

## Statewide Strategy

### NJMIHIA Strategic Plan (2026-2029)

The Center for Health Care Strategies facilitated for NJMIHIA a comprehensive strategic planning process in which interviews, focus groups, and a statewide survey informed the efforts of an 18-member planning workgroup. The process culminated in a three-year strategic plan with four strategic priorities that were operationalized into a set of goals, objectives, and measures to ensure accountability and transparency in managing the implementation of the plan.

The plan will guide NJMIHIA's work through 2026–2029, ensuring strategic alignment and sustainability of innovative solutions. It will inform funding priorities, policy development, and program implementation, reinforcing NJMIHIA's role as a catalyst for maternal and infant health transformation in New Jersey.

#### Planning Process

The development process included an organizational assessment, eight in-person workgroup sessions, and engagement with more than 150 stakeholders, including community doulas, families, providers, and policy experts. Input was gathered via interviews, focus groups, and a statewide survey to ensure alignment with community needs.

#### Strategic Priorities



##### Community Mobilization

Engage, amplify, and embed community voice through targeted efforts.



##### State Engagement

Leverage the expertise of state agency partners to improve maternal and infant health outcomes.



##### Maternal and Infant Health Innovation Center (The Center)

Accelerate innovations to create a community-driven maternal care ecosystem.



##### Public-Private Partnerships and Resource Diversification

Collaborate with public, private, and community partners to maximize NJMIHIA's impact on maternal and infant health outcomes.





## Nurture NJ

In December 2025, NJMIHIA co-hosted the 8th Annual Nurture NJ Leadership Summit in partnership with the Office of the First Lady and the Department of Children and Families.

The event brought together leaders from across sectors to develop innovative policy ideas under the theme “United for Change. Centered in Community.”

Breakout sessions and panels focused on community-centered care, trust-building, and collaboration across health systems, government, and community organizations. Discussions emphasized the importance of lived experience, transparency, and shared decision-making in shaping effective solutions.

The event also highlighted emerging partnerships between clinical and community organizations, including opportunities for aligned funding, shared infrastructure, and long-term collaboration.

Leaders in attendance included then First Lady Tammy Murphy, then Governor Phil Murphy, and then Governor-elect Mikie Sherrill, who announced her commitment to supporting NJMIHIA and strengthening the maternal and infant health ecosystem.

To close out the work of Nurture NJ and support the continuation of this work, then First Lady Tammy Murphy released the Nurture NJ: New Jersey Blueprint for Maternal and Infant Health and Path for the Next Decade, a living roadmap to support the next five to ten years of statewide action.



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## New Jersey Maternal Care Quality Collaborative (NJMCQC)



The New Jersey Maternal Care Quality Collaborative (NJMCQC) is a strategic advisory body formally integrated into NJMIHIA under the Maternal and Infant Health Innovation Center Act.

The NJMCQC was initially launched by the New Jersey Department of Health (NJDOH) and transitioned to the oversight of NJMIHIA in 2023. Comprising 39 subject matter experts, the NJMCQC serves as a key mechanism for stakeholder engagement, data-to-action strategy development, and equity-driven innovation in maternal and infant health.



### Purpose and Mandate

The NJMCQC is tasked with:

- **Coordinating** statewide efforts to reduce maternal mortality, morbidity, and racial and ethnic disparities
- **Collaborating** with organizations implementing maternal health strategies
- **Communicating** goals and progress to stakeholders and submitting evidence-based recommendations to the NJMIHIA Board

### Key Recommendations



#### Clinical Best Practices

Expand access to the Perinatal Mental Health First Aid program for clinical and non-clinical professionals.



#### Innovation

Provide capacity-building training for community-based organizations on partnerships and grant readiness.



#### Perinatal Workforce

Broaden Medicaid's approved doula training list to include more programs.



#### Emerging Issues

Develop technology-based patient education tools to support informed decision-making.



#### Health-Related Social Needs

Create a community engagement toolkit with guidance on representation, contribution, and compensation.



### Rapid Response

In September 2025, the NJMCQC's Clinical Best Practices Workgroup convened urgently to address public confusion around vaccinations and medications during pregnancy and postpartum.

Their swift review led to the release of science-based guidance through a joint press release from NJMIHIA and NJDOH, to remind pregnant patients in New Jersey about the safety and effectiveness of COVID-19 and hepatitis B vaccinations as well as prenatal acetaminophen use.

This rapid response reaffirms New Jersey's unified and coordinated commitment to maternal safety.

