



Southern New Jersey
**PERINATAL
COOPERATIVE**



2022

Annual Report

Our 40th Year of Service to South Jersey



From the Board President & Executive Director

2022 marked the Cooperative's 40th year of service to our South Jersey neighbors, a milestone recognized by the White House, the United States Senate, the United States House of Representatives and the New Jersey Legislature.

Having demonstrated the impact of coordination and planning to support the health of mothers, birthing people and infants since our beginnings in 1982, we know there continues to be important work ahead as we address systemic and community issues that affect South Jersey families. Our team continues with great enthusiasm and renewed efforts as we face sobering statistics regarding ongoing maternal and infant health crises.

While we witnessed the most significant return to normal routines since the COVID-19 pandemic, we confronted other public health issues including a spike in pediatric cases of respiratory syncytial virus (RSV), an infant formula shortage, an increase in mental health crises and a strain on our clinical and therapeutic workforces.

We faced provider shortages, an uncertain economic landscape and widening gaps in access to critical health services. We worked together, sharing information, knowledge and physical resources. Our connections were especially evident as the Cooperative joined community partners, hospital leaders and the state through the difficult process of suspending maternity services at one of our member facilities.

In 2022, the Cooperative pioneered new and ambitious initiatives, including the creation of a nursing congress to collaborate and share ideas with our professional partners and the establishment of a nursing cohort which provided our birthing facilities with highly-specialized nurse instructors who now offer obstetric patient safety training to their colleagues. Before this offering, there were no obstetric patient safety instructors anywhere in the South Jersey region.

Looking to the future, the Cooperative's leadership, staff and Board of Directors have invested months of thought and dedication into a multi-year strategic plan for our organization. Initiated in 2022, this plan is laying the groundwork for continued success in key areas including community engagement, staff development and program innovation.

It is our collective hope this blueprint for the future will help the Cooperative achieve its mission for the next 40 years and beyond. We are committed to making South Jersey the safest and most equitable place to be pregnant, give birth and thrive!



Barbara Hansen, MSN, CNA-BC
Board President
Southern New Jersey Perinatal Cooperative



Helen Hannigan, MGA
Executive Director
Southern New Jersey Perinatal Cooperative



The Connection transitioned to **Connecting NJ** in 2022 as part of First Lady Tammy Murphy's *Nurture NJ* strategic plan. The launch of a new website and online form enables consumers to self-refer to Connecting NJ. The Cooperative serves four of the region's seven counties, and partners with Acenda Integrated Health for the remaining three.

Referrals received
and triaged
3,879

Staff
3

Individuals
connected to home
visiting programs
1,465



Service referrals
4,094
(5x more than 2021)

Safer Childbirth Cities
participants
446

This project supported patients with pregnancies identified in the emergency department and connected them to needed resources



837 served

96% used safe sleep practices

33 breastfeeding support sessions

37,120 diapers distributed to client families

Camden Healthy Start added doula support to its menu of services for pregnant and postpartum individuals in the city of Camden. Thanks to additional federal dollars, the program contracted with the Community Doulas of South Jersey to train 10 community doulas. In October 2022, these doulas began providing support to clients during pregnancy, labor and delivery and after giving birth.



“I felt amazing because I knew I was going to help other moms with my donated breast milk, especially with the shortage of formula.”

*Mailing Medina
Camden Healthy Start Client*

As the nation struggled with an infant formula shortage, **Camden Healthy Start** client Mailing Medina was doing her part to help other mothers in their time of need. With an oversupply of breast milk, this mom donated more than 1,000 ounces of milk to a milk bank in New York.



Camden Healthy Start's Community Action Network (CAN) used public transit advertising to raise awareness about housing concerns in Camden County. Through this initiative, the CAN gathered feedback from 122 people about barriers to safe, affordable and available housing.

111 served

1,584 visits

100% screened for postpartum depression

100% initiated breastfeeding



Staff from **Atlantic County Healthy Families** received donations from Fresh Start Church in Egg Harbor Township as part of the program's Angel Tree holiday gift giving initiative. Thanks to the generosity of community partners, every child in the program received a gift during the holiday season.

Atlantic County Healthy Families used a proven Cooperative strategy to improve engagement with clients in 2022. The quality improvement efforts, facilitated by the *Plan, Do, Study, Act* methodology, were supported by several Cooperative departments. This strategy enabled the program to increase its retention rate from 26% in 2021 to 63% in 2022.

Healthy Women HEALTHY FAMILIES

430 enrolled

105 live in Atlantic City and Camden, areas with high rates of Black infant mortality

131 pregnant participants

82% initiated breastfeeding

48 online breastfeeding support group sessions



Healthy Women, Healthy Families resumed in-person outreach events, engaging clients in face-to-face opportunities, including the Gloucester County Department of Health's Resource Fair for families in May 2022.



152 served in Burlington and Camden Counties

1,594 visits

38 families completed the program

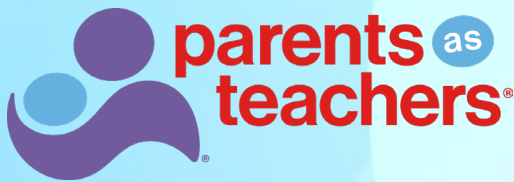
Nurse-Family Partnership is proud to have served more families and completed more visits in 2022. The program exceeded its goal of 150 participants, and Nurse Home Visitors surpassed client visit objectives by 13.5%.



“This program made a beautiful impact on my life. I had my son in 2021 and I was paired with great nurses, each had experience from already being moms, expecting moms or planning to become mothers. The love they give and provide to you and your baby are beyond amazing.”

*Jasmine Brown
Nurse-Family Partnership Client*

*Jasmine Brown is thankful for the support she received from **Nurse-Family Partnership** when her son, Semaj, was born. As a first-time mom, Jasmine says her nurse helped her overcome postpartum challenges, always offering support and assistance when she needed it most.*



103 served

954 visits

100% attended their postpartum visit

100% screened for postpartum depression

Parents as Teachers provided grocery store gift cards, diapers, wipes and other emergency essentials to client families thanks to supplemental funding under the *American Rescue Plan*. This funding also helped Nurse-Family Partnership clients meet their urgent needs.



217 referrals received and triaged

1,072 served through referrals, screening and Plan of Safe Care meetings

282 children screened in the Ages & Stages Questionnaires® online portal

2,700 consumers and professionals reached

135 outreach events



An online portal allows families to complete evidence-based screenings to assess the development of their infants and young children.



Our Early Childhood Specialists appeared in a video entitled 'Cousin Conversation', a simulated phone call between two cousins designed to encourage people to learn more about and take the Ages & Stages Questionnaires®.



Infant and Family Development served 50 individuals in its final year of service. Infant and Family Development was the only program of its kind in all of New Jersey and the entire United States. Resources will continue for Infant and Family Development-eligible families in other Cooperative programs.

The Cooperative's **Early Intervention Service Coordination Unit** added new staff and doubled its leadership team, creating a stronger workforce. Service Coordinators successfully launched a digital platform that streamlines the process for families who are seeking Early Intervention services.

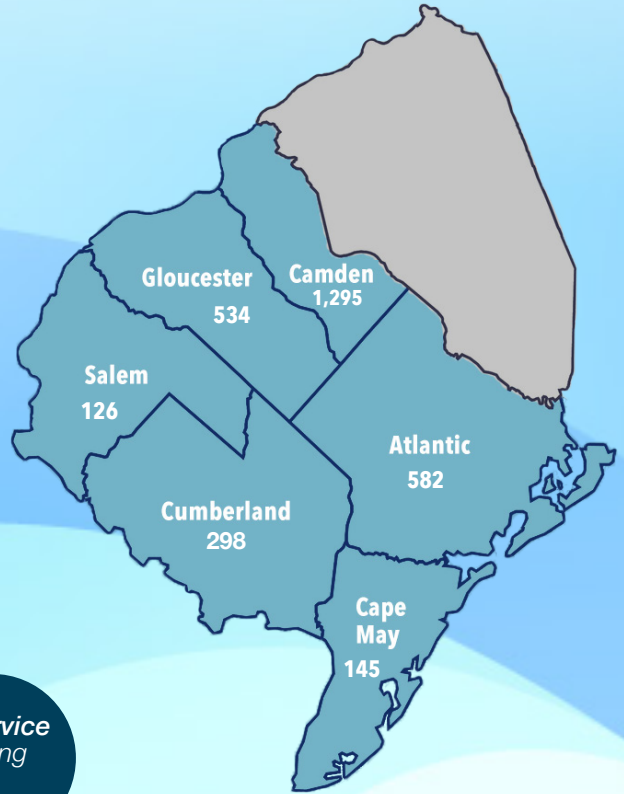
6 county service region

40 Service Coordinators

2,980 children served



In an effort to raise the program's visibility, the **Early Intervention Service Coordination** team attended eight community events in 2022 including Congressman Donald Norcross' annual Constituents Services Fair at Camden County College in Blackwood.



Camden County **Early Childhood Comprehensive Systems (ECICS) Collaborative Improvement and Innovation Network (COIIN)** continued to build on years of effort to serve the community in 2022 with a focus on data sharing and parent leadership.

26 children screened for progress in achieving developmental milestones at two successful screening events

174 individuals across Camden County received community resources

13 parent volunteers from Camden County partner programs collaborated to ensure young children in the county have access to early developmental screening and support



Camden County **ECICS COIIN's** Trunk-or-Treat in Gloucester Township in October 2022.

Perinatal Addictions Prevention Project



13,373

pregnant individuals screened for substance use using the 4Ps Plus© screening tool

6.4%

increase in screens

1,789

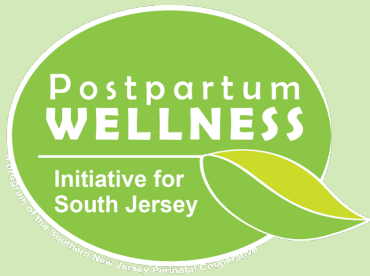
consumers and professionals reached

2022's return to in-person events was a highlight for **Perinatal Addictions Prevention Project**. The program organized the *Bridge to Health and Wellness* resource fair in Delanco in partnership with a faith-based organization serving a large Brazilian Portuguese-speaking congregation. In collaboration with several other Cooperative programs as well as multiple community organizations, the resource fair provided a full day of activities in English, Spanish and Brazilian Portuguese.

The Perinatal Addictions Prevention Project, in partnership with The Arc Gloucester, presented a read along for children at the Gloucester County Library System – Mullica Hill Branch. Youngsters listened intently as the Cooperative's Assistant Director of Behavioral Health read 'Karli and the Star of the Week' by FASD United, a colorfully illustrated storybook which teaches children tolerance, acceptance and diversity.



In observance of Fetal Alcohol Spectrum Disorders Awareness Month, the **Perinatal Addictions Prevention Project** developed a series of public service announcements to educate viewers on the risks of alcohol use during pregnancy. These public service announcements, produced in English, Spanish and Brazilian Portuguese, were featured on the Cooperative's social media channels throughout the month of September.



7,453 postpartum depression screens

13.4% increase

1,595 individuals received follow-up services

Postpartum Wellness Initiative for South Jersey continued to provide triage, assessment, linkage to care and telehealth intervention for individuals at risk for and those experiencing a perinatal mood disorder. To help meet the growing need for services, a third licensed social worker was added to the team.



55 served

34 new enrollees

6 individuals completed the program

Project Embrace had significant growth in its reach in 2022 for pregnant individuals with substance use disorders. Growth came from the expansion in partnerships with other Cooperative programs and agencies across the region.



Staff from the Cooperative's **Project Embrace** program participated in a number of community outreach events including the Shiloh Ministries Community Health and Wellness Fair at Shiloh Baptist Church in Vineland.



6 professional education activities including an in-person conference

253 professionals reached

5 nurses from member facilities trained as patient safety instructors as part of a nursing cohort co-created by the Cooperative



The Cooperative's **Clinical & Professional Education** program hosted its first in-person conference since the COVID-19 pandemic, 'Children, COVID and Coping: Tackling the Mental Health Impact of COVID-19 on Children and Families', which featured child mental health experts and attracted dozens of attendees from across South Jersey.



In collaboration with the Association of Women's Health, Obstetrics and Neonatal Nurses (AWHONN), the Cooperative co-created a training cohort of five obstetric nurses from birthing facilities across South Jersey. The nurses, all board certified in in-patient and high-risk obstetrics, are now certified as obstetric patient safety instructors. Before this initiative, there were no obstetric patient safety instructors anywhere in the South Jersey region and only two instructor-trainers in the entire state.

10 nurses

13 non-public schools in Camden County

3,561 students served



The **Non-Public School Nurse Program** was awarded five new Camden City School District schools in November 2022. The program provides nursing services for students with illnesses and injuries and allows students with chronic health conditions to attend school in a supportive environment.



The **Non-Public School Nurse Program** hit the sidelines for the fall sports season, providing nursing services to student athletes at Camden Catholic High School in Cherry Hill Township.



3,001 consumers and professionals reached through educational activities

413 Healthy Homes bags distributed

75 lead dust kits shared with South Jersey families



In observance of National Lead Poisoning Prevention Week, **Lead & Healthy Homes** collaborated with eight partner agencies to host events and activities throughout South Jersey that reached 200 families.



In an effort to educate children about proper handwashing, **Lead & Healthy Homes** distributed 'Wash with Rinsey' storybooks to all seven county health departments across South Jersey for use in local schools and early childhood facilities.

3,783 enrolled in New Jersey Quitline

Services expanded to include:

- 24/7 availability through chat, web or phone
- services to youth (ages 13-17)
- 2 weeks of nicotine replacement therapy patches for qualified adults

43 outreach events

15 Ask, Advise, Refer trainings

1,338 community members reached

381 healthcare professionals trained

Tobacco-Free for a Healthy New Jersey produced and distributed 69 yard signs for the Great American Smokeout to community partners across South Jersey. The signs encourage people to begin their own personal campaign to quit smoking or vaping in 2023.



RINSEY
the
RACCOON
RIDES TOBACCO-FREE



*The services of Rinsey the Raccoon, the mascot for the **Lead & Healthy Homes** program, have been enlisted by our quit smoking/vaping programs. Coloring books were produced entitled 'Rinsey the Raccoon Rides Tobacco-Free'. The coloring book teaches children about the harmful effects of second and thirdhand smoke. In coordination with the production of the coloring book, staff created a curriculum to visit schools and family care centers to conduct readings and distribute books.*

TEEN TALK

New Jersey

5 new schools

273 students served

2,538 community service hours

Teen Talk New Jersey exceeded its enrollment goal of 250 participants, serving 273 youth across South Jersey. Of the participants, 173 enrolled in our Teen Outreach Program (TOP[®]) curriculum and 100 in our Love Notes program. As part of the TOP[®] curriculum, participants completed 2,538 hours of community service in Camden and Cumberland Counties. The program also hosted five Teen Speak workshops for parents in Atlantic, Camden and Gloucester Counties.

Students at Thomas Wallace Middle School in Vineland created this powerful message during National Child Abuse Prevention Month in April: 'Hands are for Holding, Not Hitting.'

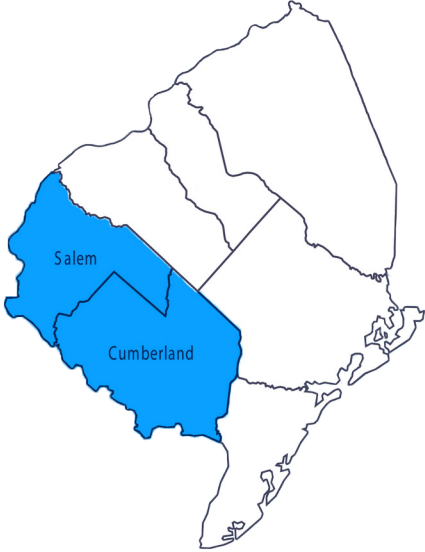


RURAL MOMS MEETUP

- Hosted 9 virtual events
- 262 attendees
- 4 referrals to programs

Southern New Jersey PERINATAL COOPERATIVE
Rural Moms Meetup is a program of Southern New Jersey Perinatal Cooperative | njsnj.org/2022

Rural Moms Meetup serves as a space where Salem and Cumberland County moms can meet virtually and talk about the importance of their families' health and ways to access resources in their communities.



The Cooperative's programs supported the First Annual New Jersey Rural Health Conference which attracted more than 70 attendees.



SOUTHERN NJ
COVID
RESPONSE PROGRAM
 snjpc.org/COVID

- 44,000 individuals received information from public outreach initiatives
- 44 Community Health Workers performed outreach as part of the Cooperative's Southern NJ COVID Response Program
- 22 community partners
- 150 events supported
- 220 educational webinars
- 7,800 webinar participants

The **Southern NJ COVID Response Program** developed a mass transit campaign to raise awareness about getting vaccinated in advance of the winter holiday season. The campaign included ads on the exteriors and interiors of 20 New Jersey Transit buses traveling through Atlantic, Cape May, Cumberland and Salem Counties and beyond. Public outreach campaigns included text messaging about vaccine clinics, staff interviews on Spanish language talk radio and print advertisements in a Cumberland County community newspaper.



'Corey Conquers COVID'

The **Southern NJ COVID Response Program** teamed up with *Nettie, Nana and Friends*, a New Jersey-based puppeteer specializing in shows for children of all ages. The group offered educational performances of 'Corey Conquers COVID', a story that helps children overcome fears of getting vaccinated. The puppet show was presented in English and Spanish in all seven South Jersey counties in 2022.



342 users trained online across New Jersey

The **New Jersey Immunization Information System** introduced a new online user enrollment form in 2022. The Cooperative's Immunization Information System Support Center assisted with the rollout to immunization providers across New Jersey.

Fetal and Infant Mortality Review

In 2022, the **Fetal and Infant Mortality Review** program increased participation in its case review teams. The teams consist of a diverse group of committed professionals who share the same goal of improving birth outcomes for families in our region.

2 regional teams in Camden and Atlantic City-Cape May

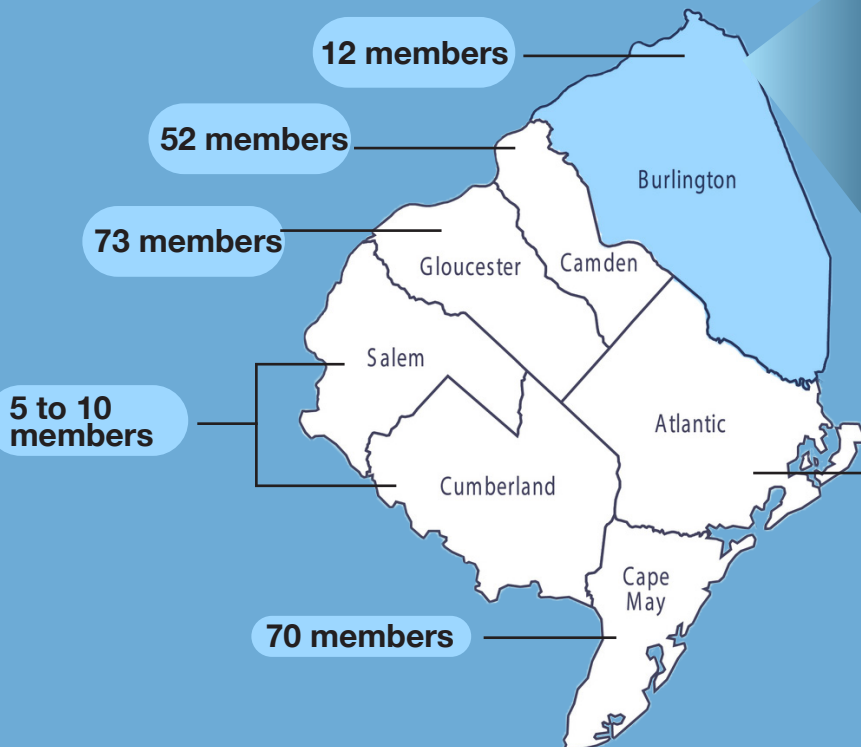
36 cases reviewed



6 coalitions across South Jersey

318 members

84 individuals received resources at in-person events in Burlington and Gloucester Counties



Healthy Mothers, Healthy Babies Coalition of Burlington County co-sponsored a breastfeeding summit in Westampton in observance of National Breastfeeding Month.

While some grants rely on **Healthy Mothers, Healthy Babies Coalitions** to support funder requirements, the Cooperative facilitates these groups in every county to ensure and sustain deep connections.

Social Media Report

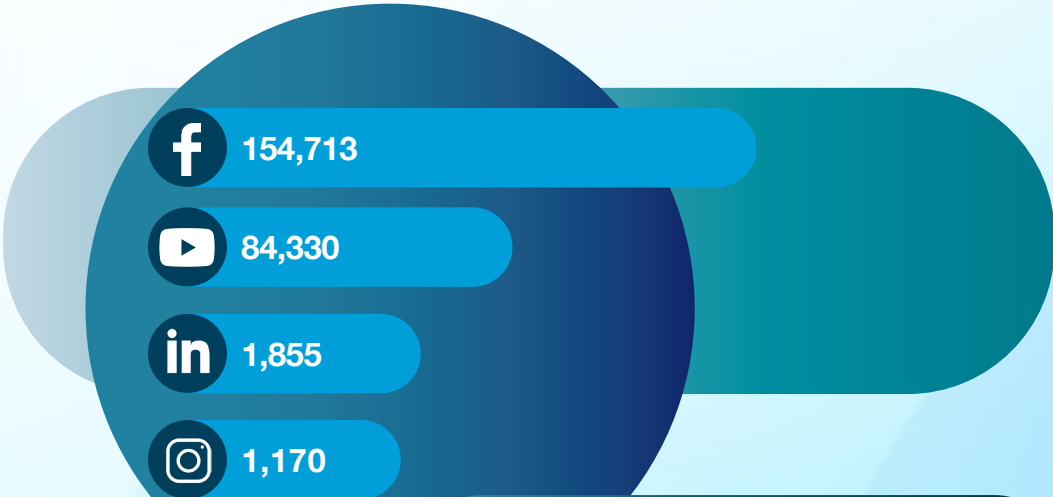
In 2022, the Cooperative expanded its social media footprint by adding Instagram and YouTube to its digital portfolio while building on the successes of its established Facebook and LinkedIn platforms with new and original content published every day of the year. These new platforms enabled the Cooperative to connect with new audiences and keep our community informed about programs, events and initiatives to improve the health and well-being of South Jersey families.

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Video Views in 2022

Picture this! Videos from the Cooperative's many outreach events received tens of thousands of views in 2022.



South Jersey Breastfeeding Rates - Explained by the Cooperative's Executive...
223K views • 5 months ago

 **YouTube**
223,000 views to date and counting!

In the News...

While watching the evening news on television or flipping through the local newspaper, you may have seen the Cooperative prominently featured in a number of news stories in 2022. News organizations that cover South Jersey showcased some of the Cooperative's many priority projects with our professional partners and the community on digital and streaming platforms, broadcast and print.

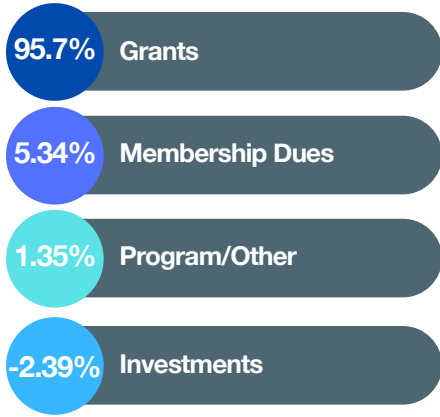


Finances

Financial Impact and Hospital Dues By County

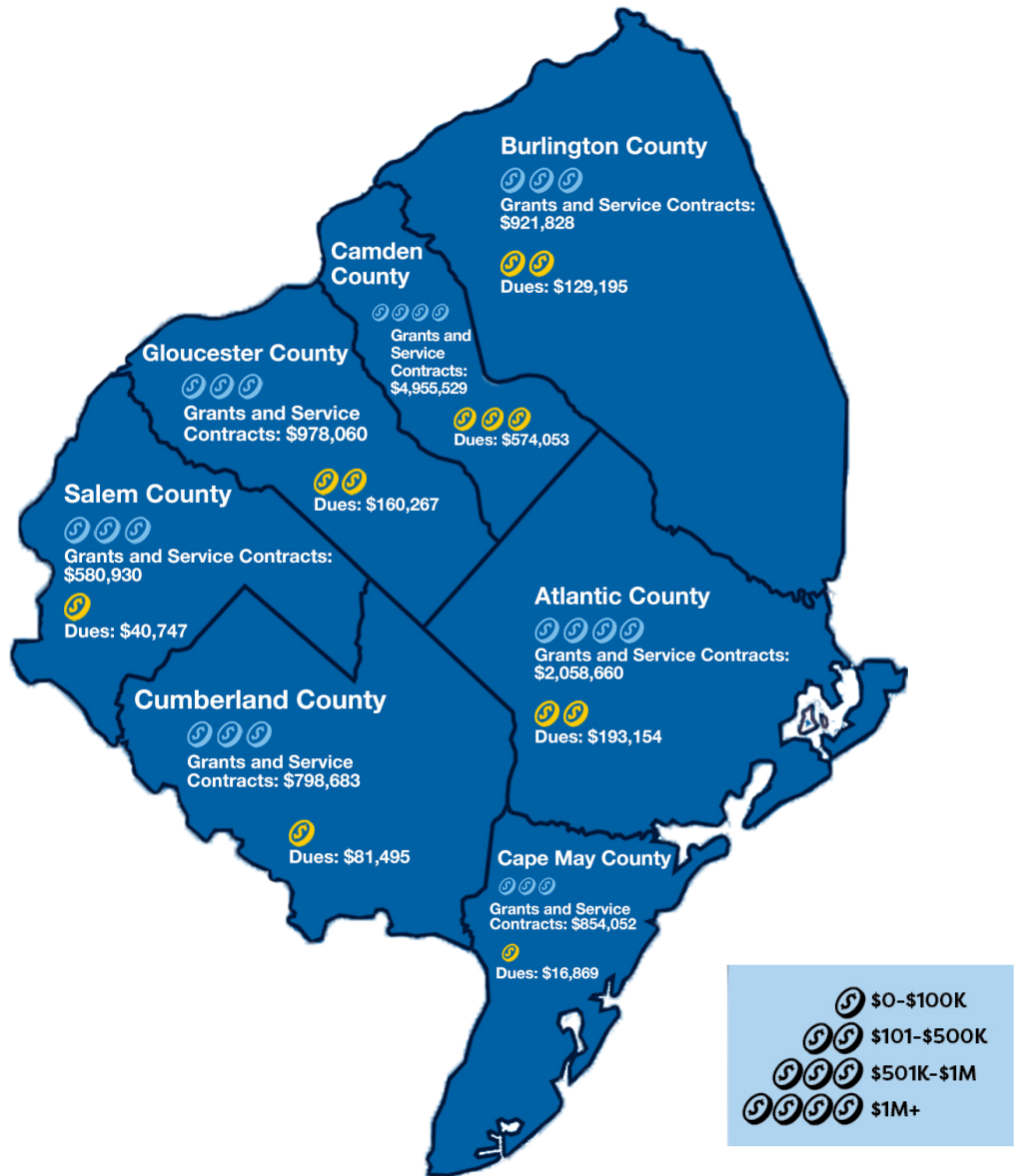
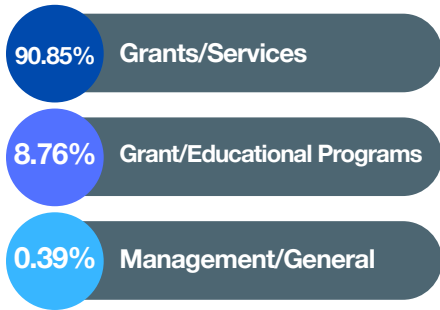
Revenue:

\$16,789,285



Expenses:

\$16,728,296



Funders

- Camden County Community Planning & Advocacy Council
- Camden County Non-Public School Nurse Program
- LISC/Uber
- New Jersey Department of Children and Families
- New Jersey Department of Health
- Robert Wood Johnson Foundation
- U.S. Department of Health and Human Services/Maternal and Child Health Bureau
- Visiting Nurse Association of Central Jersey

Member Birth Facilities

AtlantiCare Regional Medical Center – Mainland Campus
Cape Regional Medical Center
Cooper University Hospital
Jefferson Washington Township Hospital
Shore Medical Center
Inspira Medical Center – Elmer
Inspira Medical Center – Mullica Hill
Inspira Medical Center – Vineland
Virtua Mount Holly Hospital
Virtua Our Lady of Lourdes Hospital
Virtua Voorhees Hospital
Virtua Midwifery Birth & Wellness Center



The Cooperative's Executive Director, Board President, Board President-Elect and Director of Clinical & Professional Education toured the Virtua Midwifery Birth & Wellness Center in Voorhees Township along with Virtua staff.

Ways to Support

Make a donation.

We appreciate your continued support. The resources we receive from our donors are used to purchase diapers, wipes, gift cards, formula and other baby essentials based on the needs of the families we serve.

Become a General Member.

Become a member of the Cooperative community and join our mission to make South Jersey the healthiest region in the Garden State. Membership is free. All we ask for is your time and wisdom.

Join a Healthy Mothers, Healthy Babies Coalition.

The county-based Healthy Mothers, Healthy Babies Coalitions are a great way to get involved and meet people in the community who want to improve the health of pregnant individuals, babies and children.

Attend an event.

Check out our programs at one of our upcoming events, workshops or professional education offerings.

Connect with us on social media.

So that you may stay up-to-date on the many important initiatives of the Cooperative, be sure to follow us on Facebook, YouTube, Instagram and LinkedIn.



Acknowledgements

Acenda Integrated Health
Advocare Burlington County Obstetrics and Gynecology
Advocare Premier OB/GYN of South Jersey
Aetna Better Health of New Jersey, Erin Ludy Development Coordinator
Alliance Community Healthcare
Alliance OB/GYN Consultants
Alpha Kappa Alpha Sorority, Incorporated®, Theta Pi Omega Chapter
Ana Berdecia, Kean University Center for the Positive Development of Urban Children
AtlantiCare Physician Group OB/GYN
AtlantiCare Regional Medical Center
AtlantiCare Regional Medical Center: Roger B. Hansen Center for Childbirth
AtlantiCare Safe Beginnings
Atlantic County Division of Public Health
Atlantic County Division of Child Protection & Permanency, East & West Offices
Axia Women's Health Oceanside OB/GYN
Axia Women's Health Cape OB/GYN Associates
Axia Women's Health Cherry Hill OB/GYN
Bellia
BHMG Ocean Gynecological & Obstetrical Associates
Bloom Planning
Blue Wire Media
bmk Group
Building Bridges - Family Success Center
Burlington County Community Action Partnership
Burlington County Council for Young Children
Burlington County Division of Child Protection & Permanency, East & West Offices
Burlington County Health Department
CAMcare Health Corporation
Camden Area Health Education Center
Camden City School District, Office of Early Childhood Education
Camden Coalition
Camden County Community Planning & Advocacy Council
Camden County Council for Young Children
Camden County Department of Children's Services
Camden County Department of Health and Human Services
Camden County Division of Child Protection & Permanency Central, East, North, & South Offices
Camden County Special Child Health Services
Cape Atlantic Integrated Network for Kids
Cape May County Division of Child Protection & Permanency
Cape May County Health Department
Cape May Chapter NAACP
Cape Regional Medical Center
Capital Health OB/GYN
Caring for Kids NJ
Carl Boyd
Center for Family Services
Central Jersey Family Health Consortium
Charlene Taylor
CHEMED Women's Health
Cherry Hill Free Clinic
Children's Futures
Church of Jesus Christ of Latter-day Saints, Camden
Coalition of Infant/Toddler Educators
CompleteCare Health Network
Community Planning & Advocacy Council
Community Connections Family Success Center
Community Doulas of South Jersey
Cooper Jaffe Family Women's Care Center
Cooper Medical School of Rowan University
Cooper University Hospital
Cooper Women's Center
Cooper's Poynt Family School
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Acknowledgements

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HiTOPs
Holy Redeemer Home Care
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Inland Family Success Center
Inspira Medical Center – Elmer
Inspira Medical Center – Mullica Hill
Inspira Medical Center - Vineland
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New Day - Family Success Center
New Jersey Association for Infant Mental Health
New Jersey Center for Tourette Syndrome
New Jersey Chapter, American Academy of Pediatrics
New Jersey Department of Children and Families
New Jersey Department of Children and Families, Division of Child Protection and Permanency
New Jersey Department of Children and Families, Project Teach
New Jersey Department of Health
New Jersey Department of Human Services
New Jersey Prevention Network
Non Profit Development Center of Southern New Jersey
Ocean County Board of Social Services
Ocean Health Initiatives, Inc.
Oceanside I Family Success Center
Oceanside II Family Success Center
Orchards Family Success Center
Options for Women
Osborn Family Health Center
Parents, Inc.
Partnership for Maternal & Child Health of Northern New Jersey
Patty Irwin
Pinelands Family Success Center
Pirolli Printing Co.
P.R.A.C. of Southern New Jersey
Premier Women’s Health of South Jersey
Prevent Child Abuse New Jersey
Prism Career Institute of Egg Harbor Township
Proactive Technology Management
Rae Medical
Renee Davidson & Amy Taklif, New Jersey Catastrophic Illness in Children Relief Fund
Ronnelle Smith-Powell & Destiny Powell of Nettie, Nana and Friends
Rowan College at Burlington County
Rowan School of Osteopathic Medicine, Department of Obstetrics and Gynecology
Rowan-Virtua School of Osteopathic Medicine

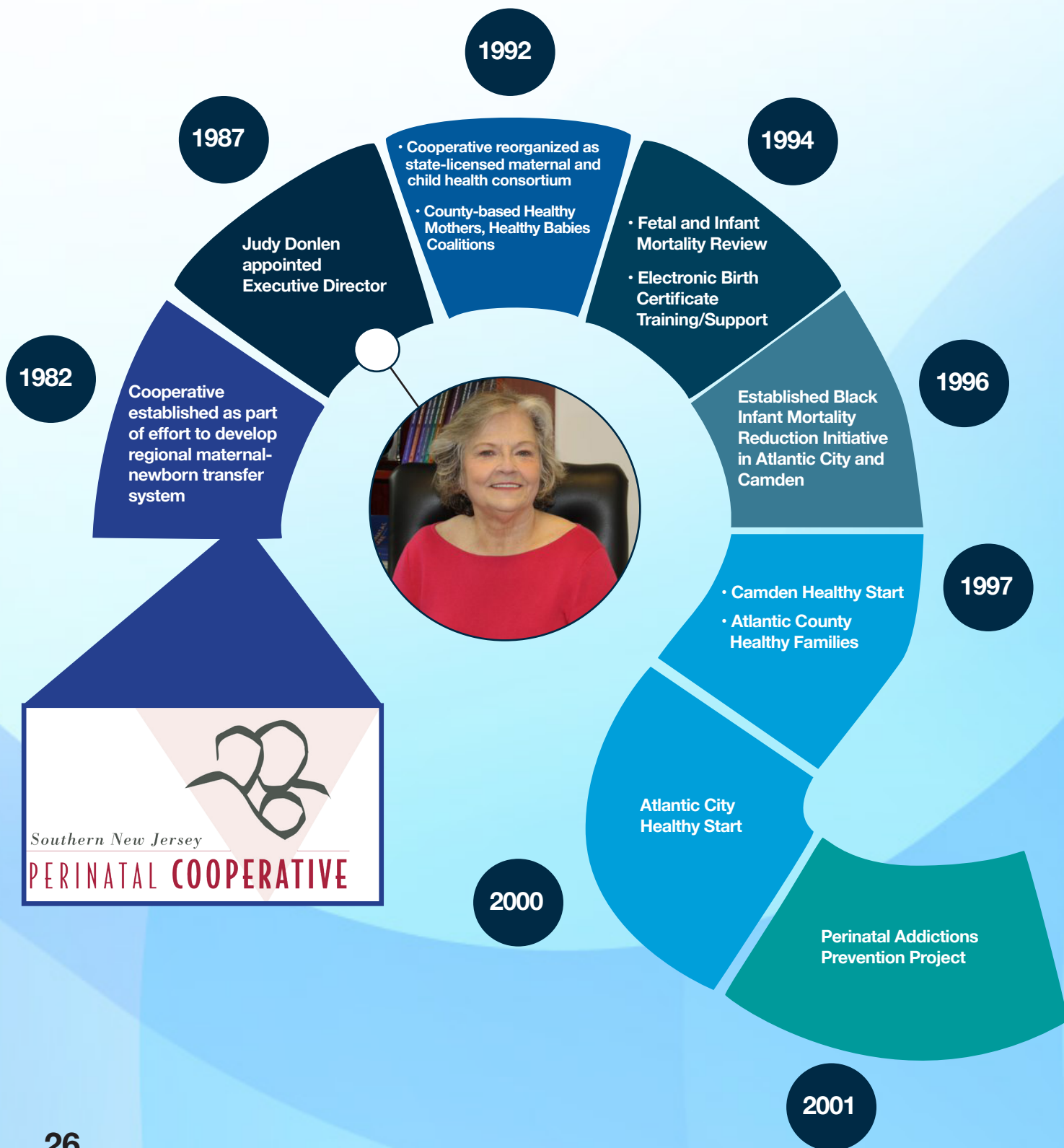
Acknowledgements

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Saint Elizabeth Ann Seton Catholic Church's Action Committee, Absecon
Saint Peter's University Hospital - High Risk Clinic
Saint Peter's University Hospital - Women's Health Services & Family Health Center
Salem County Department of Health & Human Services
Salem County Inter Agency Council of Human Services
Sanctuary Foundation for Veterans
Shore Family Success Center
Smile and Learn Preschool and Daycare
Shlomo Stemmer, M.D.
Shore Medical Center
Shore Physicians Group OB/GYN Midwifery Services
Socio-Emotional Formation Initiative at Montclair State University
South Jersey Biz
Southern Jersey Family Medical Centers
Southern New Jersey Regional Early Intervention Collaborative
SPAN Parent Advocacy Network
Susan Quick, Brain Injury Alliance of New Jersey
Tammy Murphy, First Lady, State of New Jersey
Tatsiana DaGrosa
The Association of Maternal & Child Health Programs
The Arc Gloucester
Thomas Wallace Middle School
Tracy Little, Burlington County WIC
Trailpack Media
TreeTops Learning Center
TwoTwo Creative
Dr. Richard W. Tai
United Healthcare Community Care Management Team
Village Medical OB/GYN
Vineland Health Department
Virtua Center For Women
Virtua Health Obstetrics/ Gynecology=
Virtua Integrated Network QIP Maternal Health Program
Virtua Midwifery Birth & Wellness Center
Virtua Mount Holly Hospital
Virtua Our Lady of Lourdes Hospital
Virtua Perinatal Bereavement and Palliative Care Program
Virtua Voorhees Hospital
Volunteers in Medicine, Cape May County
Volunteers of America Delaware Valley
Voorhees Rotary Dinner Club
Women's Medical Specialty Group
Zufall Health Centers



Southern New Jersey
**PERINATAL
COOPERATIVE**

The Cooperative's



40 Years of Impact



The background features a large, light blue curved shape on the left side, partially overlapping a larger, darker blue curved shape that spans across the middle and right. At the bottom, there is a solid yellow horizontal bar.

*The Southern New Jersey Perinatal Cooperative
2022 Annual Report is a publication of the
Southern New Jersey Perinatal Cooperative. 2023.*