

2024 MATERNITY ACTION PLAN CONFERENCE

Friday, September 20, 2024 | 8:00 AM - 3:30 PM

Princeton Marriott at Forrestal



NEW JERSEY
HEALTH CARE
**QUALITY
INSTITUTE**

ABOUT THE NEW JERSEY HEALTH CARE QUALITY INSTITUTE

The [New Jersey Health Care Quality Institute](#)'s mission is to improve the safety, quality, and affordability of health care for everyone. Our membership comes from all stakeholders in health care. Together with our 100 plus members, we are working towards a world where all people receive safe, equitable, and affordable health care and live their healthiest lives.



Name:
*Marriott_Bonvoy
Conference*

Password:
NJHCQI2024

AGENDA

Please Note: Breaks are built in throughout the day.

8:00-9:00 AM

REGISTRATION AND BREAKFAST - Foyer

- Lunch Table Talks Sign-Ups
- **Community Service Activity:** Oral Health Kits for KinderSmile Foundation's Perinatal Health and Wellness Program
- Networking



9:00-9:45 AM

WELCOME - Alexander Ballroom

- **Conference Kickoff:** Land acknowledgement, Objectives & Overview of the day, Housekeeping
- **Empowering Stakeholders, Improving Outcomes:** Morning Keynote, Lisa Asare, President and CEO of NJ Maternal and Infant Health Innovation Authority
- **Capitol Connections:** *Virtual Greetings*, U.S. Senator Cory Booker
- **Break the Ice Activity**

9:45-10:20 AM

TEAMWORK AND SHARED DECISIONMAKING - Alexander Ballroom

- **Enhancing Maternal Outcomes Through TeamBirth:** Adelisa Perez-Hudgins, New Jersey Health Care Quality Institute & Dr. Amber Weiseth, Ariadne Labs



10:30-11:20 AM

MORNING WORKSHOPS (Choose One)

1. **Using Race Ethnicity and Language (REaL) Data to Advance Health Equity:** DeAnna Minus-Vincent and Tracy Parris-Benjamin, The Outcomes Architect - **Fitzgerald**
2. **Updates from the NJ Maternal Health Data Center:** Mehnaz Mustafa, Dr. Stephen Lising, Dr. Estifanos Baye, and Daniel Armstrong, NJ Department of Health - **Maclean**
3. **TeamBirth NJ Simulation:** Christine Ivery and Adelisa Perez-Hudgins, New Jersey Health Care Quality Institute; and Dr. Amber Weiseth and Indigo Miller, Ariadne Labs - **Dod**
4. **The Latest on Family Connects NJ (Universal Home Visiting):** Brandie Wooding, NJ Department of Children & Families; Emily Haines, Partnership for Maternal & Child Health of Northern New Jersey; Grysmeldy González, Central Jersey Family Health Consortium; & Jennie Sherlock-Loeb, The Cooperative - **Alexander Ballroom**



11:30-12:45 PM

LUNCH TABLE TALKS – Alexander Ballroom

1. **ALMA Project:** Yvette Pittman, Family Health Initiatives
2. **Birth Justice Training Institute:** Asha Akowe- Halsey, Ancient Song Doula Services
3. **ConnectingNJ:** Ericka Dickerson and Nicole Hopkins, NJ Department of Children and Families
4. **Creating Affirming Spaces: LGBTQIA+ Services:** Perry Farhat, RWJBarnabas Health
5. **Doula Workforce Resources:** Dee Reed, NJ Department of Health and Alreema Vining, NJ Department of Human Services
6. **Family Support Services:** First Deputy Commissioner Katherine Stoehr, NJ Department of Children and Families
7. **FELLAS Fatherhood Program:** John Bermudez and Samuel Ramirez, Partnership for Maternal and Child Health of Northern New Jersey
8. **Invest In Black Moms: A Doula Access Grant Pilot:** Tara Norman, Planned Parenthood of Northern, Central, and Southern NJ
9. **Medical-Legal Partnerships:** Erika Kerber, Community Health Law Project
10. **Mentorship and Training for Maternal Health Professionals:** Shanita Alvarez-Crawley, New Jersey Chapter of Postpartum Support International
11. **Paid Family Leave and Initiatives to Support Early Care:** Tonya Coston, NJ Department of Labor & Workforce

Development

12. Preeclampsia Low Dose Aspirin Campaign: Shakira Williams-Linzey, March of Dimes

13. Project MyRide: Natalie Milstein, The Cooperative

14. Statewide Breastfeeding Initiatives: Ellen Maughan and Videsha Joshi, Central Jersey Family Health Consortium

15. Intentionally Reserved

16. Workplace Accommodations for Pregnancy and Milk Expression: Kaley Lentini and Michelle Kostyack, Office of the NJ Attorney General, Division of Civil Rights

RAPID INTENTIONS – Alexander Ballroom

12:45-1:00 PM

- A collaborative activity to put energy into action

AFTERNOON WORKSHOPS (Choose One)

1:10-2:00 PM

- **Using Race Ethnicity and Language (REaL) Data to Advance Health Equity:** DeAnna Minus-Vincent and Tracy Parris-Benjamin, The Outcomes Architect - **Fitzgerald**
- **Updates from the NJ Maternal Health Data Center:** Mehnaz Mustafa, Dr. Stephen Lising, Dr. Estifanos Baye, and Daniel Armstrong, NJ Department of Health - **Maclean**
- **Eliminating Stigma around Substance Use Disorder (SUD):** Dr. Damali Campbell, Rutgers New Jersey Medical School; Carolyn Flynn, The Center for Great Expectations; Toshira Maldonado, Most Beautiful W.O.M.B Inc. - **Dod**
- **Expanding & Integrating Midwifery Education & Training to Grow the Midwifery Workforce:** Dr. Julie Blumenfeld, Rutgers School of Nursing; Dr. Amy Murtha, Rutgers RWJ Medical School; Debra Katz, St. Joseph's Health - **Alexander Ballroom**

POLICY LEADER ROUNDTABLE: SUSTAINING ACTION – Alexander Ballroom

2:15-3:00 PM

- The Honorable Senate Majority Leader **M. Teresa Ruiz**
- The Honorable Assembly Budget Chairwoman **Eliana Pintor Marin**
- Assistant Commissioner **Greg Woods**, New Jersey Division of Medical Assistance and Health Services
- **Dr. Barbara George Johnson**, Chair, Maternal Infant Health Innovation Authority Board
- **Nadia Laniyan**, Health Legislative Assistant, Office of U.S. Senator Cory Booker

CLOSING – Alexander Ballroom

3:00-3:30 PM

- **Integrated Care to Reduce Maternal Mortality and Morbidity:** *Closing Keynote*, **Dr. Kaitlan Baston**, Commissioner, NJ Department of Health

SPEAKER BIOGRAPHIES



Daniel Armstrong, MPH, is currently a Research Scientist in the Division of Healthcare Quality and Informatics at the New Jersey Department of Health where he assists in the development, implementation, and continuous improvement of both the New Jersey Report Card of Hospital Maternity Care and New Jersey Maternal Data Center. Daniel received his MPH from the Rutgers University School of Public Health and a BS in Nutrition and Food Science from Montclair State University.

Lisa Asare was appointed the President and Chief Executive Officer of the Maternal and Infant Health Innovation Authority on March 27, 2024. On this momentous date, she was also appointed to serve as the first Maternal and Infant Health Cabinet Member in Governor Phil Murphy's Cabinet, the first in the nation of its kind.



Before this appointment, Ms. Asare served as Deputy Commissioner of Health Services within the New Jersey Department of Human Services. In this role, she oversaw the Division of Medical Assistance and Health Services that administers NJ FamilyCare and the Division of Mental Health and Addiction Services. She also served as the Department lead on First Lady Murphy's Nurture NJ maternal health initiative.



Dr. Kaitlan Baston began her career as a full spectrum family physician focused on underserved populations. Prior to coming to New Jersey, her work ranged from public health projects in Rwanda, to public maternity and trauma hospitals in the Dominican Republic, to providing full spectrum family planning services and working in a bilingual community health center in Seattle, Washington.

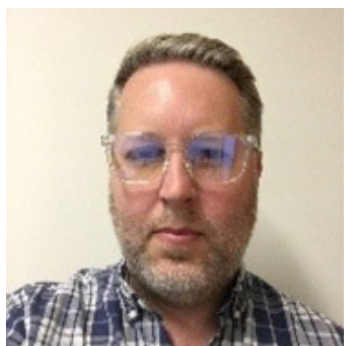
Currently, Dr. Baston is focused on decreasing health disparities, improving maternal child health outcomes, and enhancing integrated care for behavioral health and substance use disorders. In her role as Health Commissioner, she strives to ensure that all people have access to resources that can keep them healthy and to compassionate, evidence-based medical care when needed. Dr. Baston is proud to work with an interdisciplinary team of like-minded, driven individuals at the Department of Health who are dedicated to improving the equity and health of New Jersey.

SPEAKER BIOGRAPHIES



Estifanos Baye, PhD, MPH, is currently a Research Scientist in the Division of Healthcare Quality and Informatics at the New Jersey Department of Health where he manages the development, implementation, and continuous improvement of the New Jersey Report Card of Hospital Maternity Care. Dr. Baye completed his postdoctoral training at Brigham and Women's Hospital, Harvard Medical School. He is passionate about conducting epidemiological and clinical studies to generate real-world evidence for health care decision making.

Julie Blumenfeld, DNP, CNM (she/hers) is a Certified Nurse-Midwife and Fellow of the American College of Nurse Midwives and American Academy of Nursing. She is a Clinical Assistant Professor & Program Director of the Nurse-Midwifery Program at Rutgers School of Nursing. Dr. Blumenfeld is a passionate advocate for creating lasting change through health policy. She is the Chair of the NJ Maternal Mortality Review Committee, the immediate past Chair of the NJ Maternal Care Quality Collaborative and serves on the NJ Board of Medical Examiners Midwifery Liaison Committee. She is active in the American College of Nurse Midwives and currently serves as Chair of the College's State Government Affairs Committee and President of its New Jersey Affiliate. She is the recipient of the American College of Nurse Midwives 2023 Policy Award in recognition of her work to expand access to midwifery in New Jersey.



Stephen L. Firsing III, PhD, MPA, MA, is the Director of Health Services Research in the Division of Healthcare Quality and Informatics at the New Jersey Department of Health where he oversees the development, implementation, and continuous improvement of multiple programs, including both the New Jersey Report Card of Maternity Care and New Jersey Maternal Data Center. Prior to his current position, he was a public health faculty member in higher education for nearly ten years. Dr. Firsing received his doctorate from the

University of Alabama at Birmingham. He is also an active-duty military veteran, former civilian law enforcement officer, and was born and raised in Central New Jersey.

SPEAKER BIOGRAPHIES



Carolyn Flynn, LPC, CD, IMH-E® is the Director of Early Relational Health at The Center for Great Expectations. She earned her Master's in Mental Health Counseling from Kean University, is a licensed professional counselor in New Jersey, a certified doula, and a level III endorsed Infant Mental Health Specialist. Carolyn is rostered in Child Parent Psychotherapy and certified in Brazelton Touchpoints. She is a graduate of the University of Massachusetts Infant-Parent Mental Health Post-Graduate Certificate Program and is a trained reflective supervision practitioner. Carolyn owns a small private

practice and is a mother to three spirited boys.

Grysmeldy Gonzalez, BSN, RN, is a professional registered nurse with 7 years of experience in maternal-child health nursing, dedicated to the monitoring and improvement of maternal-child health outcomes in the central New Jersey area. Currently, Grysmeldy is the Nurse Manager of Family Connects NJ of Middlesex County, an evidence-based, data-driven population health model, which provides universal postpartum home visits and helps communities identify and address gaps in community needs. Grysmeldy has also worked for Nurse-Family Partnership in Middlesex and Somerset Counties, as well as in postpartum and newborn nurseries at various hospitals in New Jersey. Although Grysmeldy sees families of all backgrounds, she specializes in working with the Hispanic and Indigenous community, immigrant families, undocumented families, and newer arrivals to the country.



Emily Haines is the Chief Nursing Officer at Partnership for Maternal and Child Health of Northern NJ. Ms. Haines is an experienced healthcare professional with over 15 years of experience in maternal-child and public health nursing. She is experienced in implementing several evidence-based maternal-child nursing home visiting programs and is passionate about improving maternal health outcomes. In her current role, Ms. Haines oversees the implementation of Family Connects NJ universal home visiting in Essex County, NJ. Ms.

Haines received an MBA in Healthcare Management from the University of Scranton and a BS in Nursing from Villanova University.

SPEAKER BIOGRAPHIES



Christine Ivery, MPH, CHES, brings her commitment to health care equity and to addressing the Black infant and maternal mortality crisis to her role as Program Officer. She has extensive experience managing program objectives, leading teams to successful execution, and cultivating networks to address barriers that affect health outcomes. At the Quality Institute, Christine works to advance TeamBirth and other initiatives to improve maternal infant health in New Jersey. These efforts include initiatives to strengthen support for pregnant individuals, improve communication between

health care providers and pregnant individuals, and efforts to promote access and safety.

Barbara George Johnson is Vice President of External Affairs Urban Policy at Kean University. With over 30 years of experience as a public policy professional in New Jersey, she is a leading voice in shaping the region's economic, health, and social policy. Barbara has spent her career in a tireless effort to strengthen the position and preserve the dignity of women and children in our society. First, as a Public Health Adviser for the Department of Health in New York City, she worked with infants born at risk for developmental delays due to drug exposure. Later, as the Director of the Family Life Institute of Planned Parenthood of Metropolitan New Jersey, she focused on teen pregnancy prevention, reproductive freedom, and HIV/AIDS prevention and education. Barbara also created the Newark Kids Initiative project for the Newark Health Department, which focused on healthcare and social services for children exposed to domestic violence.



Debby Katz has been practicing Full Scope Midwifery care since 1995, she has worked in a variety of settings including Hospital, Birth Center, Private Offices and Public Prenatal Centers.

She has been the Director of the Midwifery Service at St Joseph's Health in Paterson New Jersey for the last 10 years. During this time she has implemented Centering Pregnancy for English and Spanish clients and has recently started a Pilot Program for In-House Doula Services. Debby and the other midwives in the practice

have been precepting students from a variety of universities, the last 2 midwives hired have been a direct result from the collaboration she has built with Rutgers University.

SPEAKER BIOGRAPHIES



Nadia Laniyan is a Health Legislative Assistant in the Office of Senator Corey Booker. Nadia received her Master of Health Communication from Northwestern University's School of Communications in August 2020. During her studies, Nadia worked as a Project Coordinator at the Feinberg School of Medicine Center for Child Trauma Assessment, Services, and Interventions.

Before entering graduate school, Nadia worked for the Association of Maternal and Child Health Programs (AMCHP) on the Women's and Infant Health Team. During Nadia's time

at AMCHP she supported projects focused on maternal and infant mortality, preconception health, and breastfeeding. Nadia was also the founder and CEO of Cocoa Queens, a social enterprise whose goal was to use hair extensions and products as an unconventional avenue of exposure for breast health information to create breast health awareness and access to health information for Black/African American women.

Toshira Maldonado, M.Ed., CPE advocates with a trauma informed approach to promote maternal wellness among BIPOC communities, emotional well-being, healthy parenting, and ending the family policing system. Toshira is the founder of Most Beautiful W.O.M.B Inc., which supports women as they overcome barriers of trauma and adversity. She holds a Master's of Curriculum and Instruction with a minor in Trauma and Resilience from Concordia University and an undergraduate Psychology degree from Thomas Edison State University.

Toshira is a Certified Outreach Perinatal Educator through a partnership with Commonsense Childbirth Institute and an experienced full spectrum doula with 24 years of experience.



Eliana Pintor Marin was born in Newark to Portuguese immigrant parents and grew up in the city's historic East Ward. She attended Academy of St. Benedict for grammar school and graduated from Mother Seton Regional High School. She earned her bachelor's and master's degrees from St. John's University in New York. She received a certificate in both Public Administration and International Relations.

Assemblywoman Pintor Marin began her professional career working for a Brazilian Investment Bank (Banco Votorantim Securities) in New York City. She then left to start working at the County of Essex for the County Clerk's Office. She is now Deputy County Administrator for the County of Essex.

SPEAKER BIOGRAPHIES



Indigo Miller, MPH, BSN, RN is a Senior Clinical Implementation Specialist on the Implementation Platform at Ariadne Labs.

In this role, Indigo supports the programs by tailoring quality improvement implementation strategies and designing health care and public solutions for scale. While at Ariadne Labs she has led the design and testing of implementation and spread strategies for the Primary Health Care program's Enhanced Care Management and Integrated Behavioral

Health initiatives, the Population Precision Health's preventive genetic screening in primary care initiative, the Delivery Decision Initiative's TeamBirth solution, and the Spark Grant program. Prior to joining Ariadne Labs, Indigo worked with Upstream Massachusetts where she collaborated with health systems to embed same-day access to non-coercive patient-centered contraceptive care in primary care settings.

DeAnna Minus-Vincent has tackled the toughest issues plaguing our country today—equity, poverty, housing, health, and education, just to name a few. DeAnna has created programs that move individuals along their pathway but believes that the most sustainable change happens when we work across sectors to re-engineer fractured systems; in so doing we can exponentially impact the lives of many and create sustainable change. DeAnna is noted for not just programmatic and policy prowess, but for scaling organizations—she has transformed entities and dramatically increased revenue, service regions, as well as product mix.



Amy Murtha, MD, joined Rutgers Robert Wood Johnson Medical School as dean in August 2022. An accomplished researcher and maternal-fetal medicine specialist, she focuses her research and clinical work on caring for complicated pregnancies and on identifying the best ways to diagnose and care for patients at risk for preterm birth. Before becoming dean, Dr. Murtha served as professor and chair of the Department of Obstetrics, Gynecology and Reproductive Sciences and Chief Medical Officer of Women's Health at University of California, San

Francisco (UCSF), where she made a tremendous impact through clinical expansion across the health system, led the establishment of a women's health service line, and increased support for faculty researchers. Dr. Murtha joined UCSF after a 20-year career on faculty at Duke University, where she assumed increasing leadership roles following her residency and fellowship training there.

SPEAKER BIOGRAPHIES



Mehnaz Mustafa is the Executive Director for Data and Analytics at the New Jersey Department of Health. She oversees the Office of Vital Statistics, Center for Health Statistics, Healthcare Quality Assessment, Health Services Research and the Centralized Data and Analytics Hub for the Department. Mehnaz led the creation of New Jersey Department of Health Centralized Data and Analytics Hub that serves the Department through data driven insights for faster decision making and democratizing access to public health data. Mehnaz received her MPH from the

Rutgers University School of Public Health and an MSc from the University of Victoria in Biochemistry and Molecular Biology.

Damali Campbell Oparaji is an Associate Professor in the department of Obstetrics, Gynecology and reproductive health. She has practiced clinically for 24 years working in a variety of environments-clinical, academic, urban and often under-resourced populations. She is board certified in obstetrics and gynecology. Since 2014 she has additionally been certified in addiction medicine through the American Board of Addiction medicine since 2014. She is the PI on an implementation project looking at doula intervention in the antenatal period, sub-awarded through Northwestern. She seeks to improve the health of communities by participation and spearheading patient centered programs like Centering Pregnancy, cervical cancer screening and other events that engage and elevate community strengths.



Tracy Parris-Benjamin is a master's-level licensed Social Worker, integrator, and equity champion, who works to sustain support for advancing diversity, equity, accessibility, inclusion, and development. Ms. Parris-Benjamin holds a distinguished record of health care innovation and transformation. With the primary goal of achieving equitable health for all. Ms. Parris-Benjamin currently acts as the Managing Partner of The Outcomes Architect, an advisory organization intent on working across sectors to intentionally integrate services and

reimagine how health is addressed, and services are delivered. In this role, Ms. Parris-Benjamin serves as a key advisor for nonprofit, philanthropic and health systems as they seek to create equitable solutions that advance whole-person care.

SPEAKER BIOGRAPHIES



Adelisa Perez-Hudgins, MSN, RN uses her expertise as a Registered Nurse to lead the New Jersey Health Care Quality Institute's quality improvement work, undertaking initiatives focused on shared decision-making, mental health education and training, and statewide efforts to promote hospital and ambulatory surgery center safety and transparency. She also supports patient advocacy and policy efforts to improve equitable access to care and patient safety.

Adelisa serves on the Patient Safety Action Network's Medical Board Roundtable, the New Jersey Action Coalition's NAM

Future of Nursing Education Workgroup, and the New Jersey Department of Health Quality Improvement Advisory Committee.

Senator M. Teresa Ruiz became the first Puerto Rican elected to the Senate in 2007. Since then, she has been re-elected five times. Currently Senate Majority Leader, Senator Ruiz is the highest-ranking Latina legislator in state history. She previously served as chair of the Senate Education Committee. Throughout her time in the Senate, she has fought for equity in educational spaces, acting as the leading force in expanding access to early childhood education throughout the state. She also spearheaded the law to build on the federal free and reduced meal program so that all students who qualify for the program could receive breakfast and lunch at no cost, eliminating the reduced category. Furthermore, she has sponsored laws to increase diversity within school curriculum and strengthen the Amistad Commission.



Jennie Sherlock-Loeb, MSN, RNC-OB, C-ONQS is the Chief Clinical Officer at The Cooperative, where she focuses on Clinical Education, Fetal/Infant Mortality Review, and Nursing Leadership. Prior to this role, Jennie served as childbirth educator and bedside nurse in labor and delivery and mother-baby. She achieved her Bachelor of Science in Nursing degree from West Chester University in 2011, and a Master of Science in Nursing from Drexel University in 2015, with a focus on Nursing Leadership & Health Systems Management.

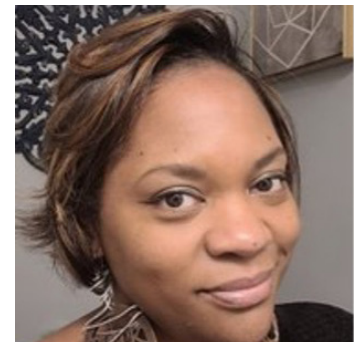
Jennie is board-certified in Inpatient Obstetrics, with a subspecialty in Obstetric and Neonatal Quality and Safety. Jennie utilizes her clinical expertise with the development of educational programs and initiatives.

SPEAKER BIOGRAPHIES



Dr. Amber Weiseth, DNP, MSN, RNC-OB is a Research Scientist at Harvard T.H. Chan School of Public Health and the Director for the Delivery Decisions Initiative (DDI) at Ariadne Labs. In this role, she leads a research and advocacy portfolio focused on improving dignity and safety in childbirth and reducing racial and ethnic disparities. Amber has been an obstetric nurse for 20 years, specializing in maternal-child health, quality improvement, and systems innovation.

Brandie Wooding serves as the Program Director for the Universal Home Visiting Program situated within the New Jersey Department of Children and Families' Office of Early Childhood Services. With 19 years of nursing experience, Brandie has worked in a variety of settings and is licensed in both New Jersey and Pennsylvania. During her career, Brandie has worked in a variety of roles including – clinical nursing, nursing leadership, academia, and now finds herself engaged in the public health space. Prior to working as a Program Director for Universal Home Visiting, Brandie worked as a Nurse Consultant within the Division of Family Health Services at the New Jersey Department of Health. There she worked to help stand up and co-lead the state's first ever Maternal Health Task Force also known as the New Jersey Maternal Care Quality Collaborative (NJMCQC).



Gregory Woods, MA, is the Assistant Commissioner for the Division of Medical Assistance and Health Services (DMAHS) in New Jersey's Department of Human Services, leading New Jersey's Medicaid program and the Children's Health Insurance Program, known as NJ FamilyCare. NJ FamilyCare provides healthcare coverage for nearly two million New Jerseyans – including children, people with disabilities, and low-income adults of all ages – with state and federal funding of about \$20 billion. Prior to becoming Medicaid Director in New Jersey,

Greg spent five years leading policy and innovation work at DMAHS. Earlier in his career, Greg worked at the Center for Medicare and Medicaid Innovation, the federal Department of Health and Human Services, for a health policy consulting firm, and for a non-profit focused on behavioral health issues. He has a Master's in Public Affairs from Princeton's School of Public and International Affairs, and a bachelor's degree from Columbia University.