As we reflect upon 2018, we can take pride in the fact that we continue to empower families, change lives and positively impact the communities we serve. For more than 47 years, Maternal & Family Health Services has remained steadfast in fulfilling its Mission of CARE, despite a myriad of changes and challenges we continuously face in the dynamic non-profit environment. Last year was no exception.

We celebrated an important milestone in 2018, the 45th anniversary of our Maternity Program, which arose in 1973 out of a need to address the high incidence of maternal and infant deaths, low birth weight infants and serious medical problems among low income pregnant women in Luzerne County. The program has evolved and adapted to changing needs; notably, in 2000 the MFHS ‘Circle of Care’ opened its doors in Scranton, using the Healthy Beginnings Plus program as the central reproductive service line to integrate all of our services at one site — including WIC Nutrition, Family Planning and the Nurse-Family Partnership. It still provides all of these services, in close proximity to Moses Taylor Hospital, where last year 226 new moms enrolled in Healthy Beginnings Plus and delivered 185 babies — 93 percent of which were considered high-risk deliveries.

With this significantly growing percentage of high-risk deliveries in mind, we could not ignore the increasing number of pregnant women with Opioid Use Disorder (OUD) in our own programs, as well throughout our communities, particularly Luzerne and Lackawanna Counties. Substance abuse and mental health are serious issues, and opioid addiction is a national and regional epidemic that compelled MFHS to add a behavioral health component to our services, including adding a Licensed Clinical Social Worker (LCSW) at Circle of Care in Scranton to support our clients battling OUD.

We have also collaborated with several area organizations to help develop and implement Healthy MOMS, a program modeled after Ohio’s successful Maternal Opiate Medical Support (MOMS) Project, a community-based model that addresses the needs of pregnant moms and newborns struggling with OUD. Care is coordinated among the partners in the project, in which MFHS provides prenatal, labor and delivery, gynecological care, nutrition and family support.

Two other opioid related collaborative efforts that got underway last year: MFHS now provides a Master’s Level Social Worker (MSW) to conduct risk assessments on middle school students in the Scranton School District’s Health Resource Center and to direct any referrals as necessary. We have also partnered in Geisinger Wyoming Valley’s ‘Free 2B Mom’ project, in which MFHS Nurse-Family Partnership registered nurses will provide home visiting to recovering pregnant women.

Last year, we received additional public and community funding that enabled MFHS to expand the Nurse-Family Partnership (NFP) program by two nurses in order to meet the ever-increasing needs of mothers in Luzerne, Lackawanna and Susquehanna Counties. With more than 40 years of evidence, the Nurse-Family Partnership data demonstrates not only improved birth outcomes, child development and school readiness, but has also successfully assisted in the key areas of self-sufficiency and personal responsibility.

While 2018 was clearly a year full of accomplishments and obstacles overcome, it also presented challenging Federal and State funding allocations that as an organization we were forced to address. Through hard work, innovation, collaboration and the increasing support of private funders and individual donors, we met those challenges head-on and paved the way for another successful year.

Despite the ongoing challenges we face, we are encouraged by our successes and positive outcomes. We know our new and traditional core services can be and are transformational in the lives of women, children and families we serve in Northeastern Pennsylvania.

Sincerely,

Bette Cox Saxton
President & CEO

Kathy Finsterbusch
Chairperson, Board of Directors

Kathy Finsterbusch
Chairperson,
Board of Directors

Bette Cox Saxton
President & CEO

DEAR FRIENDS,
OUR MISSION.
We are an innovative health and human service organization dedicated to meeting the needs of the community through information, education and quality care.

OUR WORK.
Since 1971, MFHS has delivered essential and preventative services meeting the ever-changing needs of women, children and families by providing information, education and quality care.

The agency oversees a system-wide network of health and nutrition centers in 16 Pennsylvania counties, serving over 90,000 individuals annually through the following core programs:

- WIC (Women, Infants and Children) Nutrition Program
- Reproductive Health
- Cancer Screening
- Nurse-Family Partnership
- Maternity Care

OUR PROMISE.
Commitment to quality in our work and to the people we serve.
Accountability for our actions and our demeanor.
Respect for individuals within our agency and throughout the community.
Excellence in performance and service.

MATERNAL AND FAMILY HEALTH SERVICES.
Maternal and Family Health Services is a non-profit health and human service organization working to improve the health of Pennsylvania women and children by offering programs that prevent disease and promote wellness.

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James Schilling
Development and Communications Officer
The WIC Nutrition Program improves the lives of at-risk women and their families by promoting good nutrition habits. Through nutrition counseling, vouchers for healthy food options, and breastfeeding support, we are fostering healthier pregnancies, healthier birth outcomes, better growth and development of young children, and a reduction in childhood obesity.

50,838 women, infants and children were provided WIC services at 33 WIC Centers throughout 16 Pennsylvania counties in 2018. Over $36 million in annual gross sales were generated from redeemed WIC checks at 400 stores.

Breastfeeding Support
We are improving breastfeeding rates by providing new moms with education, support and Breastfeeding Peer Counselors. New moms are paired with other local mothers who act as educators and role models. Mothers who have breastfed for at least 6 months provide a support system to new moms and demonstrate how valuable breastfeeding can be to the health, nutrition and emotional state of their babies and themselves. 63% of new mothers enrolled in the MFHS WIC Nutrition Program breastfed for an average of 16.86 weeks in 2018.

Pediatrics
Our Early and Periodic Screening Diagnostics and Treatment (EPSDT) Program puts health coverage within reach for many working families. Through EPSDT and our partnership with Dr. Linda Thomas and the Wright Center for Primary Care, we are able to offer free well-child check-ups that include all basic but necessary exams and immunizations. 54 children scheduled well-visits in 2018.

Maternity Care
Access to early prenatal care is vital to safeguarding the health of both mother and baby. Partnering with Moses Taylor Hospital Family Birthing Suites in Scranton, we provide low-income, pregnant women with comprehensive prenatal and postpartum care — including medical, nutrition and social services. Through funding sources, such as Healthy Beginning Plus, we assist women in achieving healthy pregnancies and developing long-term healthy lifestyles for themselves and their families. 227 pregnant women enrolled 2018 and 180 babies were delivered.

Reproductive Health
We believe every person, regardless of age, insurance status, or ability to pay, should be able to access quality reproductive healthcare. That’s why we offer accessible, confidential family planning and related preventive care to women, men and teens in 15 Pennsylvania counties. Through Title X of the Public Health Service Act and state funding, we prioritize the needs of low-income and uninsured women, men and teens by offering free care to those whose incomes fall below the federal poverty level.

18,843 women, men and teens received our Reproductive Health services during 29,926 visits in 2018. 16,302 were counseled on their contraception options, avoiding 3,470 unplanned pregnancies. 19,640 STD tests were provided to Pennsylvania women, men, and teens, avoiding 160 cases of Chlamydia, 30 cases of Gonorrhea, and 20 cases of Pelvic Inflammatory Disease. Nearly $24 million was saved in maternal and birth-related costs and public expenditures through MFHS Reproductive Health Services.
BREAST AND CERVICAL CANCER SCREENING

Early detection is key to surviving breast and cervical cancer. In 2018, 687 underinsured women received free life-saving preventative screenings and diagnostic services for breast and cervical cancer — including 461 mammograms and 139 ultrasounds. After 49 breast biopsies, 8 women with breast cancer were diagnosed and referred for treatment.

Through vital public and private funding sources, including The HealthyWoman Program and Susan G. Komen Greater Pennsylvania, we leverage resources to ensure all Northeastern Pennsylvania women can access the cancer screening care they need.

SAFETEENS

Through a website, text line and hotline, the MFHS SafeTeens initiative provides adolescents across Pennsylvania’s 67 counties with the knowledge required to prevent unplanned pregnancies and make informed, healthy choices about their futures. The programs enable teens to take charge of their health on the engaging, innovative platforms that they use the most.

MFHS continues to bring reproductive health education to at-risk teens in local school districts through such programs as the SafeSpace Health Resource Center. In Lackawanna and Luzerne Counties during 2018, our education services provided ongoing, in-person education to 115 youth through our evidence-based reproductive health curriculum. We also offered individual counseling and education to 147 students who visited the school-based SafeSpace Health Resource Center.

In 2018, SafeTeens gave 142,814 teens access to reliable health information and connected them to Title X health centers throughout Pennsylvania. The fast growing SafeTeens Answers! health “textperts” responded to 2,678 reproductive health questions from teen texters.

NURSE-FAMILY PARTNERSHIP

The Nurse-Family Partnership empowers first-time mothers to develop critical parenting skills and knowledge through the guidance and support of highly trained nurse home-visitor. With funding from the Pennsylvania Office of Child Development and Early Learning, we partner at-risk moms — many of whom are teens - with visiting nurses who provide health, planning and goal-setting education. Through this evidence-based program, first-time mothers and fathers are able to learn how to become healthy families for a lifetime of health and economic self-sufficiency.

In 2018, 389 at-risk mothers received 5,046 visits including home health education and support from our nurses. 129 babies were born into the program in 2018 — each less likely to experience abuse or neglect, language delays, and behavioral and intellectual problems.

Finally, MFHS has also launched a school-based behavioral health project in Lackawanna County, where we have hired a Masters Level Social Worker, who will be screening middle school students with direct referrals as needed for behavioral health, substance abuse or reproductive health services. The project is being launched in schools in early 2019.

MFHS has joined the Healthy Maternal Opiate Medical Support (MOMS) program, a collaboration between seven different Lackawanna County organizations that provides a comprehensive, integrated approach to addressing the opioid epidemic as it affects pregnant women, newborns and their families. MFHS is providing maternity and reproductive health services, as well as the Nurse-Family Partnership, to the women in the program. Women who participate in the Healthy MOMS program receive support throughout their pregnancy, at the hospital and after giving birth. This support can include assistance with housing, childcare, transportation, medication-assisted treatment, substance abuse counseling, case management, mental health counseling, and medical care for mom and baby. Since the Healthy MOMS program launched in the fall of 2018, 27 women have enrolled in the program.

OPIOID ABUSE PREVENTION SERVICES

MFHS launched three new initiatives in 2018 designed to combat opioid addiction. The first is taking place at our Circle of Care Scranton office, where MFHS is a member of a Behavior Health Integration of Care model with five community partners that is being facilitated by Geisinger Commonwealth School of Medicine. Our Licensed Clinical Social Worker has implemented substance abuse and depression screenings for all clients in the family planning program in Lackawanna County. Using the model developed in Scranton, MFHS will look to replicate these evidence-based screenings in other MFHS family planning centers and offer screening best practices to our network sub recipients who are interested in developing screening and prevention services for their clients.
MATERNITY CARE: A LACKAWANNA COUNTY PROGRAM CELEBRATING 45 YEARS!

1973 ESTABLISHED LUZERNE CO.

2018 TODAY

180 Babies Delivered

389 Moms enrolled this year

NURSE-FAMILY PARTNERSHIP: CUTTING LANGUAGE DELAYS AND ABUSE AND NEGLECT IN HALF!

189 Babies born into the program

WIC NUTRITION: PENNSYLVANIA'S LARGEST WIC PROVIDER NETWORK

50,838 provided healthy food and education

63% of new moms initiated breastfeeding

Over 90,000 women, children, and families served in 2018
REPRODUCTIVE HEALTH: HELPING PEOPLE TAKE BETTER CARE OF THEMSELVES AND THEIR FAMILIES

CANCER SCREENING: SAVING LIVES WITH EARLY DETECTION

18,843 women, men and teens served

687 uninsured women received:
- 461 mammograms
- 139 ultrasounds

18,843 women, men and teens served

SAFE TEENS: REPRODUCTIVE HEALTH COUNSELING, EDUCATION AND INFORMATION ONLINE, VIA TEXT MESSAGE AND IN SCHOOL

6,450 Pennsylvanians on safeteens.org

200+ teens received in-person education and counseling

2,678 health questions answered

Children, and served 2018
A very big thank you to...
The Northeastern PA Health Care Foundation
Thomas’ Family Markets
TOPP Business Solutions
Toys for Tots
Wayne Memorial Community Health Centers
Wet Paint

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Wayne County Office of Children & Youth
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Wayne Memorial Community Health Centers
Western Wayne School District
Wright Center for Primary Care
Wright Center for Graduate Medical Education

The above list includes gifts and support received between 1/1/2018 and 12/31/2018. MFHS wishes to ensure that every donation is acknowledged correctly. If your name is omitted or listed incorrectly, please accept our apologies and contact us at 800-367-6347 ext. 1026 so we can correct the error.
BETTE SAXTON NAMED TO MATERNAL MORTALITY REVIEW COMMITTEE

MFHS President & CEO Bette Cox Saxton was appointed to the Pennsylvania Department of Health’s Maternal Mortality Review Committee (MMRC). The MMRC evaluates cases of maternal death in the state in order to better understand the causes. The committee then reports on methods of increased awareness and prevention of these causes of death. The insights of the committee are distributed to government officials and healthcare providers, with the goal of preventing future maternal deaths.

KIDS HELPING KIDS: INTRODUCING THE HEALTHY HEROES WALK

MFHS launched the inaugural MFHS Healthy Heroes Walk, a part of the Highmark Walk for a Healthy Community. Nine local non-profits created their own walks within a walk at PNC Field. The Healthy Heroes Walk featured super hero themed fun for all of the families in attendance. MFHS was the top fundraising organization, and was chosen to lead the walkers through the stadium.

MFHS WELCOMES NEW BOARD MEMBERS

Four new board members joined MFHS at the October Annual Meeting. New members include Mike Burns, Vice President of Information Technology at Benco Dental; Christine Jensen, Administrator at PA CareerLink Luzerne County; Estella Parker Killian, Community Volunteer; and Paige Gebhardt, Special Assistant to the Auditor General of Pennsylvania.

INCREASING ACCESS WITH NEW SATELLITE AND CO-LOCATED WIC CENTERS

MFHS continued to improve access to services through moves and consolidations in 2018. A new satellite opened in Kutztown at Friend Inc., and the Mount Pocono WIC center moved to The Mountain Center in Tobyhanna. MFHS also consolidated centers in Berks County and moved into a new co-location with Berks Community Health Center. These co-located offices provide convenient access to WIC for families enrolled in other programs at these locations.

UPGRADING SAFETEENS.ORG

Launched in early September, the new SafeTeens website is designed to connect Pennsylvania teens with accurate, reliable health information, and to help them find a health center near them for in-person care. The website was updated to be more mobile friendly with a responsive design, and an increased feature on new tools like the SafeTeens Answers! text line.
**NFP PEER COUNSELOR PILOT LAUNCHED**

MFHS began a pilot test of a new role in the Nurse Family Partnership, the Peer Counselor. The NFP Peer Counselor is a recent client of the program who reaches out to eligible women, talking to them as a peer about the Nurse-Family Partnership and the benefits of joining, including sharing her personal testimony of her time as a client.

**MAKING THE DIGITAL CONNECTION**

MFHS Communications & Digital Marketing Specialist Jean Holmgren was invited to present her poster at the Healthy Teen Network Annual Conference in October. Her session, “Making the Digital Connection: Dissemination of the SafeTeens Answers! Textline” shared the research behind the advertising of SafeTeens Answers! and SafeTeens.org. She also shared best practices for connecting with teens via digital advertising.

**NFP MOMS AWARDED LACKAWANNA COLLEGE SCHOLARSHIPS**

Lackawanna College awarded full-tuition scholarships to two Nurse-Family Partnership moms in August. Lackawanna College’s Chief Innovation Officer and Executive Vice President Dr. Jill A. Murray has served on the MFHS Board of Directors since 2014. She worked closely with MFHS President & CEO Bette Saxton to create this special opportunity for this year’s recipients, Gleyci Segura and Eva Gallegos, to have a financial pathway to further their education.

**RECOGNIZING A FORCE FOR GOOD**

MFHS, in conjunction with the national office of the Nurse-Family Partnership, awarded the Force for Good Public Policy Award to Pennsylvania State Senator Lisa Baker. Sen. Baker successfully advocated for increasing the state appropriation for Nurse-Family Partnership from $11.9 million last year to $13.1 million in the 2018-2019 fiscal year. Through Sen. Baker’s extraordinary support and leadership, Maternal & Family Health Services will be able to expand the Nurse-Family Partnership program to improve health outcomes for more moms and babies in poverty.

**2018 FISCAL REPORT**

MFHS values its donors enormously. Without the investments we received in 2018 from various individuals, businesses, private foundations, public funding and workplace-giving campaigns, all of the accomplishments we cited in this annual report would not have been possible. As a private non-profit, MFHS gratefully acknowledges every grant, sponsorship, and individual gift that provides financial support to help us achieve our goals and uphold our mission.
CARBON, LACKAWANNA, LUZERNE, & SCHUYLKILL COUNTIES
Developing partnerships to help mothers struggling with opioid addiction, because healthy babies begin with healthy moms.

BERKS, LEHIGH, MONTGOMERY, & NORTHAMPTON COUNTIES
Developing new co-location partnerships in 4 counties that serve 60% of our clients — for where the need is greatest, we serve.

MONROE, PIKE, & WAYNE COUNTIES
Eliminating barriers to care with programs for Pennsylvania’s fastest growing population.

TO MAKE A GIFT TO MATERNAL AND FAMILY HEALTH SERVICES...
Please use the enclosed envelope, visit mfhs.org, or call 800-367-6347.

Changing lives and impacting communities across 16 counties...