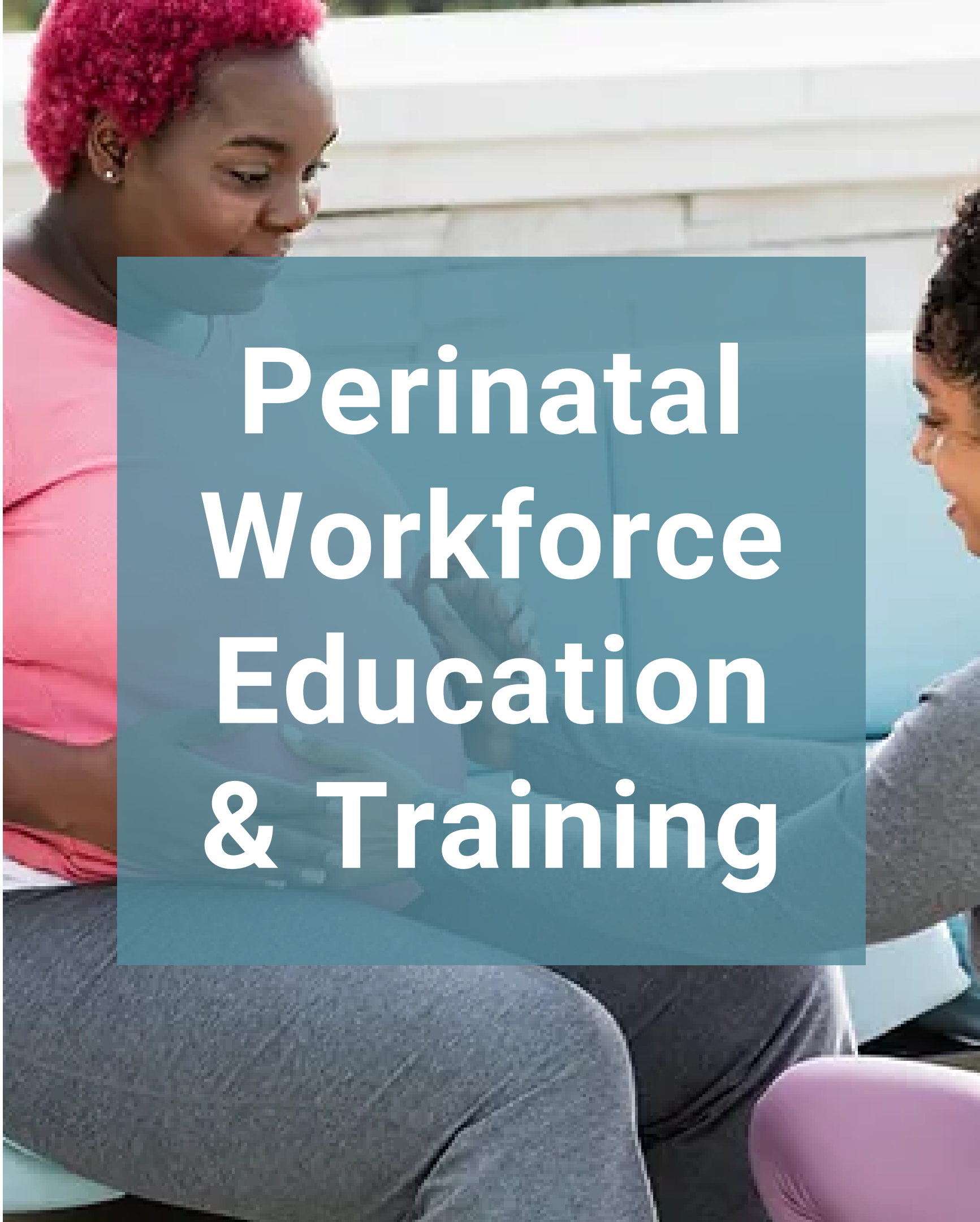
Women and children's health must be supported through the life course perspective, recognizing birth outcomes are the product of nine months of pregnancy and the entire life course of the mother, from before conception to after pregnancy.

The Center will be anchored by a health care partner to provide clinical care to Trenton residents focused on maternal and infant wellbeing and establish partnerships with community-based organizations and additional health care providers.

THE CENTER WILL BUILD THE PERINATAL WORKFORCE

The Center can serve as a long-term hub for growing and training the perinatal workforce (e.g., community doulas, midwives, nurse home visiting) by providing direct training and certification.

Additionally, the Center can provide long-term job placement or entrepreneurial support for perinatal workers to either enter the workforce through public health agencies, existing health care or social service providers, or aid the perinatal workers in creating and growing small businesses.



Perinatal Workforce Education & Training



Program Spotlight: Maternal & Infant Health R&D Grant Program

NJEDA has partnered with the NJ Commission on Science, Innovation, and Technology (CSIT) to launch a new program to make seed grants to early-stage companies focused on research and innovation to address maternal and infant health, with a particular focus on reducing racial disparities.

This work is an early step toward establishing the Center's innovation agenda and supporting research, development, and innovation in this under-resourced area.

Maternal & Infant Health Innovation Incubator

The Center will focus on both catalyzing new innovations and burgeoning industries to improve maternal and infant health across the state and scaling those approaches to have potential national and international impact, while also addressing the immediate needs of and investing in the people of Trenton's health and wellbeing.

THE CENTER WILL BE A LEADER IN POLICIES TO SUPPORT MATERNAL & INFANT HEALTH

The Center will be focused on long-term stewardship in this vital policy arena and establish New Jersey as the national leader in combating the scourge of maternal and infant health racial disparities.

The Center will also house a data collaborative to collect and analyze maternal and infant health data across the state, with particular attention to racial disparities in outcomes. This data collaborative will amplify data trends and convene key stakeholders to discuss trends in maternal and infant health outcomes.



Policy, Research, & Data Collaborative

A photograph of a woman with dark hair looking down at a newborn baby in a hospital bed. The baby is lying on its back, wearing a white hospital gown with a small blue floral pattern. The baby's mouth is open, and its tongue is visible. A hand is visible near the baby's head. The background is a blurred hospital room. A semi-transparent teal box with a white border is overlaid on the image, containing the text "Thank You".

Thank You