

## Memorandum of Understanding

BETWEEN

**Southern New Jersey Perinatal Cooperative**

2500 McClellan Avenue  
Suite 250  
Pennsauken, NJ 08109

Herein called "SNJPC"

AND

**County of Gloucester, Dept. of Health/ WIC Program**

204 East Holly Drive  
Sewell NJ 08080

Herein called "Gloucester County WIC"

This Memorandum of Understanding (MOU) sets forth the terms and understanding between SNJPC and Gloucester County WIC to promote and support breastfeeding and maternal/child health in the Gloucester County New Jersey region.

**Background:**

SNJPC's mission is to improve perinatal and pediatric health in South Jersey, including Gloucester County and its vicinity. SNJPC is guided by a regional perspective that supports collaboration and respect for the diversity of voices concerned about the health of families. SNJPC's efforts are focused in four core areas. SNJPC provides:

- Regional clinical programs to support access to cost-effective services and the appropriate use of resources. SNJPC's presence in Gloucester County currently includes the Postpartum Wellness Initiative, Perinatal Addictions Prevention Project, and Healthy Mothers / Healthy Babies. SNJPC also works with two member hospitals in Gloucester County: Inspira Medical Center Woodbury (IMCW) and Kennedy University Hospital Washington Township.
- Consumer and professional education programs that integrate current theory and practice.
- Data collection and analysis to identify unmet needs and trends.
- Regional assessment and planning for a coordinated health care network responsive to the region's unique issues.

**Gloucester County WIC**, is a grantee of The New Jersey WIC Program, and as such, provides at-risk pregnant, breastfeeding, and postpartum women, infants, and children up to age five (5) years with nutritionally valuable food packages to supplement their daily food intake during critical stages of growth and development. WIC provides participants with access to health care and nutrition education so that the food will be properly used and will become part of a pattern of better dietary

and health habits. The Child Nutrition Act of 1966 [As Amended through P.L. 111-296, Effective December 13, 2010] requires WIC to promote and support breastfeeding.

**Gloucester County Breastfeeding Rates:** Breastfeeding and New Jersey Maternity Hospitals: A Comparative Report 2013 indicates that while Kennedy University Hospital achieves a higher-than-expected exclusive breastfeeding rate at discharge, Inspira Woodbury Hospital has a significantly lower-than-expected exclusive breastfeeding rate upon discharge. Gloucester County WIC has for many years experienced breastfeeding exclusivity and duration rates that are below New Jersey averages. EBC Data from Quarter 1 of 2016 shows disparities for: hospital of delivery (IMCW had lowest rate of breastfeeding initiation and exclusive breastfeeding); maternal age (mothers below 20 years and above 40 years having lowest rates of breastfeeding initiation and exclusive breastfeeding); and ethnicity (Hispanic women were significantly less likely to exclusively breastfeed). Racial disparities were not seen in breastfeeding initiation or exclusivity during mother's hospital stay.

**Purpose:**

This MOU will allow Gloucester County WIC and SNJPC to form a partnership to address cultural and racial disparities in maternal/child care, and support breastfeeding and Maternal/Child Health in Gloucester County. Goals of this collaborative partnership are:

- Facilitate mutual referral of clients who are qualified and interested in participating in each other's programs.
  - SNJPC will refer WIC-eligible women, infants, and children to the WIC Program for nutrition education, breastfeeding promotion, and support.
  - Gloucester County WIC will refer women to SNJPC programs for which they are eligible. Program information will be displayed in WIC offices and on SNJPC's web pages and social media.
- Utilize SNJPC's connection with its member hospitals to:
  - Improve the rate of exclusive breastfeeding at time of discharge
  - Encourage hospitals to adopt the Joint Commission's Perinatal Care Core Measure set
  - Help hospitals comply with all Hospital Licensing Standards regarding breastfeeding
  - Provide information to hospital staff about the WIC program
  - Improve women's access to breastfeeding support in the community.
- In addition, a collaborative partnership between Gloucester County WIC and SNJPC will:
  - Assist Kennedy University Hospital Washington Township to progress toward Baby Friendly practices by providing educational opportunities for staff in core competencies, and augmenting their community-based resources for prenatal breastfeeding education and breastfeeding after-care.
  - Assist IMCW to address disparities in breastfeeding care by providing educational opportunities for staff in core competencies, and augmenting their community-based resources for prenatal breastfeeding education and breastfeeding after-care.
- Provide Gloucester County WIC access to SNJPC's expertise in marketing and data management and grant preparation for use in collaborative projects.

duration.

**Reporting:** Gloucester County WIC and SNJPC will monitor maternal/child and breastfeeding data.

- Gloucester County WIC will monitor New Jersey WIC data for initiation, duration and exclusivity of breastfeeding. A summary report will be sent to SNJPC on a quarterly basis.
- SNJPC will monitor birth certificate data for Gloucester County. A summary report will be available for Gloucester County WIC on a quarterly basis.
- SNJPC will monitor Breastfeeding and New Jersey Maternity Hospitals: A Comparative Report. Information will be shared annually or as frequently as it is published by the NJ Department of Health.

**Funding:**

This MOU does not constitute a commitment to share funding.

**Duration:**

This MOU is at-will and may be modified by mutual consent of authorized officials from SNJPC and Gloucester County WIC. This MOU shall become effective upon signature by the authorized officials from SNJPC and Gloucester County WIC, and will remain in effect until modified or terminated by any one of the partners.

**Terms and Conditions:**

Each partner agrees to support maternal/child health in the following ways:

- SNJPC and Gloucester County WIC will each comply with the provisions of the American with Disabilities Act and Smoke-Free Environment laws.
- SNJPC and Gloucester County WIC will each support its breastfeeding employees through compliance with the United States Department of Labor's Fair Labor Standards Act, amended section 7 which requires reasonable break time for an employee to express breast milk for her nursing child for one year after the child's birth each time such employee has the need to express the milk.
- SNJPC will comply with the International Code of Marketing of Breastmilk Substitutes.
- SNJPC agrees to include on its staff an employee with IBCLC certification who will be involved in all aspects of this partnership.
- Gloucester County WIC will continue to implement the National WIC Association's Six Steps to Achieve Breastfeeding Goals as defined within New Jersey WIC Policies and Procedures.

- Gloucester County WIC's contact person for this partnership will be the WIC Coordinator or designee.
- A representative of each partner will meet on a quarterly schedule for information sharing and project planning purposes.

**Contact Information:**

**Southern New Jersey Perinatal Cooperative**

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**County of Gloucester, Health Department/WIC Program**

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**THIS Memorandum of Understanding** is effective as of the 28 day of **November, 2016**.

**SOUTHERN NEW JERSEY PERINATAL  
 COOPERATIVE**

11/17/16

**Dated:**

  
 By: **JUDY DONLEN**  
 Title: **EXECUTIVE DIRECTOR**

**COUNTY OF GLOUCESTER**

**Dated:**

  
 By: **CHAD M. BRUNER**  
 Title: **ADMINISTRATOR**