



# Supporting Expectant and New Parents during COVID-19

October 14, 2020



# ABOUT PHS

Health disparities among New Yorkers are large, persistent and increasing. **Public Health Solutions (PHS)** exists to change that trajectory and support vulnerable New York City families in achieving optimal health and building pathways to reach their potential.

**Our three-pronged approach to improving health outcomes:**



## COMMUNITY WORK

Providing neighborhood health services to directly support New Yorkers throughout five boroughs



## CONTRACTING AND MANAGEMENT SERVICES

Delivering robust contracting and management support through long-standing public-private partnerships to more than 200 community-based organizations

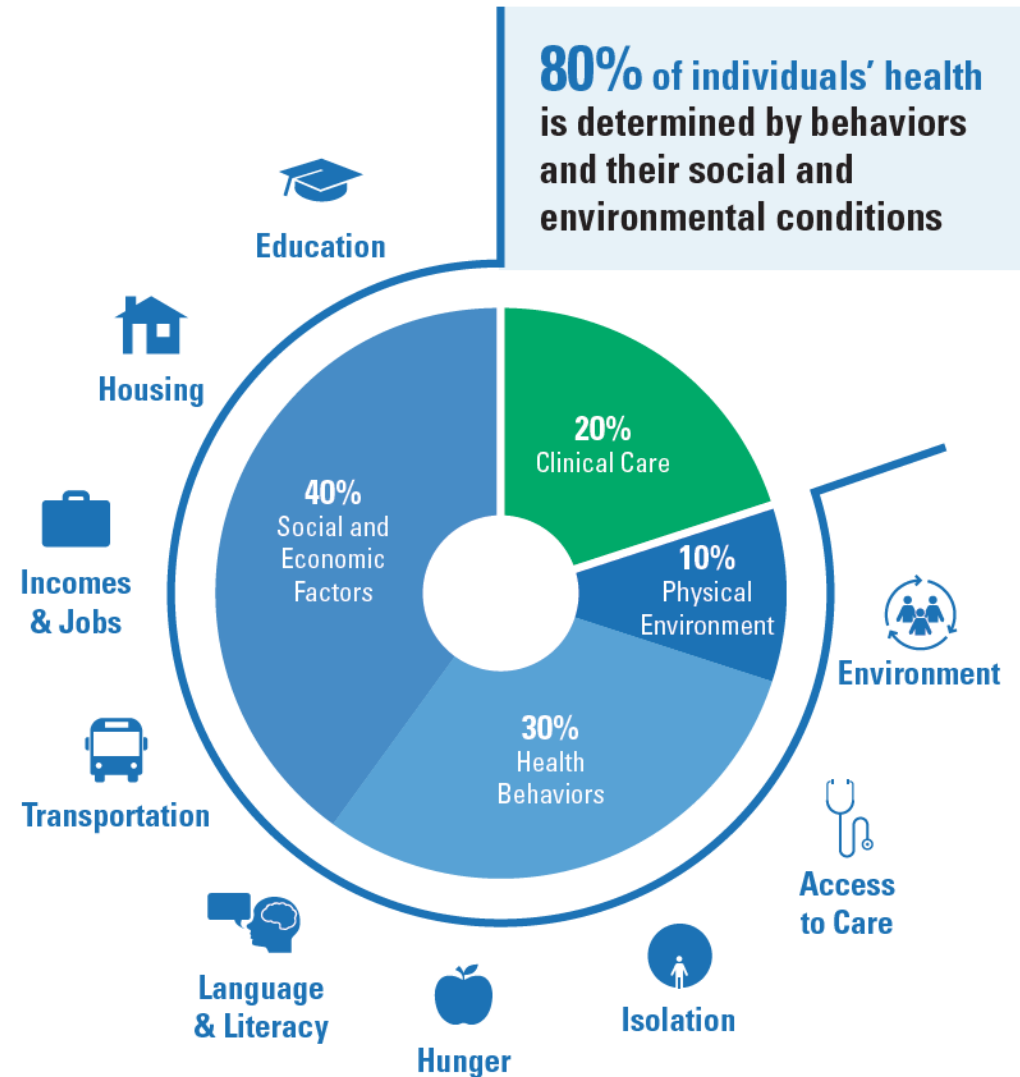


## HEALTHCARE COMMUNITY PARTNERSHIPS

Bridging the gaps between health care and community resources to reduce reliance on the health care system

# PHS' Vision: Health Equity in NYC

- **Mission:** To support vulnerable NYC families in achieving optimal health and building pathways to reach their potential
- Our vision is a city where New Yorkers have a fair and just opportunity to be healthy
- Strengthening maternal child health systems of care, and individual and family health and well-being, are powerful drivers of equity
- COVID-19 response: Focusing on the 80% and meeting basic needs



# ABOUT PHS

## PHS helps more than 200,000 New Yorkers through:

- Health insurance enrollment for individuals, including seniors and New Yorkers with disabilities
- Neighborhood WIC – the largest in the state – that ensures nutrition support
- Maternal child health home visiting and focused initiatives
- Food assistance through Supplemental Nutrition Assistance Program (SNAP) enrollment
- Affordable and confidential care for men, women and teens through Sexual and Reproductive Health centers
- HIV/AIDS prevention community-based organization outreach
- NYC Smoke-Free youth advocacy and education

# Maternal Child Health at PHS

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- **5 models/ 7 individual programs/ 4 sites to support families in Queens, Brooklyn & Staten Island**
- **Remembering You, Remembering Us: We provide bereavement support through virtual support groups that are facilitated by a LMSW. For the schedule and to sign up visit the PHS website.**
  - Anyone who has experienced a reproductive loss is eligible to participate
  - Occur monthly on weeknights (2 groups in English, 1 in Spanish)
  - Always virtual
- **We provide free cribs and safe sleep education in Queens at our Corona and Jamaica sites**

# The Power of Home Visiting

*Parenting is not easy, but we are here to help!*

*We offer a variety of services to support pregnant and parenting families, so they have the tools and resources needed to give their babies and families the best possible start in life.*

Participation in one of our programs creates long-term connections and support with families that leads to:

- Stronger parent-child interaction and positive parenting practices
- Safer and healthier pregnancy: reduced rates of pre-term birth and low-birth weight
- Knowing your rights
- Parenting education: caring for mom and baby after birth
- Connection to support if feeling down or depressed
- Plan future pregnancies, reduce the chance you become pregnant if you do not want to be
- Brain development: Teach developmental activities for parents to do with their child to increase school readiness
- Referrals to just about any needed service in the community

**MCH Home Visiting Programs**



Family Stage



Expectant parents



Babies



1- & 2-  
year olds



3- to 5-  
year olds



Kindergarten Readiness



Contact with Child welfare

**Healthy Families New York**

Must screen into program. Enrollment throughout pregnancy up until child turns 3 months. Priority to do prenatal enrollment. Enrolled until child turns 5 or begins Head Start.

**Nurse Family Partnership**

First-time parent only. Enrollment required before 28 weeks' gestation. Child graduates at 2 yrs old

**Healthy Start**

Prenatal enrollment through up to 18 months postpartum, fatherhood component

**Maternal Infant Community Health Collaborative**

Enrollment at any point throughout the reproductive life course. Mostly short-term, goals-based, but some clients enrolled 1+ yrs. Majority enrolled prenatally and close when baby is < 6 months. Also focus on inter-conception health and wellness

**Pediatric Community Health Worker program**

Participation for ~ 6 mos.+ to connect families with children with special health care needs to community and clinical resources and learn to manage their child's condition/s

# Queens Healthy Start Partnership

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- **QHS is a collaboration between Public Health Solutions, DOHMH Nurse Family Partnership, Community Healthcare Network, Sheltering Arms Healthy Families Jamaica and Jamaica Hospital Medical Center.**
- **QHS is a federally funded through U.S. Health Resources Services Administration to reduce racial and ethnic gaps, and improve perinatal health outcomes**
- **Who we serve: Pregnant women and fathers with children up to two years of age**
  - Prenatal care & education
  - Food support
  - Breastfeeding support
  - Home visiting services
  - Emotional & mental health support
  - Job training & adult education
  - Father support services & many more



# QHS Partner Roles

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## Public Health Solutions

- CI&R
- 2 Family Support Coordinators
- Fatherhood Coordinator
- Community Action Newtork

## Jamaica Hospital Medical Center

- Expansion of Centering Pregnancy in the St Albans Clinic

## Nurse Family Partnership

- Non-paid partner
- Provide the NFP Model to referrals that come from the CI&R

## Community Healthcare Network

- 1 Prenatal Coordinator
- Screening all prenatal patients for HV services in 3 clinic site: Jamaica, Sutphin Blvd and Long Island City

## Sheltering Arms Healthy Families Jamaica

- 1 Family Support Specialist following the HF model
- 2 MCH Specialist
- Prenatal groups to non-enrolled participants

# Community Action Network(CAN)

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- Community Action Network Coordinator
- Goal of the CAN
- Using a Collective Impact Framework
- Members of the CAN: Providers, community residents and HV participants
- Topics of focus: COVID-19, Infant Mortality and Maternal Morbidity/Mortality
- Virtual meeting post-COVID
- Test & Trace: COVID-free Queens!



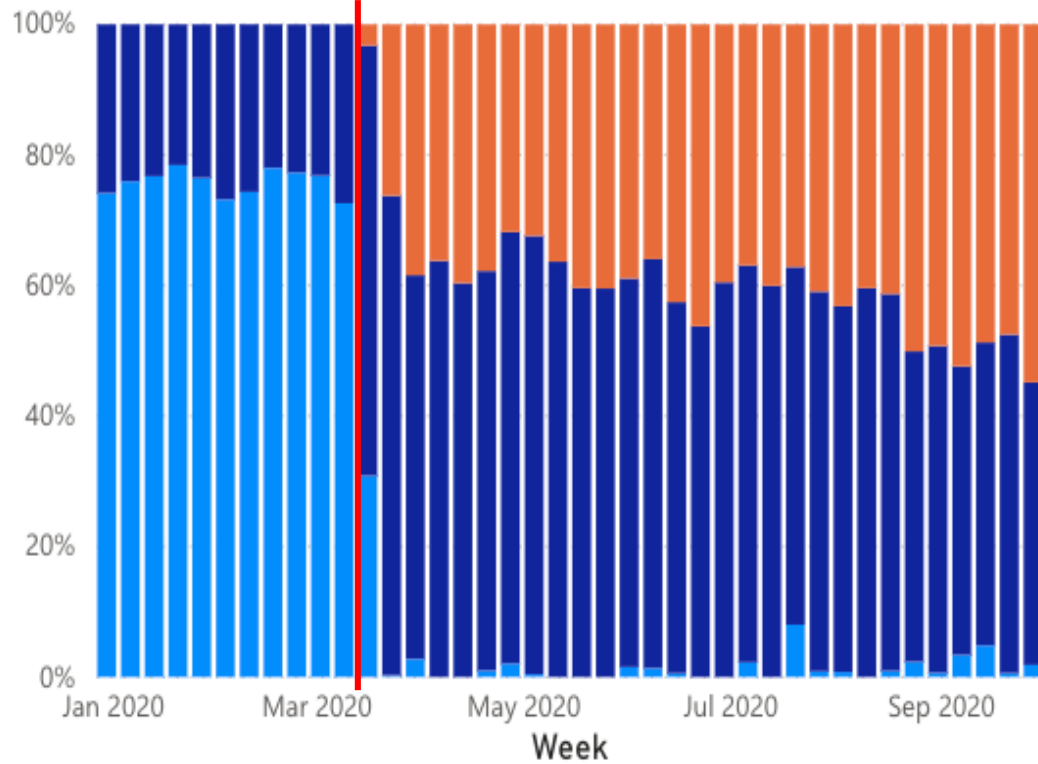
# Impact of COVID-19 on MCH Programs



# 3/16/20 Transition to Virtual Services

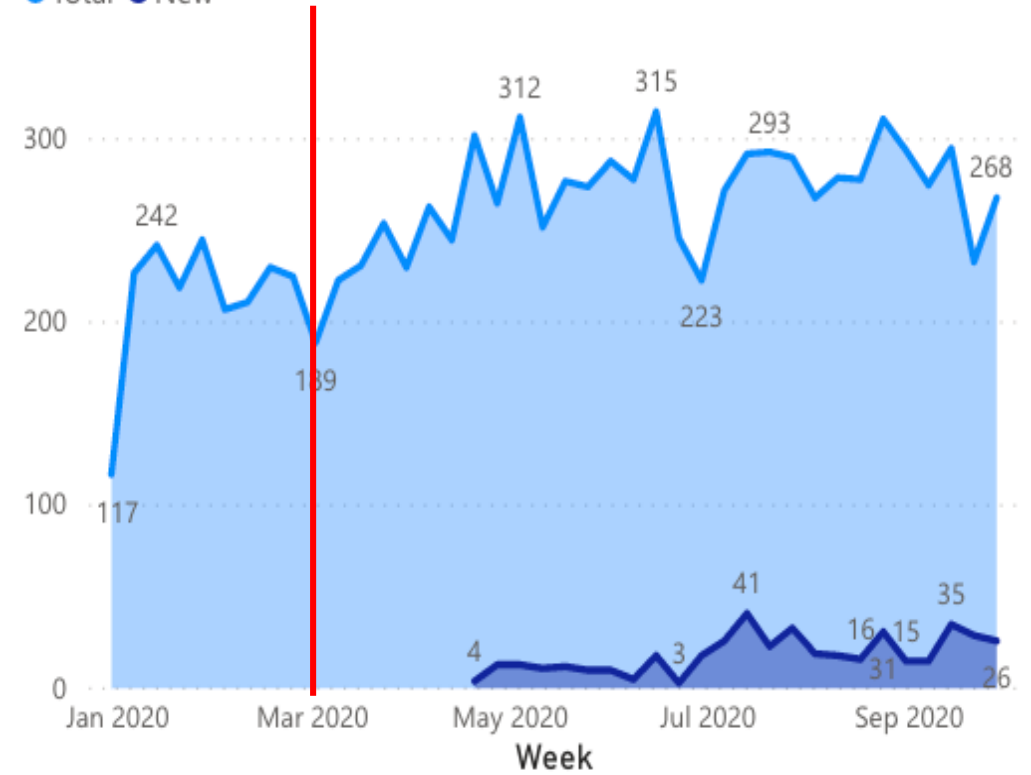
MCH Visit Type (In-Person vs Virtual)

● In-Person ● Phone ● Video



MCH Client Volume

● Total ● New



# Numerous agencies have donated essential items to our families:

- 115,598 Feminine Hygiene Products
- 20,696 Diapers
- 8,064 Packs of Wipes
- 2,880 Toothpaste Tubes
- 400 Bottles of Soap
- 176 Diaper Bags
- 105 Pack n Plays
- 68 Breast Pumps
- 15 Infant Car Seats
- 10 Humidifiers
- PPE

\$50,000+ in direct support



Queens Mobile Market: Made possible by funding from NYPQ and partnership with WSCAH



Breastfeeding can be challenging — we're here to help!

## NYC Breastfeeding Warmline

FREE Virtual Breastfeeding Support and Answers to your Questions about Feeding your Baby

📞 Call 646-965-7212

Call to schedule a video or phone meeting with a Certified Lactation Counselor.

All calls are confidential and one-on-one.

**How it works:** Call 646-965-7212 and leave a voicemail for a call back. Please leave:

- Your name
- Cellphone number
- Zip code
- A brief message about what's going on with feeding your baby

Meetings are held via RingCentral, a safe and secure platform that is HIPAA-compliant.

In partnership with Bronx Healthy Start, Community Health Center of Richmond, and Northern Manhattan Perinatal Partnership.



## Virtual Prenatal / Postpartum Support Groups

- Baby Basics/ Hola Bebe
- Baby Showers
- Childbirth education
- Circle of Moms/ Circulo de Mamas
- Mom's Club
- Reading and family engagement

# Impact on Families and Staff

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## Program Families

- Loss of employment
- No longer able to afford necessities
- Doubling up with family
- Remote learning for older children
- Fear of going out in public
- Fear of clinical care
- Status limited access to federal and State COVID support

## Program Staff

- Adapting to new technology
- Balancing work and family life
- Remote learning
- Working to support families needing basic items
- Shifting schedule to accommodate family and client needs
- Supporting families past the intended program period due to high need
- Contactless distribution



