

CAMDEN OFFICE

2600 Mt. Ephraim Avenue
Suites 401-403
Camden, NJ 08104
phone: 856.963.1013
fax: 856.668.8320
www.snjpc.org

Camden Healthy Mothers,
Healthy Babies / Healthy Start



FOR IMMEDIATE RELEASE

July 8, 2009

Contact: Beth Wilkinson
Southern New Jersey Perinatal Cooperative
856-665-6000 x214

bwilkinson@snjpc.org

SNJPC EARNS 5-YEAR NAT'L GRANT FOR CAMDEN PROGRAM Funds to Help Fight City Infant Mortality Rate

Camden City families will be able to rely upon the services of the **Healthy Mothers, Healthy Babies-Healthy Start Coalition (HMHB-HS)** for another five years, thanks to a \$1.52 million annual grant from the U.S. Department of Health and Human Services, Health Resources and Services Administration.

The Coalition is a program of the **Southern New Jersey Perinatal Cooperative**, which submitted the grant on behalf of the Coalition. SNJPC Executive Director Judy Donlen spoke of the significance of the award.

“This grant represents a strong endorsement of the Healthy Mothers, Healthy Babies–Healthy Start program and the resources it provides for the families of Camden City,” said Donlen. “The Coalition can now expand its already intensive, client-focused efforts to lower the citywide infant mortality rate and bring health education and case management services to a new generation of Camden parents.”

The Southern
New Jersey Perinatal
Cooperative provides
a variety of programs
designed to improve the
health of pregnant women
and children

The award represents the fourth Healthy Start grant SNJPC has secured for Camden City in a highly competitive process. The agency’s success is credited to a well-designed program and results-driven strategy for improving perinatal and preconceptional health in Camden City.

Important elements of the Camden Healthy Start initiative include:

- A comprehensive case-management program to ensure clients receive timely and appropriate health care and social services;
- Targeted interventions to support the maternal and child healthcare needs of Spanish-speaking populations;
- A special initiative to improve dietary health and lower obesity among program clients;
- Collaboration with community, spiritual, and governmental leaders to raise awareness of the infant mortality rate in Camden;
- Special programs to increase and support the role of fathers in childrearing; and,
- Multi-pronged strategies to increase the number of healthy birthweight babies delivered by clients, the rate of clients receiving first-trimester prenatal care, and the number of pregnant clients who see a healthcare professional after delivery.

Continued next page

CAMDEN HEALTHY START GRANT

“The Coalition is one of the most trusted resources for families in the Camden community,” said Donlen. “It provides an essential role in reducing infant mortality by making sure at-risk families are connected to the services that they need to build a healthy future.”

#

Camden Healthy Mothers, Healthy Babies–Healthy Start is a program of the Southern New Jersey Perinatal Cooperative (SNJPC). It is supported by a grant from the Healthy Start Initiative of the US Department of Health and Human Services/MCH Bureau. Additional program support is provided by the NJ Department of Health and Senior Services.

SNJPC is the state-licensed, non-profit, maternal-child health consortium serving the seven southernmost counties of New Jersey. Its 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.