

Board of Health Presentation

March 24, 2025





Our mission is to create healthy pregnancy and birth outcomes for Black mamas so they can thrive in motherhood.

Our Why

Established in 2018, the Perinatal Health Equity Initiative (PHEI) is a grassroots nonprofit organization that seeks to address the inequities in maternal health outcomes for Black women and infants. In New Jersey, Black women are 7-8x more likely to die from pregnancy related complications. **92% of all of those deaths were found to be preventable.** Additionally, Black women are more likely to experience disrespectful care, traumatic birth experiences, c-sections, and preterm births. Black women deserve safe, equitable, **quality** care at every stage of pregnancy, birth and postpartum period.

How We Are Different

We are a Black women led organization that approaches maternal health utilizing a reproductive and birth justice lens. We provide culturally congruent care that honors Black culture and centers the mother and the infant. Our work is designed to create a safe place for Black families, that is free from racism and bias. The programs and services at PHEI are designed using both research and community voice. Our goal is to stand in the gap between inequitable and optimal maternity care, while further highlighting the joy in the birthing experience.

Our Impact

Families Served

1000+

Lactation Support visits

300+

Peer support members

786

info@perinatalequity.org | www.perinatalequity.org | IG: @perinatalequity

Our Approach



Direct Service

- Clinical breastfeeding support
- Preeclampsia management
- Mothers in Bloom



Support

- SWB peer breastfeeding support group.
- Butterfly Fund
- D.O.P.E Mamas mental support



Education & Training

- Then Came Baby
- Breastfeeding in Color
- Professional Development



Policy & Advocacy

- Birth Equity Coalition



Research

- Community based participatory research
- Training and technical support



Mamas in Bloom

About the Program

Mamas in Bloom is a culturally responsive program designed to improve pregnancy, birth, and infant outcomes in Black and Brown families in Essex and Union County NJ. All mothers are eligible regardless of income. Families can enroll at any point during their pregnancy and are provided with wraparound support for the first 6 months after delivery. The program combines education, advocacy, and clinical care provided by our team of nurses and community health workers and lactation providers. Families are contacted at scheduled points during their pregnancy and postpartum journey to provide education, support and resources. **Additional support is provided for families with preeclampsia/ hypertensive disorders of pregnancy and diabetes.** We recognize that different families need different levels of support. We are open to providing support to families as needed outside the parameters of this program.

Program Goals

- Zero preventable maternal deaths
- Delivery at 39+ weeks
- Vaginal birth
- Breastfeeding initiation and continuation
- Reduced hospital readmission
- Adherence to pediatric visit schedule
- Early recognition of postpartum complications
- All newborns celebrate their first birthday
- Positive birth experiences
- Improve attendance at prenatal/postnatal visits

Support provided

- High risk perinatal case management
- Transition to parenthood
- NICU support
- Childbirth prep
- Breastfeeding support
- Transportation to appointments
- Maternal and infant essentials (car seats, diapers, clothing, cribs, etc)
- Connection to community resources and support (housing support, food insecurity, disability)

How to refer

You can refer a family to our services 1 of 3 ways

1. Fill out a referral form on our website www.perinatalequity.org/mamasinbloom
2. Speak to a team member 862-298-2812
3. Email us at info@perinatalequity.org

info@perinatalequity.org | www.perinatalequity.org | IG: @perinatalequity



ZUFALL HEALTH COMMUNITY HEALTH CENTERS

MONTHLY ZUFALL HEALTH VISIT AT THE THE BAIRD CENTER

Second Friday of Each Month

1:00 PM - 3:00 PM

The Baird Center
5 Mead St South Orange, NJ 07079



3/12/25: 7 people were provided information at the Baird

Free Services Available



Health insurance enrollment Information



Information about our affordable medical, dental, and behavioral health services



Quarterly Free COVID FLU Vaccines



Quarterly Free HIV Screenings

Visit one of Zuffall Health's offices for a FREE, confidential HIV test and get a gift card.

Vaccine Information

- Flu vaccine available for adults 19+.
- **It is safe to get both your 2024/2025 Formula COVID and Flu vaccines at the same time!**
- Bring your insurance card to the appointment

Registration

Call 973-325-2266 ext. 1040

Registration is encouraged but walk-ins are welcome

2025

EARLY SPRING CLASSES @THE BAIRD



MAKE THE RIGHT CALL

Emergency
Services

911

Mental
Health
Crisis

988

Social
Services

211

Poison
Control

800-222-1222

AVAILABLE 24 HOURS A DAY, 7 DAYS A WEEK



Communicable and Infectious Disease Update

Nursing Report- February

Reportable Diseases Investigated: 3

Immunization Audits: 13

National Measles Update

U.S. Cases in 2025

Total cases

378

Age

Under 5 years: **124 (33%)**

5-19 years: **159 (42%)**

20+ years: **86 (23%)**

Age unknown: **9 (2%)**

Vaccination Status

Unvaccinated or Unknown: **95%**

One MMR dose: **3%**

Two MMR doses: **2%**

U.S. Hospitalizations in 2025

17%

17% of cases hospitalized (64 of 378).

Percent of Age Group Hospitalized Under 5 years: **27% (34 of 124)**

5-19 years: **11% (18 of 159)**

20+ years: **13% (11 of 86)**

Age unknown: **11% (1 of 9)**

U.S. Deaths in 2025

2

There has been [1 confirmed death](#) from measles, and [1 death under investigation](#)



"Getting vaccinated is the best defense against COVID, measles, and many other childhood diseases. We look forward to working with our partners in the Municipal Health Offices to reach the VFC program-eligible children and make sure they have access to the vaccines needed for school."

Joseph N. DiVincenzo, Jr.



Joseph N. DiVincenzo, Jr.,
Essex County Executive

The Board of County Commissioners
And the Essex County Office of Public Health Management

Vaccines For Children (VFC)



**Vaccines For Children are available by
appointment only.**

**To schedule an appointment
call 973-877-8456**

Offering all the recommended childhood vaccines, including the COVID-19 Vaccine

- DTaP
- Hepatitis A
- MenB
- TD
- Flu
- Hepatitis B
- Meningo Conj MCV4
- Tdap
- HPV 9
- IPV
- PCV15
- Var
- MMR

Eligibility Requirements

(Children through 18 years of age)

- Medicaid eligible or NJ FamilyCare Plan A
- Uninsured
- American Indian or Alaskan Native



Putting Essex County's Health First



Avian Influenza (H5N1) Update

Current situation

National situation summary

Person-to-person spread

NONE

There is no known person-to-person spread at this time.

Current public health risk

LOW

The current public health risk is Low.

Cases in the U.S.

70 cases

Deaths in U.S.

1 cases

National Total Cases: 70

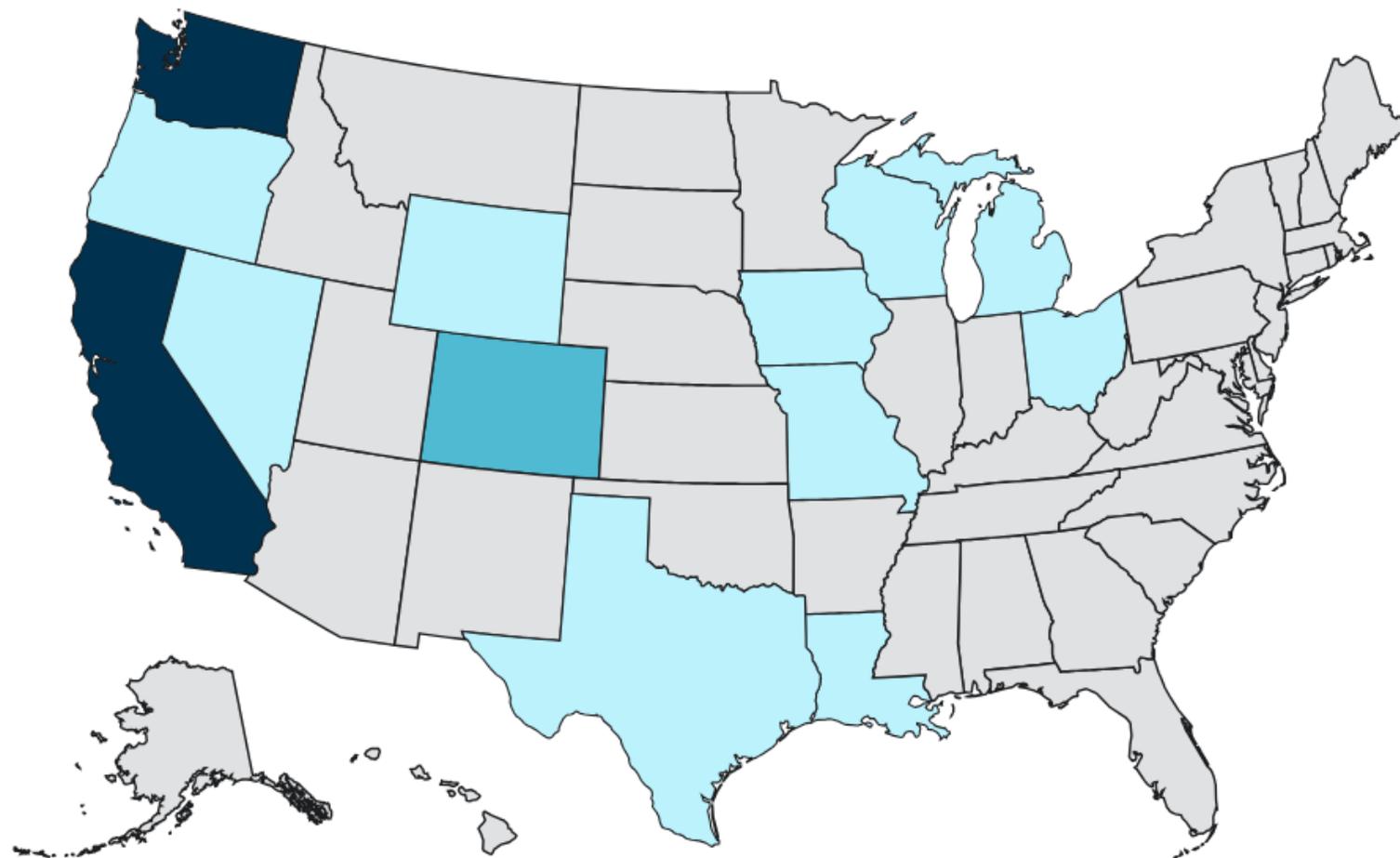
Cases	Exposure Source
41	Dairy Herds (Cattle)*
24	Poultry Farms and Culling Operations*
2	Other Animal Exposure†
3	Exposure Source Unknown‡

NOTE: One additional case was previously detected in a poultry worker in Colorado in 2022. Louisiana reported the first H5 bird flu death in the U.S.

*Exposure Associated with Commercial Agriculture and Related Operations

†Exposure was related to other animals such as backyard flocks, wild birds, or other mammals

‡Exposure source was not able to be identified



Total cases



Avian Influenza (H5N1) Update

- March 2025: Avian flu H5N1 found in a feral cat in Hunterdon County.
- February 2025: Avian flu H5N1 found in a live local bird market in Union County.
- State agencies continue to aggressively monitor occurrences of H5N1 avian influenza in domestic and wild bird populations
- **While there have been recent confirmations of deaths in localized wild bird populations in parts of NJ, there have been no recent reports in domestic poultry or cattle and no human infections in the state**
 - Avian Influenza is suspected to have caused localized deaths of multiple wild birds, predominately snow geese and Canada geese, in parts of the state since the end of December
- The CDC has declared that the ongoing nationwide H5N1 outbreak is primarily an animal health issue that poses low risk to the health of the public
- **Currently, there are no confirmed human cases in NJ**

Avian Influenza (H5N1) Update cont.

- Three principal state agencies involved in monitoring and responding to Avian Influenza
 - **NJ Department of Environmental Protection:** If you encounter sick or dead wild birds report the finding to the DEP hotline at 877-WARN-DEP (877-927-6337)
 - **NJ Department of Health:** Seasonal influenza activity continues to increase, as expected for this time of the year. However, there are no reports of human novel influenza cases, including H5N1 bird flu, in NJ at this time
 - **NJ Department of Agriculture:** Sick or dead domestic birds should be reported to 609-671-6400)
- For more information on H5N1 visit: <https://www.nj.gov/H5N1>

Environmental Health

Environmental Health-February

Restaurant inspections: 7

- Pre-operation inspections: 0
- Re-inspections: 0
- Mobile Food Trucks: 0
- School inspections: 0
- Daycare inspections: 0
- Camps: 0
- Complaints: 6
- NOVs: 2
- Summonses: 0



Animal Control Update

Love my pup! Love my park!

SATURDAY, APRIL 5
10AM - NOON
BASE OF FLOOD'S HILL
MEADOWLAND PARK
SOUTH ORANGE

COME CELEBRATE **NATIONAL PUPPY DAY** WITH YOUR
NEIGHBORS AND THE MEADOWLAND PARK CONSERVANCY!

- Free photos with our "Love My Pup!" heart frame
- Chance to win gift cards for you and your pup
- Free goodies for you and your pup
- Stop by anytime between 10am and Noon
- Free rabies shots on-site for all who need
- Not just for puppies...all canines welcome!

5th
annual!



A group of seven dogs of various breeds sitting together. A speech bubble from a dog says "Bring unopened dog or cat food to donate to our friends at a local shelter!". Another speech bubble from a dog says "Take us to Meadowland Park on April 5th!". Logos for Meadowland Park Conservancy, Recreation & Cultural Affairs South Orange Village, Julia Maloof, and Kitchen à la Mode are present. The website meadowlandpark.org is at the bottom.



Animal Control Update- February 2025

Total Calls: 15

Bite: 1

Other: 1

Stray: 3

Stray Animals Impounded: 2

Wildlife: 10



NOW AVAILABLE



2025 South Orange Dog & Cat Licenses



**\$17 FOR NEUTERED/SPAYED PETS
\$20 FOR NON-FIXED PETS**

A \$20 LATE FEE WILL BE APPLIED
AFTER 3/1/25

ACCORDING TO TOWN ORDINANCE
68-4: ANY PERSON WHO SHALL OWN,
KEEP OR HARBOR A DOG/CAT OF
LICENSING AGE SHALL, APPLY FOR
AND PROCURE FROM THE HEALTH
OFFICER OF THE VILLAGE A ONE-YEAR
LICENSE



[https://www.southorange.org/508/
Pet-Licenses](https://www.southorange.org/508/Pet-Licenses)

QUESTIONS?

Call 973-762-8120 ext 2006



Use this QR code or
link to register now

Social Services/ Mental Health

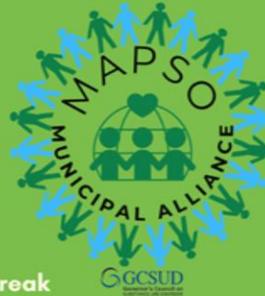
PARENTS WHO SPEND 15 MINUTES PER DAY WITH THEIR CHILD CAN IMPROVE THEIR HEALTH AND WELLBEING



South Orange
MIDDLE SCHOOL
"SOMS STRONG!"



drugfreenj.org/child-break/15-minute-child-break



GCSUD
Glenview Community School Union District



**SOUTH
ORANGE**
VILLAGE