



# Maternal Health Awareness Day 2021



January 23rd is Maternal Health Awareness Day! Check out these events that highlight New Jersey's dedication to improving maternal health.

## January 19, 2021

### New Jersey Maternal Care Quality Collaborative Lifts Up Maternal Health Awareness Day

**Webinar Recording available January 19, 2021, onward**

**Recording available at:**  
<https://youtu.be/fLp9gmBdZnw>

**Organization:** New Jersey Department of Health, Office of Population Health

**Speakers and Description:** First Lady Tammy Murphy joins the New Jersey Department of Health's Maternal Health Innovation Team to lift up Maternal Health Awareness Day and discuss their current initiatives.



## January 25, 2021

### Release of the Nurture NJ Maternal and Infant Health Statewide Strategic Plan

**January 25, 2021, 10:00 am**

**Register to join:**  
<https://bit.ly/NNJRelease>

**Follow @FirstLadyNJ on Facebook and Twitter to view the livestream**

**Description:** First Lady Tammy Murphy will unveil the Nurture NJ Maternal and Infant Health Statewide Strategic Plan, a roadmap to make New Jersey the safest, most equitable place in the nation to deliver and raise a baby.

## January 20, 2021

### National Maternal Health Awareness Day: Keeping Mom and Baby Healthy

**January 20, 2021, 1:00 pm–2:00 pm**

<https://www.rwjbh.org/events/event/?event=19817>

**Organization:** Robert Wood Johnson Barnabas Health

**Speaker and Description:** Dora Goodwill, RN, Director of Maternal Child Health—Learn the importance of early childhood prevention in promoting health and well-being, how to keep mom and baby well amid COVID-19, the recommended prenatal wellness care, and the benefits of breast feeding and prevention strategies.



## January 21, 2021

### First Lady Tammy Murphy's Nurture NJ Interview Series: "Ask a Nurse Home Visitor" episode

**January 21, 2021, 4:00 pm**

**Streamed on the First Lady's Facebook page,** <https://www.facebook.com/FirstLadyNJ>

**Speakers and Description:** First Lady Tammy Murphy will be interviewing Patricia Guevara from Visiting Nurse Association Health Group and Tesha Bright from Youth Consultation Services

## January 23, 2021

### Giving Birth in NJ: Honoring NJ Maternal Health Awareness Day

**January 23, 2021, 2:00 pm–3:00 pm**

**Registration:**  
<https://tinyurl.com/yymj4r6l>

**Organization:** NJ Association for Infant Mental Health; Montclair State University & Baby, Please Birth Services

**Speakers and Description:** Come learn the urgent maternal health warning signs and life-saving conversations. **Presenters:** Michelle Gabriel-Caldwell, owner of Baby, Please Birth Services, Coordinator for the the Birth Center of NJ Doula Program and member of the Advisory Board, and Doula Mentor for the National Black Birth Association. Jill Wodnick, a childbirth educator, focuses on respectful, and high value maternity care and breastfeeding supports at Montclair State University.

### Title V and the Safer Childbirth Cities Initiative – Building Bridges to Advance Equity webinar

**January 25, 2021, 11:00 am–12:15 pm**

**Zoom details forthcoming**

**Organization:** Association of Maternal and Child Health Programs (AMCHP)

**Speakers and Description:** The intent of this discussion is to: bridge Safer Childbirth Cities (SCC) community-engaged organizations with state Title V health departments. Lisa Asare of NJ and Amy Zapata of LA will present and participants will:

- Establish a shared understanding of the importance of engaging with community-based and community-connected organizations
- Learn about the projects of the Safer Childbirth Cities grantee in your state
- Create actionable steps for engaging and aligning with the SCC grantee and other community-based stakeholders.

**Continued**







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## January 25, 2021

### Mental Health—Dealing with Grief and Loss, Promoting Self-Care & Mental Health During COVID Perinatal Addictions, Post-Partum Depression and Social and Emotional Learning

**January 25, 2021, 1:00 pm–2:30 pm**

*Information and registration for Community Health Worker Extension for Community Healthcare Outcomes (ECHO) at [https://rwjms.rutgers.edu/community\\_health/project-echo](https://rwjms.rutgers.edu/community_health/project-echo), [https://rwjms.rutgers.edu/community\\_health/other/project-echo/registration](https://rwjms.rutgers.edu/community_health/other/project-echo/registration)*

**Organization:** New Jersey Department of Health, Family Health Services and Rutgers Project ECHO

**Speakers and Description:** This ECHO session features Betty Jean, Mental Health Association in NJ, Kathy Donaldson, Central Jersey Family Health Consortium, Kelly Allen and Grace Becica, NJDOE. Additional sessions for this ECHO series can be found at <https://rwjms.rutgers.edu/documents/Project%20Echo/CHW/CHW%20Project%20ECHO%20ECHO%20Curriculum%202020-2021.pdf>

### What's Data Got To Do With It? Understanding Maternal Child Health and Data Driven Decision Making

**January 25, 2021, 1:00 pm–2:00 pm**

*Please see [www.cjfhc.org](http://www.cjfhc.org) for a link to this event*

**Organization:** Central Jersey Family Health Consortium

**Speakers and Description:** What does the perinatal landscape look like in NJ? Knowing the data surrounding birth outcomes can help determine priorities for care, programming, and research agendas in the maternal child health community. **Speakers:** Cheryl A.S. McFarland, PhD, Director of Data and Evaluation and Carly Worman Ryan, MA, Senior Planning and Evaluation Specialist

### Blood & Platelet Drive for Maternal Health Awareness

**January 25–29, 2021**

*Robert Wood Johnson University Hospital – Somerset Blood Donor Room*

## January 26, 2021

### Doula Care in NJ: A New Opportunity for Medicaid Reimbursement

**January 26, 2021, 11:00 am–12:30 pm**

*Registration at [https://rutgers.ca1.qualtrics.com/jfe/form/SV\\_25nSFKZOpJBQcqF](https://rutgers.ca1.qualtrics.com/jfe/form/SV_25nSFKZOpJBQcqF)*

**Organization:** New Jersey Department of Health, Healthy Women Healthy Families (HWHF) and Rutgers Project Extension for Community Healthcare Outcomes (ECHO)

**Description:** This is the first session in a Doula ECHO series occurring through February 2021. NJDOH HWHF is engaging in an exciting new online learning module, via Rutgers Project ECHO, to cover the supplemental community competencies and expand the NJ doula workforce. This online supplemental community competency bridge will be one step of the NJ Department of Human Services (NJDOH) Medicaid waiver requirements and will be centered with content, case studies and resources to support doulas serving Medicaid enrolled pregnant women in New Jersey.

### Blood & Platelet Drive for Maternal Health Awareness Day

**January 26, 2021, 11:30 am–5:30 pm**

*Robert Wood Johnson University Hospital, The Arline and Henry Schwartzman Courtyard, 1 Robert Wood Johnson Place, New Brunswick, NJ 08901*

**Description:** Join us for the fourth annual Maternal Health Awareness Day Blood Drive. Walk-ins are welcome. To make an appointment, call 732-235-8100 ext. 221, visit [www.rwjhdonorclub.org](http://www.rwjhdonorclub.org) or email [casey@heroesformoms.com](mailto:casey@heroesformoms.com).



## January 27, 2021

### Movie, Chat & Chew: Maternal Health Awareness Week — Toxic: A Black Woman's Story

**January 27, 2021, 12:00 pm–1:30 pm**

*Eventbrite details forthcoming at [www.greaternewarkhcc.org](http://www.greaternewarkhcc.org)*

**Organization:** Greater Newark Health Care Coalition

### Stop Look Listen Campaign: Why This is SO Important to Maternal Health

**January 27, 2021, 12:00 pm–1:00 pm**

*Please see [www.cjfhc.org](http://www.cjfhc.org) for a link to this event*

**Organization:** Central Jersey Family Health Consortium

**Speaker and Description:** Raising awareness of the importance of maternal health is the primary goal of the Tara Hansen Foundation. Empowering women to feel confident in sharing what they are feeling to the healthcare provider, family and friends is the cornerstone of this campaign and can make the difference between life and death. **Speaker:** Robyn D'Oria, MA, RNC, APN, Chief Operating Officer

### Maternal Health Awareness 2021

**January 27, 2021, 2:30 pm**

*Zoom details forthcoming*

**Organization:** Rutgers New Jersey Medical School

**Speaker and Description:** Invited speakers include Senator Cory Booker and Surgeon General Jerome Adams.

### Prevention of Maternal Morbidity, Mortality and Disparities through Maternal Health Awareness Day

**January 27, 2021, 2:50 pm–5:00 pm**

*Zoom details forthcoming*

**Organization:** University Hospital







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## January 28, 2021

### POST-BIRTH Warning Signs Education: Not Just a Checklist

**January 28, 2021, 11:00 am–12:00 pm**

**Please see [www.cjfhc.org](http://www.cjfhc.org) for a link to this event**

**Organization:** Central Jersey Family Health Consortium

**Speakers and Description:** Knowing the leading causes of maternal morbidity and mortality can help guide education and follow-up care during pregnancy and after birth. Increasing awareness of these conditions and teaching women about their signs and symptoms and when to seek help can potentially lead to the prevention of serious complications and promote maternal self-awareness and empowerment. **Speaker:** Patricia D. Suplee, PhD, RNC-OB, FAAN, Director of Professional Education & Research

## January 29, 2021

### Addressing Maternal Health in Women of Color – A Public Health Crisis

**January 29, 2021, 9:30 am–11:30 am**

**Zoom details forthcoming**

**Organization:** Rutgers Robert Wood Johnson Medical School

**Speakers and Description:** Dr. Charletta Ayers of the RWJ Medical School will facilitate this discussion to include a state update on maternal health in NJ and a panel discussion on strategies to address maternal health in women of color. Panelists will include clinicians Dr. Omar Young, and Shelby Pitts; Michelle Gabriel-Caldwell, owner of Baby, Please Birth Services; Jaye Wilson of Melinated Moms and Lisa Asare, of the NJDOH.



### Myths versus Reality: The Truths Behind Perinatal Anxiety and Depression

**January 29, 2021, 12:00 pm–1:00 pm**

**Please see [www.cjfhc.org](http://www.cjfhc.org) for a link to this event**

**Organization:** Central Jersey Family Health Consortium

**Speakers and Description:** Perinatal mood and anxiety disorders (PMADs) are often misunderstood by both medical professionals and lay people. They affect not only the health of the perinatal woman but that of the entire family. Destigmatizing the feelings that 1 in 7 women experience supports the integrity of the American family. **Speaker:** Kathy Donaldson, MSN, APN, C, WHNP-BC, RNC-OB, CPLC, C-EFM, Program Coordinator, Perinatal Mood Disorders Initiative

## Maternal Health Awareness Day Toolkits

### New Jersey Maternal Health Awareness Day Toolkit:

**<https://rwjms.rutgers.edu/mhadnj>**

### New Jersey Maternal Health Awareness Social Media Toolkit:

**<https://acnj.org/issues/early-learning/birth-to-three/pritzker-childrens-initiative/>**

## Maternal Health Awareness Day Campaigns and Education, January 18–23, 2021

### What I Do to Stay Healthy

Client testimonials will be posted on Southern NJ Perinatal Cooperative (SNJPC) Facebook pages (SNJPC, Postpartum Wellness Initiative, Camden Healthy Start) during the week leading up to the 23rd. This campaign will also include a series of informational posts highlighting key drivers of maternal health and link back to SNJPC/Family Health Initiatives programs that address such issues. There will be a slider on the home page of the SNJPC website that links to more information about NJ's Maternal Health Awareness Day and ways to support this effort. Additionally, a custom Facebook frame will be available for users to upload to their profile page.

**<https://www.facebook.com/SNJPerinatalCooperative>**  
**<https://www.snjpc.org/>**

### 123 – Make it a Priority

The Prematurity Prevention Initiative (PPI) is planning a series of social media posts that focus on topics specific to new and expecting parents (i.e. postpartum warning signs, doula services, prenatal care, folic acid) and ways they can achieve a healthy pregnancy and birth. These posts will be featured on PPI's Facebook, Instagram and Twitter pages.

**<https://www.facebook.com/NJPreterm>**  
**<https://www.instagram.com/njpreterm/>**  
**<https://twitter.com/njpreterm>**

### Stop. Look. Listen!

Mom's Quit Connection for Families will promote the resources provided by Rutgers University in support of NJ's Maternal Health Awareness Day on their Facebook page and website.

**<https://www.facebook.com/MomsQuitConnection>**  
**<http://momsquit.com/>**

