

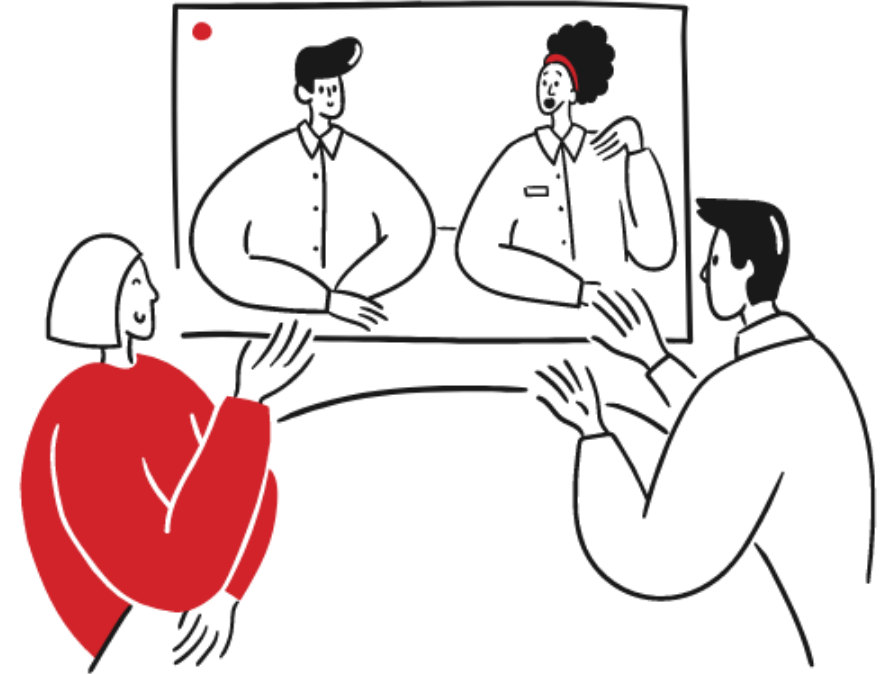


Building and Sustaining Community Partnerships in Maternal Health

June 27th, 2025
12 PM – 12:45 PM

Housekeeping

- Welcome!
- Let's get to know each other - Take a moment to introduce yourself in the chat!
- **Please change your name to your full First and Last Name**
- **Please add your Health Center/Organization Name next to your name!**
- Please drop all questions in the chat.
- Recordings and Slides will be made available after the webinar.



Building & Sustaining Community-Clinical Partnerships to Improve Access & Outcomes for Families

Rachel Schwartz



@wearephsny



About Public Health Solutions (PHS)

For 65+ years, we have improved health for New Yorkers and their families by providing direct services to communities in need, and by supporting 200+ community-based organizations annually in doing their work through contracting and management services.

Community Work

Working directly with individuals and families to improve health and well-being



Contracting and Management Services

Delivering robust fiscal and administrative support for community-based organizations

WholeYouNYC

Developing coordinated and accountable networks that connect healthcare and community services to make a sustainable impact on health

Neighborhood Health's Impact in 2024

Increasing Access to Nutritious Food

- Helped provide **31,200+ participants** with WIC nutrition benefits
- Processed SNAP applications affecting **10,200+ individuals**
- Trained **3,500+ WIC vendors** (e.g., groceries, pharmacies, bodegas)

Improving Access to Health Care

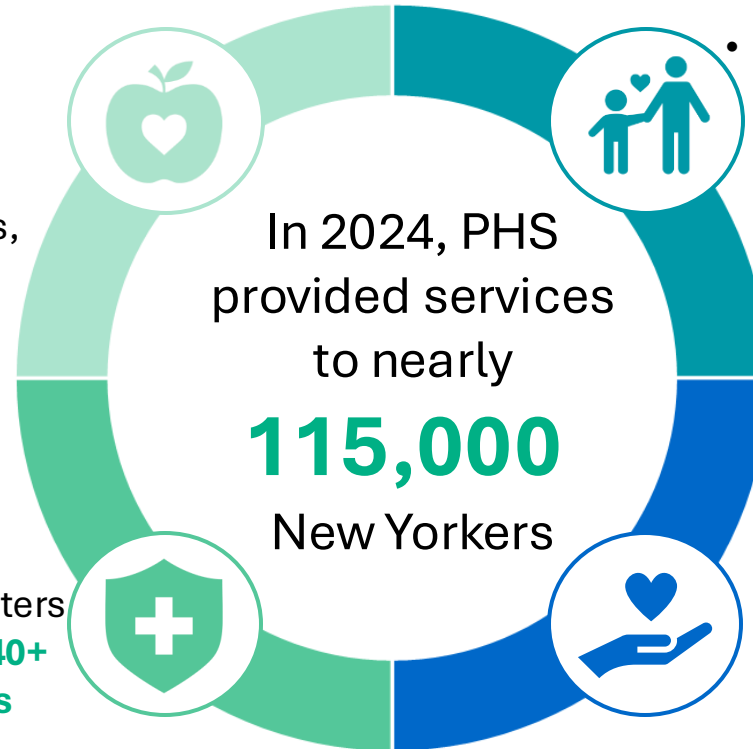
- Processed health insurance applications affecting **18,000+ individuals** through PHS programs and subcontractors
- Served **2,400+ patients** at our 2 Health Centers
- Scheduled vaccination appointments for **240+ individuals** and reached **6,500+ individuals** through vaccine related outreach via subrecipients

Supporting Families in the Community

- Served **1,100+ families** across our 8 Home Visiting programs
 - Provided maternal and child support (e.g., free diapers, cribs, breastfeeding education) to **2,500+ families**

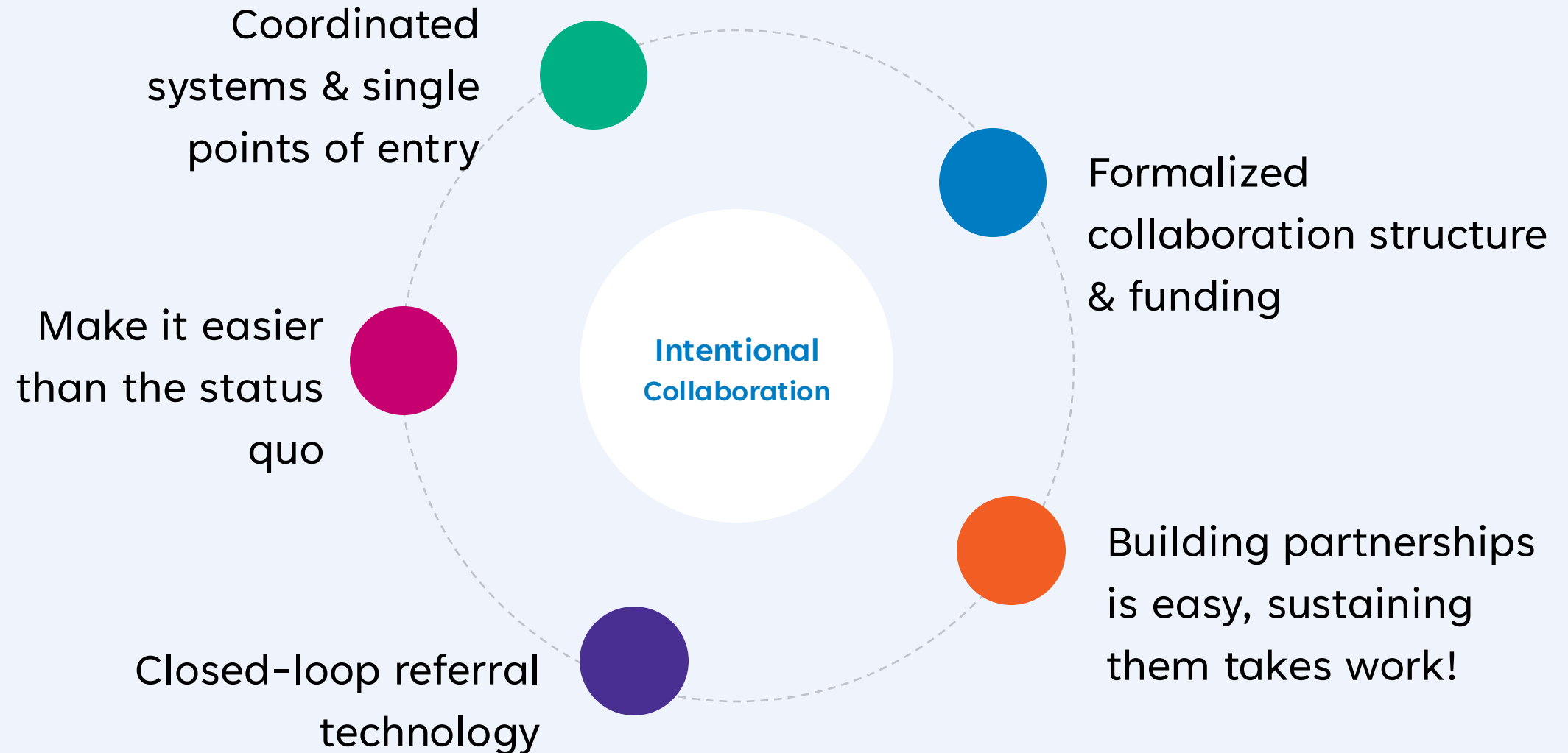
Helping Communities Thrive

- Served **15,000+ community members** across our 5 WholeYouNYC programs
- Served **23,000+ patients** through Title X subrecipients
- Engaged **400+ students and school staff** in smoking/tobacco-use awareness campaigns and policy advocacy
- Enrolled **350+ participants** in our Harlem Health Advocacy Partners programs

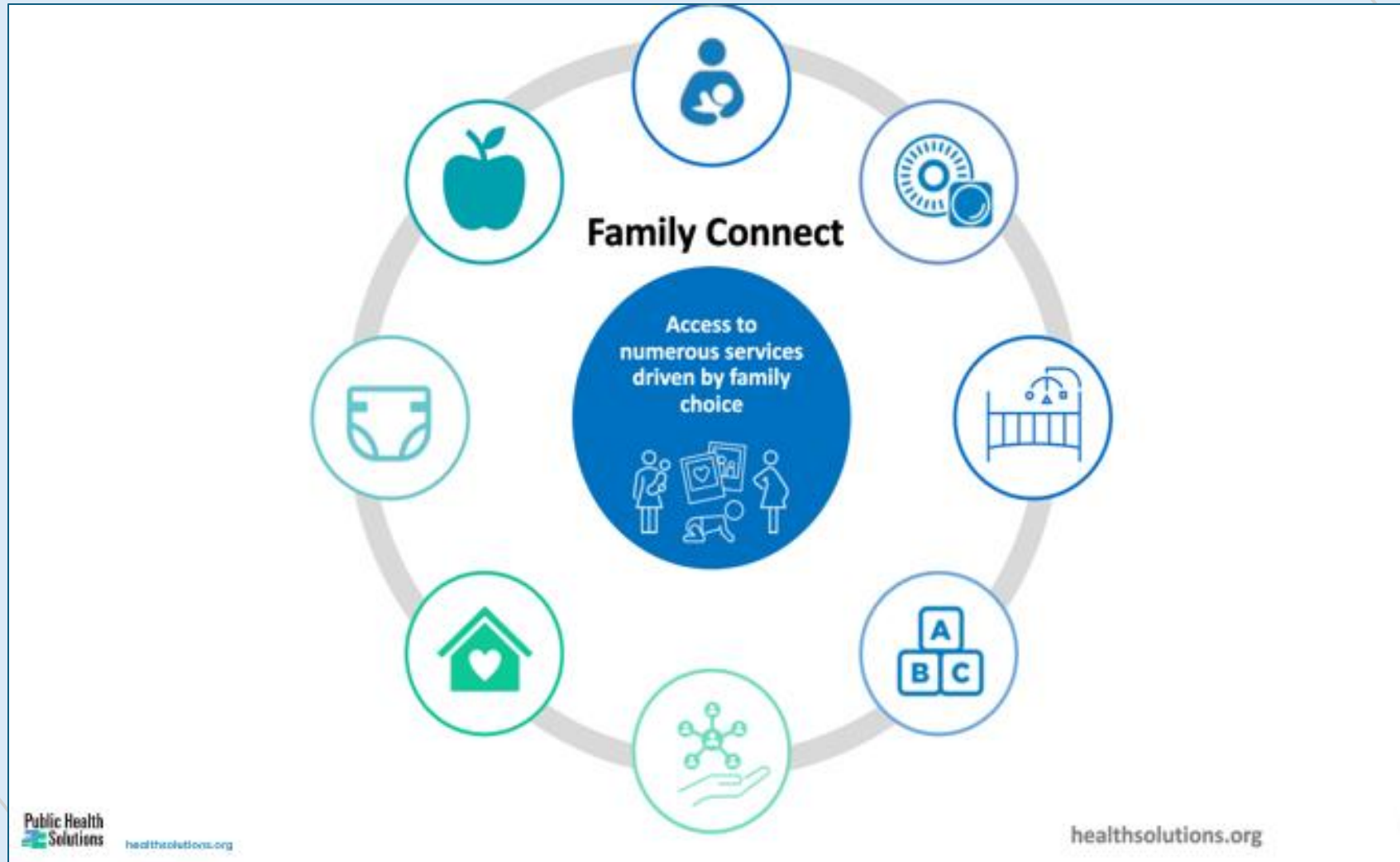


Across services, we surveyed nearly 2,500 participants:
95% rated our service quality as **Excellent** or **Good**

It takes a Village: Collaborative lessons learned



Goal: Unify access to proven programs that enhance family health and wellness while centering individual choice and leveraging existing resources



One Referral to Family Connect = Access to Numerous Services Driven by Family Choice

Home Visiting

- Attachment & Biobehavioral Catch-up (ABC model)
- Early Head Start/Head Start
- Healthy Families NY
- Healthy Start
- Newborn Home Visiting Program
- Nurse Family Partnership
- Perinatal Infant Community Health Collaborative
- Parent Child +

Perinatal Support Services

- Prenatal/postpartum support groups
- Childbirth education
- Doula care
- Breastfeeding support
- Fatherhood support
- Pack-n-play distribution & safe sleep education
- Diaper Bank
- Perinatal bereavement support
- Childcare connections

Social Care Network

- Food support (WIC, SNAP, food pantries)
- Health insurance
- Clinical services (primary care, mental health)
- Legal services
- Housing support
- Education/job training
- ESL classes
- EMPATHS mental health & wellness
- Interpersonal Violence support

EMPATHS: Enhanced Perinatal Mental Health Spectrum of Support

EMPATHS is a network of mental health specialists trained to support pregnant and postpartum families. Our goal is to connect new parents to the community and clinical support they deserve.



Group Support

Circle of Caring

ROSE (Reach Out, Stay Strong, Essentials for Mothers of Newborns)

Becoming Us

Time to Relax

JustBirth Space

Circulo de Mamas

SW-Led Group Support

Intensive Outpatient Program

Dad's Dialogue

Me Time (Dialectical Behavior Therapy)

Circle of Security

Remembering You, Remembering Us
Perinatal Bereavement

Individual Therapy

Agape Family Therapy

BK Parent Support

The Child Center of NY

Emotional Landscaping

Rising Ground

Hotlines

National Maternal Mental Health Hotline

NY Postpartum Resource Center Helpline

988

Queens Healthy Start & Community Healthcare Network



CHN has been a subcontracted partner of QHS for 5+ years. Funding supports a Prenatal Coordinator

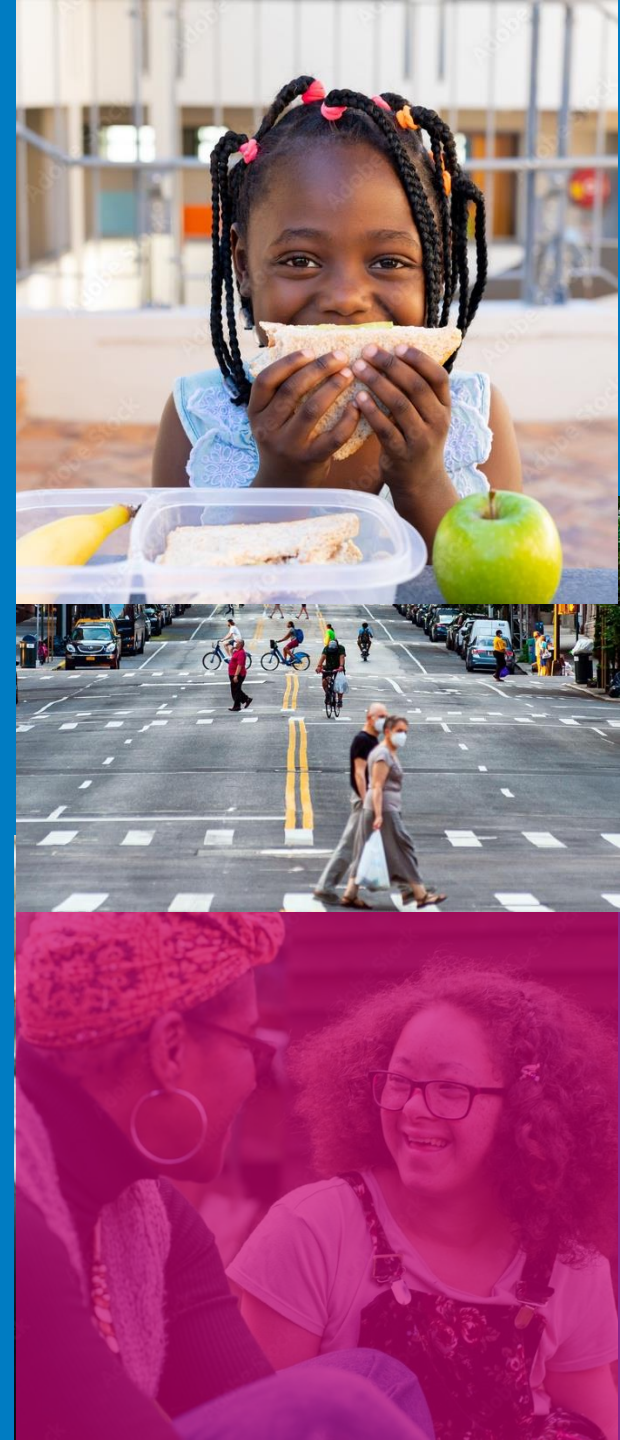
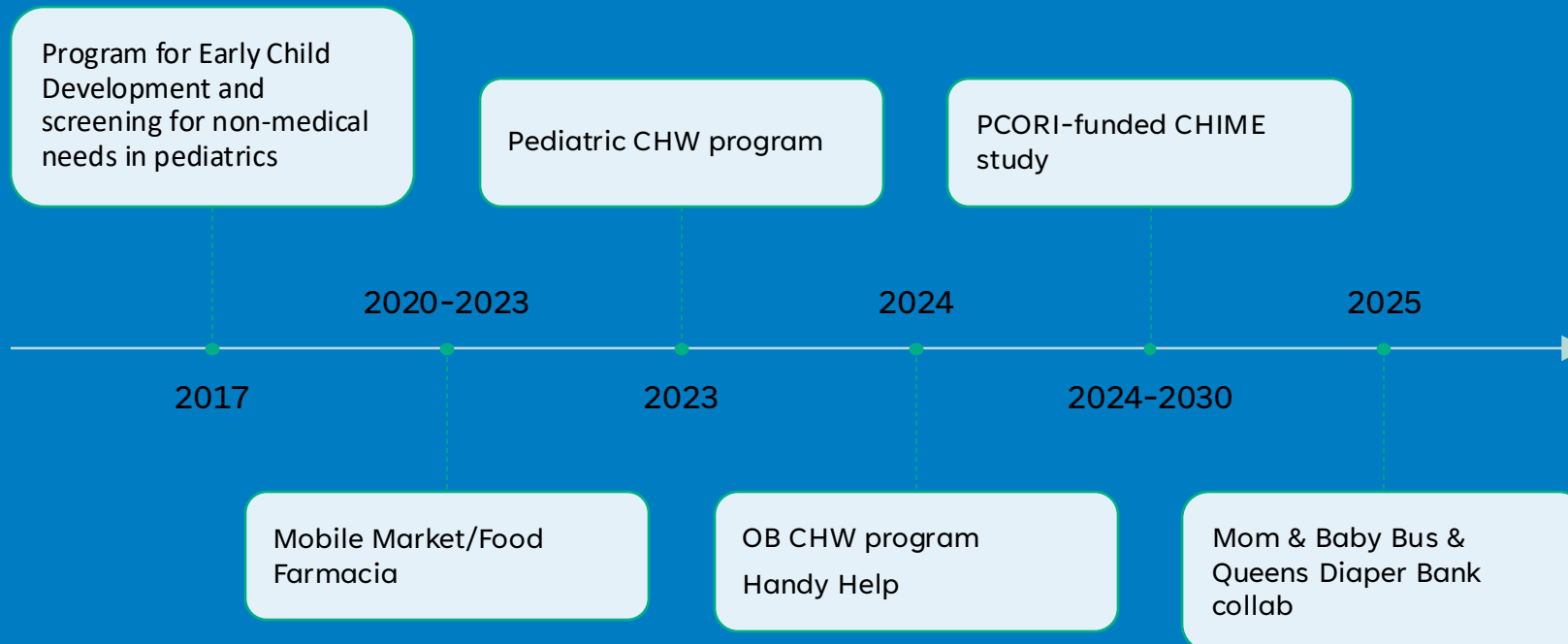


Case management support and group workshop facilitation for HS eligible patients.



PHS-CHN's long standing partnership has created new opportunities, participation in the WholeYouNYC Social Care Network chief among them

NYPresbyterian Hospital & PHS MCH partnership over the years



A photograph of a man and a young child playing with Jenga blocks. The man, on the right, is focused on placing a block on top of a tall stack. The child, on the left, is leaning over the table, looking at the stack with an excited expression. The background is slightly blurred, showing a window with a grid pattern. A large blue circle is overlaid on the left side of the image, containing white text.

**Learn more about PHS at
www.healthsolutions.org**

Thank you!



JUBILANT BIRTH ALBANY

A little bit of help, a whole lot of joy

Claire Reid, UWGCR

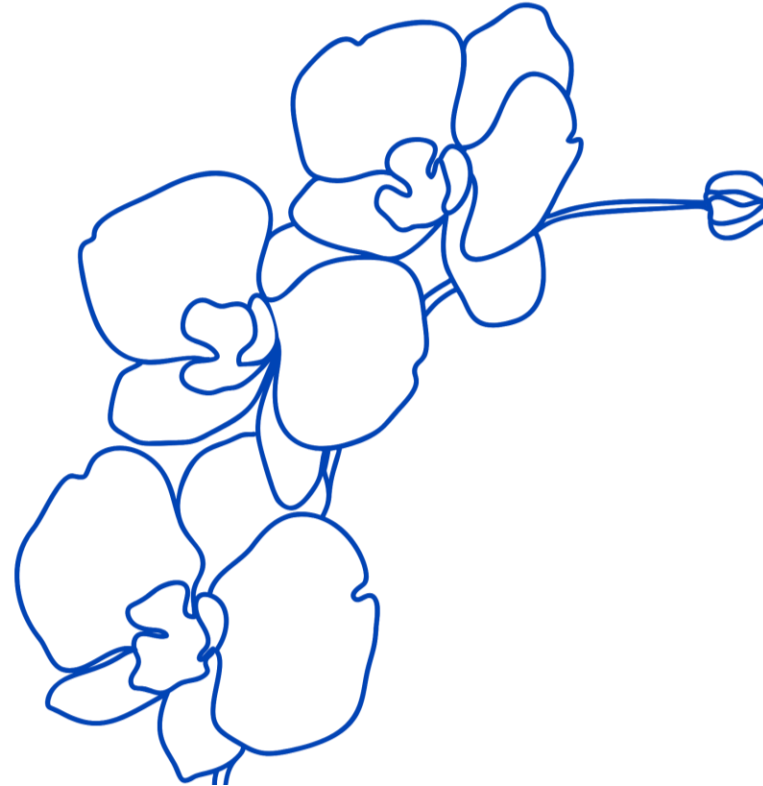
Community Health Care Association of NYS

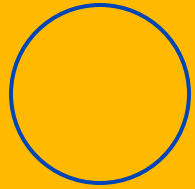
June 27, 2025



Overview

1. Program Components
 1. Why moms and pregnant people
 2. Why Cash
 3. Why supports
2. Power of Partnership





PROGRAM OVERVIEW



UNITED WAY
Greater Capital Region



Our Learning Objectives

1. To assess how reducing financial stress impacts maternal health and birth outcomes;
2. To understand the possible policy & program pathways to support guaranteed income in pregnancy and early childhood



Jubilant Birth Albany Project Logic Model

Goal: To assess how reducing financial stress contributes to positive health outcomes for mom and baby and to evaluate the fidelity of implementation of a Guaranteed Basic Income Project for Pregnant Women in Albany who are ALICE

Process

INPUTS

Project Team

- UWGCR
- BirthNet
- CEK RN
- March of Dimes
- SUNY Albany

Partners & Funders

- Albany County ARPA, Carl E Touhey Foundation; HighMark BlueShield & HVCU
- Usio
- Empire Justice Center
- Uni of Washington & Emory University
- MoD NOLA and Atlanta

Resources

- Debit Cards
- Benefits Counseling
- Welcome bags
- Car Seats*
- Birthing Resources
- Referrals as requested

ACTIVITIES

Pre-Natal Health Peer Support and Education (CHWs)

Monthly Financial Assistance

Doula Services

Resource Supplies & Referrals

Evaluation

OUTPUTS

Number of health education activities delivered and attended

Participant satisfaction

Utilization of monthly debit cards

Uptake of Doula Services and Resource Supplies

Baseline surveys, interviews, focus groups

Outcomes

SHORT

Improve maternal & infant health
Reduce pre-term births; reduce low-birth weight

Increase awareness of the importance of accessing timely and appropriate prenatal and postpartum care

Increase short-term financial security

Achieve participants' satisfaction with program

INTERMEDIATE

Increase prenatal/postpartum care utilization

Increase awareness of the importance of providing unconditional cash support

LONG

Improve maternal and infant health outcomes

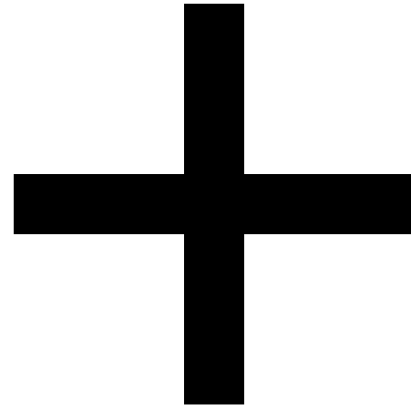
Increase long-term financial security

To model a maternal care system centered on dignity and choice

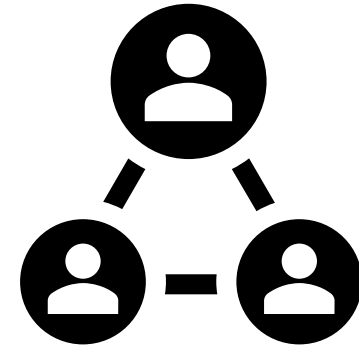
External Factors: geography, health insurance, employment, social support



Unconditional Cash



Resources



Doulas and Peer Support

Asset Limited Income Constrained Employed (ALICE)

Housing



Child Care



Food



Transportation



Technology



Health Care



Taxes



Miscellaneous





Why Moms & Babies



Born Thriving

- Earliest days of a child's life are crucial for later emotional and mental development
- Importance of first 1,000 days of life
- Financial stress is named as one of the #1 stressors for moms (Prevention Agenda Dashboard, NYS; Maternal Vulnerability Index)
- ALICE: Cost of living is outpacing earnings:
 - 54% of NYS households with children do not make enough to make ends meet
 - 77% single female headed households in NYS lack the financial means to make ends meet
 - Albany County: 39% ALICE
 - Some zipcodes have higher %s of financial insecurity: West Hill (76%), Arbor Hill (65%) and South End (66%)

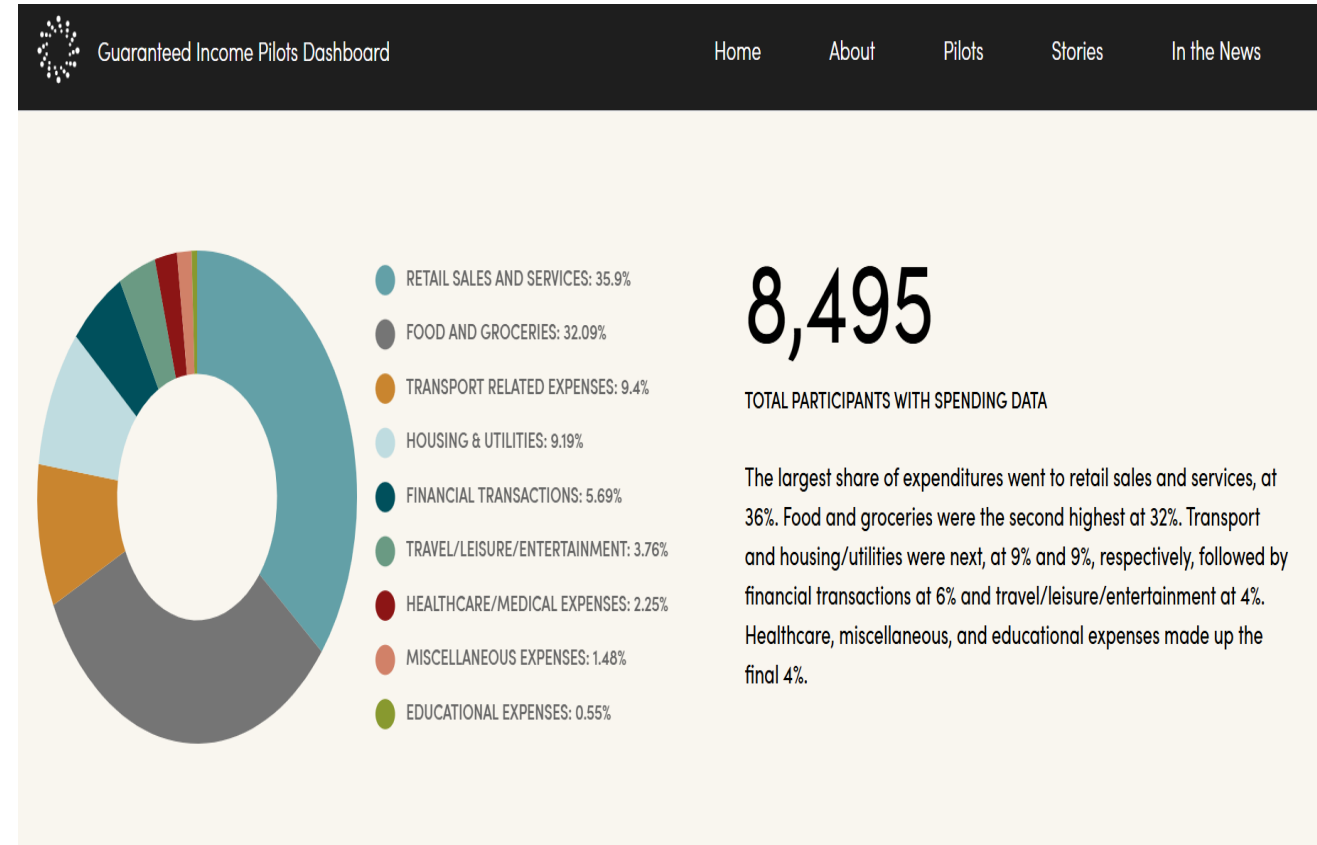


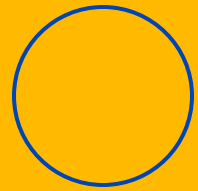
WHY CASH



Simple and Flexible

- No strings attached.
- Efficient, supportive, practical
- Evidence-based. Cash transfers are among the world's most widely-evaluated interventions for addressing poverty and a host of other well-being needs.
 - 100+ DCTs across the US
 - Earned Income Tax Credit & Child Tax Credit
 - When one person receives direct cash the people and communities around them often benefit, too!





WHY BIRTHING SUPPORTS



UNITED WAY
Greater Capital Region



Power of Cash PLUS

- Doulas
- Health accompaniment w/ CHN
- Peer social support
- Maternal health resources

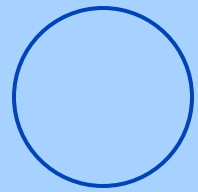


BIRTHNET
are.Educate.Support.Organize



CEK RN
Consulting, Inc.
ADVOCATING FOR A HEALTHIER YOU





JBA Families



UNITED WAY
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**JUBILANT
BIRTH**



UNITED WAY
Greater Capital Region

How Did You Hear About Jubilant Birth?

- ✓ Co-Worker
- ✓ All Birth Care/ Linda Bolton
- ✓ Crystal Brandow
- ✓ Nurse@ St. Peter's
- ✓ St. Peters(3)
- ✓ CHW Rachelle(Willow Program; Diamond BirthNet
- ✓ Community Health Worker
- ✓ Housing manager at Catholic Charities
- ✓ Doctors Social Workers
- ✓ Nurse Practitioner(St. Peter's MoMs program)
- ✓ St. Peter's Moms Help Program(4)
- ✓ News (9)
- ✓ Family Member
- ✓ Linda Bolton-Mom's Program (2)
- ✓ Section 8 Program Worker
- ✓ Tershia Ellis & BirthNet
- ✓ Albany County
- ✓ Social Worker (2)
- ✓ The Community
- ✓ Case Worker
- ✓ WRGB 6 News(6)
- ✓ Frank Chapman Institute
- ✓ Flyer
- ✓ St. Peter's OB/GYN
- ✓ Friend and Owner of Local Non-Profit
- ✓ AHA Megan Wilcox
- ✓ Sister sent clip from CVs
- ✓ Friend(2)
- ✓ Through Text Message
- ✓ Social Worker CDPHP (Meghan)
- ✓ RISSE
- ✓ Facebook CNN post
- ✓ Social Media
- ✓ Albany Health Family
- ✓ Midwife
- ✓ Online
- ✓ Doctor Appointment
- ✓ Trinity Health Alliance
- ✓ Case Manager
- ✓ CHW Rachelle/Willow Program
- ✓ Diamond/BirthNet
- ✓ Schuyler Inn Shelter
- ✓ Mother Support Group
- ✓ Child's School
- ✓ Online
- ✓ Albany School District
- ✓ Sister (5)
- ✓ Online
- ✓ Facebook(6)
- ✓ Darlene from HATAS
- ✓ Probation Officer
- ✓ Doula

Eligibility & Selection

- 18 years +
- Pregnant between 20-28 weeks
- Reside in Albany County*
- ALICE income eligible

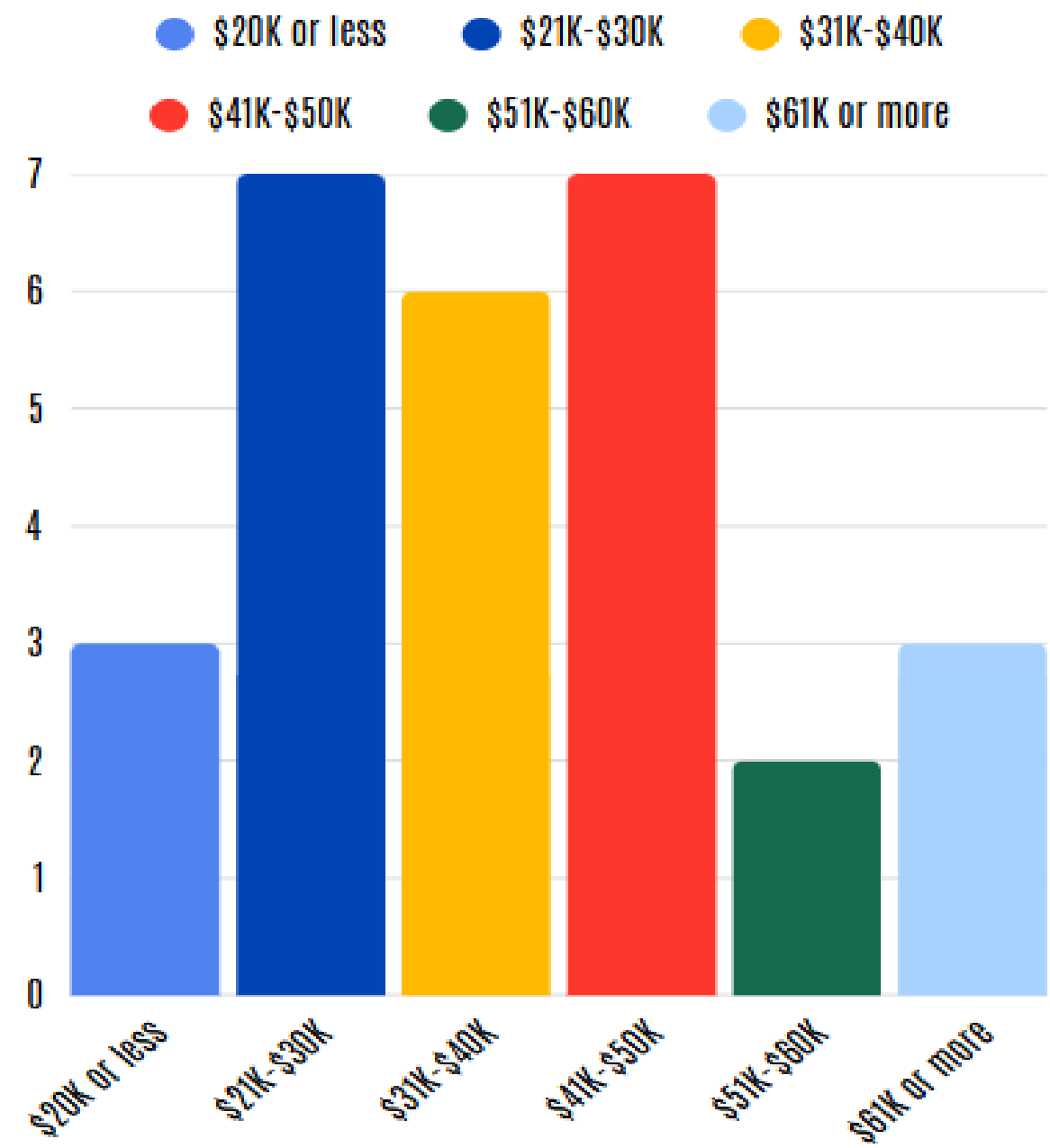
Selection by random weighted lottery
5 every 2 weeks until all 28 spots filled

HOUSEHOLD/ FAMILY SIZE	MINIMUM INCOME	MAXIMUM INCOME
1	\$15,650	\$45,180
2	\$21,150	\$61,320
3	\$26,650	\$77,460
4	\$32,150	\$93,600
5	\$37,650	\$109,740
6	\$43,150	\$125,880
7	\$48,650	\$142,020
8	\$54,150	\$158,160
Each person over 8, add	\$5,500	\$16,140

Household Income:

JBA Participants

- ALICE income eligibility:
- Customized to Household composition
 - Customized to Geography

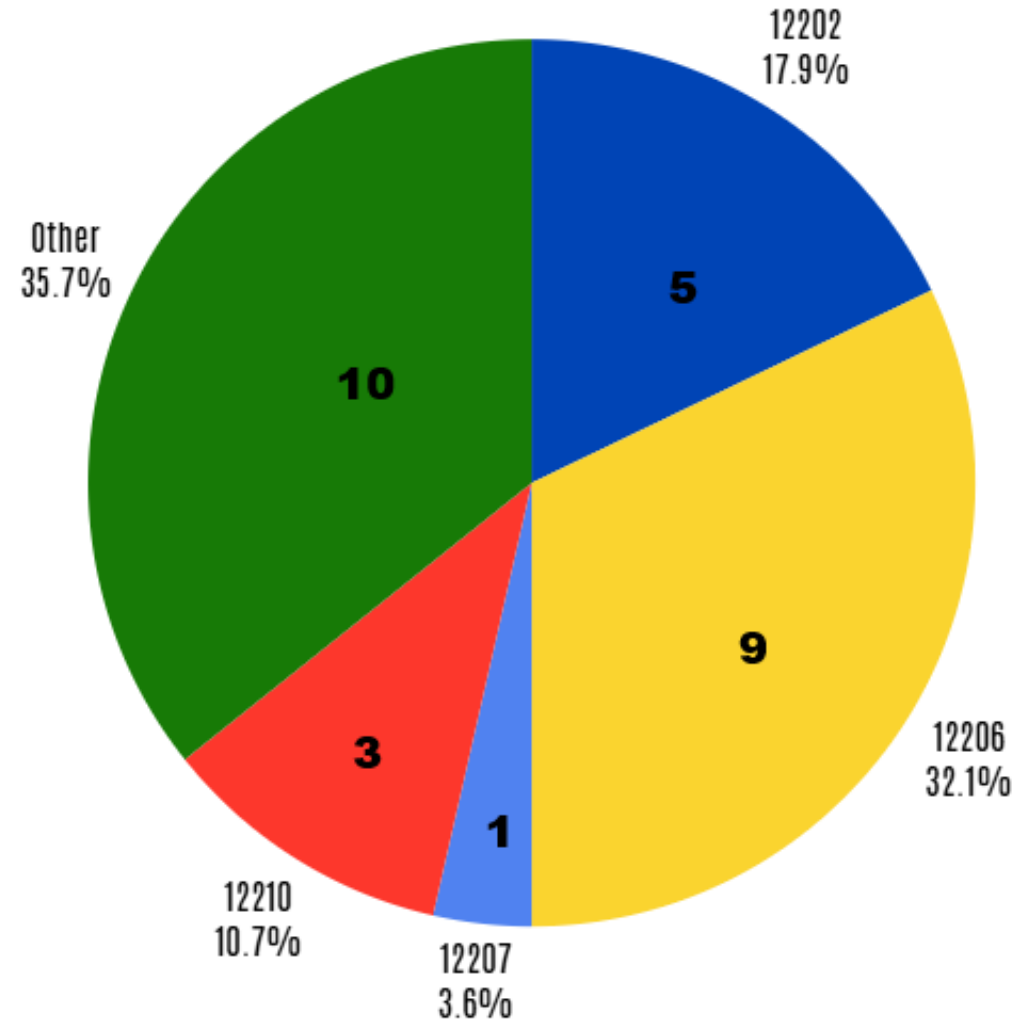


JBA Participants

Other Zip Codes

- 12203 Albany
- 12205 Colonie
- 12047 Cohoes
- 12189 Watervliet
- 12208 Albany
- 12183 Green Island
- 12204 Menands

ALICE ZIP CODES



Reciprocity in Action



Trust is infrastructure

AWAY FROM

Participants as beneficiaries

Consultation

Buy-in

Help

Charity

Scarcity

TOWARDS

Participants as agents of change

Co-Design

Ownership

Reciprocity

Systems Change

Abundance



UNITED WAY
Greater Capital Region



claire@unitedwaygcr.org

**Please fill out our survey and
Mentimeter when returning to the
main session!**

Find the survey link in the chat and again at the close
of the webinar.

Completing your survey helps us to provide relevant
and helpful information. Thank you in advance!



**Please take
some time to
answer our
Mentimeter:**



Code: 1275 1958



A faint, light pink outline of a heart is centered in the background of the slide.

Thank you!

COMMUNITY
HEALTH CARE
ASSOCIATION
of New York State

chcanys.org