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## FOR IMMEDIATE RELEASE

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May 16, 2008

### SNJPC NAMES 2008 PACERA AWARD RECIPIENTS Camden Deacon, Lactation Expert Honored for Years of Service

**PENNSAUKEN, NJ**—With admiration for a lifetime of service to the pregnant women and growing families of South Jersey, the Southern New Jersey Perinatal Cooperative (SNJPC) named Deacon Felix “Tito” Miranda and Christine Mulford, RN, BSN, IBCLC, its 2008 recipients of the Joseph A. Pacera Award for Service to Maternal and Child Health.

The Joseph A. Pacera Award is presented by SNJPC at its Annual Meeting to an individual or organization making a difference for South Jersey families in the field of the maternal and child health care. The award is given in memory of Joseph A. Pacera, an SNJPC Board member, community advocate, and healthcare leader remembered as unflinching, creative, and infinitely devoted in his contributions to maternal-child care.

“Like Joe Pacera, Deacon Miranda and Ms. Mulford have not sought praise, but their accomplishments continue to inspire those around them to strive beyond their normal routine,” said SNJPC Executive Director Judy Donlen.

Deacon Miranda, a 40-year Camden City resident, is “on-call” in the Intensive Care Nurseries of the Lourdes Health System in Camden and Burlington. At both locations, he provides spiritual and emotional support to families in crisis at any hour.

For those whose babies are born prematurely, battling addiction or illness, or who do not survive the delivery, Deacon Miranda is a beacon of comfort. For Spanish-speaking and undocumented families, he provides compassion, reassurance, and familiarity in their own language and at a time of great hardship.

Atlantic City Medical Center,  
City and Mainland Divisions

Cape Regional Medical Center

Cooper Health System

Deborah Heart and Lung Center

Kennedy Health Systems,  
Washington Township Campus

Lourdes Medical Center  
of Burlington County

Our Lady of Lourdes  
Medical Center

Shore Memorial Hospital

South Jersey Healthcare-  
Elmer Hospital

South Jersey Healthcare-  
Regional Medical Center

The Memorial Hospital  
of Salem County

Underwood-Memorial Hospital

Virtua Memorial Hospital  
Burlington County

Virtua West Jersey Hospital  
Voorhees

“No matter when he is called or how far he must travel in the middle of the night, Deacon Miranda appears and stays as long as he’s needed,” said SNJPC Board Member Tracye McArdle, who presented the Pacera Awards to their recipients. “Through it all, he remains compassionate, understanding—and always answers the phone.”

Chris Mulford is an International Board-Certified Lactation Consultant. For years, Chris has worked to advance the cause of breastfeeding on the local, national and international stages, and is widely respected for these endeavors.

“Through her involvement in policymaking, contributions to medical journals, or via one-on-one counseling, Chris has provided countless children with a healthy start to life,” said McArdle. “Her work has provided countless mothers with the respect and the depth of caring they need to reach their breastfeeding goals.”

The Pacera Award also includes a \$1,000 donation by SNJPC to the recipients’ favorite charities. Deacon Miranda has selected Heart of Camden, an organization working on housing restoration, economic expansion, and human development programs in the city. Ms. Mulford has named the U.S. Breastfeeding Committee as the recipient of her Pacera donation.

“Deacon Miranda and Ms. Mulford embody everything the Pacera Award is meant to honor,” said Donlen, “and we at the Cooperative are privileged to recognize their accomplishments.”

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***The Southern New Jersey Perinatal Cooperative (SNJPC) is the state-licensed, non-profit, maternal-child health consortium serving the seven southernmost counties of New Jersey. SNJPC programs and services are dedicated to improving health outcomes for mothers and babies in South Jersey. For more information about the Cooperative or its services, call 856-665-6000 or visit [snjpc.org](http://snjpc.org).***

***The Joseph A. Pacera Award for Service to Maternal and Child Health in South Jersey celebrates those who make South Jersey healthier for pregnant women and their children. For 12 years, SNJPC has honored ordinary people (or agencies) whose extraordinary work helps growing families lead healthier lives. The Pacera Award recognizes those doing such work quietly and without expectation. It includes a \$1,000 contribution by SNJPC to a charity of the recipient’s choice.***



**PHOTO CAPTION 1:** Dr. Margaret Fernandes (left) and Sister Rosemarie Kolmer (right), both of Our Lady of Lourdes Medical Center join Deacon Felix “Tito” Miranda for his receipt of the 2008 Joseph A. Pacera Award for Service to Maternal and Child Health. Dr. Fernandes nominated Miranda for the award for his years of service to undocumented families in the Intensive Care Nurseries at Lourdes Health System.



**PHOTO CAPTION 2:** Christine Mulford (left) is congratulated by SNJPC Board Member Tracye McArdle on her receipt of the 2008 Joseph A. Pacera Award for Service to Maternal and Child Health. Mulford, a career breastfeeding advocate and an internationally recognized lactation consultant, was honored for her lifelong efforts to help women reach their breastfeeding goals.