

# 2022

## Annual Report



Maternal & Family  
Health Services

# dear friends,

## **What's next for MFHS?**

That was the key question after spending the last year celebrating 50 years of service to Eastern Pennsylvania, what are you going to do now? How can you top a year full of exciting milestones, awards, and recognition across our community?

As we entered the third year of a world forever changed by COVID, the healthcare landscape is full of challenges, but opportunities abound as well. MFHS is poised to continue growing and evolving so that we can meet the needs of the individuals and families we serve.

We are building on our strong foundation in several ways, including by expanding our leadership team with talented individuals who are dedicated to improving healthcare in our community. In 2022, we welcomed Dr. Julie Nardella as our new Chief Clinical Officer. She brings a wealth of experience to the role and is reshaping the way MFHS provides clinical care. Additionally, long-time MFHS employee Shannon Hayward was promoted to Chief Operations Officer, where her deep institutional knowledge allows her to identify areas for improvement and expansion. We continued to grow our leadership in 2023 with

Chief Financial Officer Margaret Manley, CPA joining MFHS. She brings over 15 years of experience and is focused on organizational development, growth, and regulatory compliance. Finally, Amy Van Why-Robers has been promoted to Vice President of Human Resources, as she continues to leverage her expertise in employee relations, organizational communication, staff development and talent acquisition to improve the agency's strategic thinking.

## **MFHS also secured critical funding to support our vision for the future, including \$2.1 million in federal funding dedicated towards building the first maternity medical home model of care in Pennsylvania**

We have long been committed to increasing access to our services through co-locating sites with other safety net providers and choosing locations near public transit. The maternity medical home model is the natural evolution of breaking down barriers to care.

## Introducing the New Circle of Care

Today, the new Circle of Care maternity medical home is open, serving Scranton and the surrounding communities with wrap around programing that includes:

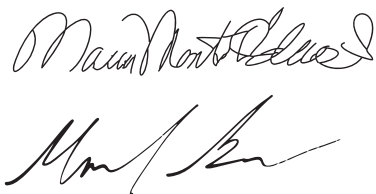
- **Maternity care**
- **WIC Nutrition services**
- **Reproductive health care**
- **The Nurse-Family Partnership**
- **Behavioral health services**
- **Dental care** (*including same day crowns on-site*)
- **Ultrasound and lab on site**
- **Maternity clothes closet and food pantry**

The hard work that went in to bringing all of these services together under one roof is already paying off, with over 6,000 clients visiting the new Circle of Care in just the first two months.

Jabina Coleman, IBCLC, a Lactation Consultant and Social Worker practicing in Philadelphia, sums up the need we aim to address with the question "Everyone wants to hold the baby but who will hold the mother?"

We are here to hold the mothers in our community, and to ensure no one falls through the cracks. We thank you for walking this journey with us, and helping us hold up the most vulnerable in our community every day.

Gratefully,



SCAN TO HEAR FROM  
MARIA AND MIKE



**Maria Montoro Edwards, PhD**  
President and CEO



**Michael Burns**  
Chair, Board of Directors

# programs

## WIC Nutrition

The WIC Nutrition Program improves the lives of at-risk families by promoting good nutrition. Through nutrition counseling, electronic eWIC benefits for healthy food options, and breastfeeding support, we are fostering healthier pregnancies, improved birth outcomes, better growth and development of young children, and a reduction in childhood obesity.

In 2022, a total of 72,756 unduplicated participants were served by the WIC Program at 32 locations throughout 17 Pennsylvania counties in the MFHS service network. An average of 43,904 women, infants, and children received WIC benefits each month. Over \$35.6 million in annual gross sales were generated from redeemed WIC benefits at 396 retail grocery stores in the MFHS 17-county WIC network.

**72,756**  
**unduplicated**  
**participants served**  
**by the WIC Program**

**43,904**  
**women, infants &**  
**children received WIC**  
**benefits each month**

**68%**  
**of new mothers**  
**enrolled in MFHS WIC**  
**program breastfed**  
**for an average of**  
**15.4 weeks**  
**in 2022**

## Breastfeeding Support

We are improving breastfeeding rates by providing new moms with education and support. New moms are paired with Breastfeeding Peer Counselors, other local mothers who have breastfed for at least 6 months.

Peer Counselors act as educators and role models who demonstrate how valuable breastfeeding can be to the health, nutrition, and emotional state of the baby and new mom team. Approximately 68 percent of new mothers enrolled in MFHS WIC breastfed for an average of 15.4 weeks in 2022.

**\$35.6**  
**Million**  
**annual gross sales**  
**generated**  
**from redeemed**  
**WIC benefits**





## 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, 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.

In 2022, 15,103 women, men and teens in our network received reproductive health services and were counseled on their contraception options, avoiding 2,760 unintended pregnancies. In addition, 18,491 STD Tests were administered to Pennsylvania women, men, and teens, avoiding 140 cases of Chlamydia and 30 cases of Gonorrhea.

*\*Source: Guttmacher Institute.*

# 15,103

**women, men and  
teens** in our network  
received reproductive  
health services

# Nurse-Family Partnership

The Nurse-Family Partnership empowers mothers to develop critical parenting skills and knowledge through the guidance and support of highly trained nurse home visitors. 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 goalsetting education. Through this evidence-based program, parents learn skills that set them up for a lifetime of health and economic self-sufficiency.

In 2022, MFHS - NFP was approved to expand our service line to late registrant mothers (*beyond 28 weeks pregnant at enrollment*) as well as multiparous mothers. In total, 399 at-risk mothers (*76 of whom were multiparous*) received home health education and support through 4,647 completed home visits; 70% were completed via telehealth/teleconference and 30% were in-person visitation which continues to increase post-pandemic.

One hundred eleven babies were born into the program in 2022, each less likely to experience abuse or neglect, language delays, and behavioral and intellectual problems.



**111**  
**babies were**  
**born into the**  
**NFP program**  
**in 2022**



**4,647**  
home visits  
were completed

**399**  
at-risk  
mothers  
received home  
health education  
& support

## Maternity Care

Access to early prenatal care is vital to the health of both mother and baby. Partnering with Moses Taylor Hospital Family Birthing Suites in Scranton, we provide low-income, pregnant individuals with comprehensive prenatal and postpartum care — including medical, nutrition and social services. Through funding sources, such as Healthy Beginnings Plus, we assist our patients in achieving healthy pregnancies and developing long-term healthy lifestyles for themselves and their families. Two hundred and fourteen (214) new pregnant people enrolled in the MFHS maternity program. One hundred and fifty-six (156) babies were delivered, and one thousand nine hundred and twenty-three (1,923) visits took place. 89% of the mothers who delivered were considered High Risk Pregnancies.

**214**  
new pregnant  
people enrolled  
in the MFHS  
maternity  
program



**156**  
Babies  
Delivered



**89%**  
of the mothers who  
delivered were considered  
High Risk Pregnancies



# SafeTeens

Through a website, text line and hotline, the MFHS SafeTeens initiative provides adolescents across Pennsylvania's 67 counties with the knowledge to prevent unplanned pregnancies and make informed, healthy choices about their futures. The program enables 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 programs such as the SafeSpace Health Resource Center.

In 2022, approximately 25,000 adolescents sought information on SafeTeens.org, while SafeTeens Answers! health educators responded to 419 text message questions. In addition, 108 teens were provided with in-person education on reproductive health through the Personal Responsibility Education Program and the SafeSpace Health Resource Centers in Lackawanna County, and 1,612 youth participated in such outreach events as health fairs and group education provided through the above resources.

# 419

**text messages  
were answered by  
health educators**

approximately

# 25,000

**adolescents  
sought information  
on safeteens.org  
in 2022**

IS HPV A  
BIG DEAL?

Whatever **sex** is to you, we  
can help with your **concerns**.

**TEXT SAFE TO 57890**

## Behavioral Health/ Patient Navigation Program

MFHS Behavioral Health provides a comprehensive approach in assessment and treatment for maternity and reproductive health patients who have a mental health or substance use dependency.

The MFHS Social Worker, therapists, and Patient Navigator provide drug and alcohol and depression screenings, case management and counseling services that included referrals and linkage to needed interventions as well as monitoring service delivery to at-risk patients.

The Behavioral Health Therapists completed over 381 patient screenings in 2022. Of this total, 10% of the patients screened had a positive score for either depression or substance abuse.

**381**  
patients screenings  
took place in 2022



# year in review



## Increasing Access with New Satellite and Co-located WIC Centers

MFHS continued to improve access to services in 2022 by strategically relocating offices throughout our service area. Lehigh Valley, Tunkhannock, Tamaqua, and the Jermyn sites all moved, and a new satellite location opened in Susquehanna. These offices are co-located with or near other social services and provide convenient access to WIC for families enrolled in other programs at these locations.



## Maria Montoro Edwards receives 2022 ATHENA Leadership Award

The Greater Scranton Chamber of Commerce named MFHS President and CEO Maria Montoro Edwards, Ph.D. as the 2022 ATHENA Leadership Award recipient. The ATHENA Award honors an exceptional individual who has achieved excellence in their business or profession, has served the community in a meaningful way, and has assisted women in their attainment of professional goals and leadership skills.

For more than 25 years, Maria has embodied these values in her work as a non profit and education leader. She is unafraid to meet the needs of the community's most underserved members through innovation, and she leads with a focus on equity and inclusion as MFHS meets changing community needs.

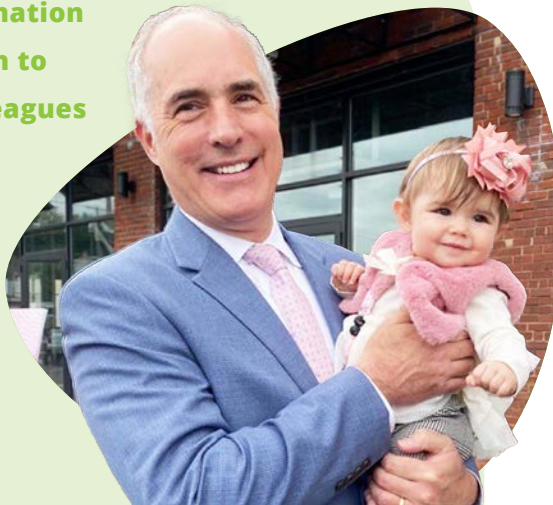




## Discussing the Formula Shortage with Senator Casey

U.S. Senator Bob Casey joined Maternal and Family Health Services for a roundtable discussion about the infant formula shortage in Scranton at the future site of the new MFHS Circle of Care. Senator Casey met with MFHS staff, as well as Victoria Bigelow, a local WIC program participant, and her daughter Davina, about the challenges of the last several months.

**The Senator used the opportunity to learn firsthand about the challenges some of the most vulnerable children have faced. He took that information back to Washington to share with his colleagues to shape future reforms and policy to help prevent repeats of this shortage experience.**



## NFP Nurse Lynn Lauri Named Tenacious Caregiver

Every year, the Nurse-Family Partnership national office chooses a handful of NFP nurses around the country to receive Tenacious Caregiver Awards. The Tenacious Caregiver Award for Nurse Supervisor is given to an exceptional NFP nurse supervisor who consistently supports high performance among their team. This year's recipient of the Tenacious Caregiver Award for Nurse Supervisor was awarded to Lynn Lauri, BSN, RN, nurse supervisor at MFHS.

Lauri's 40-year nursing career includes 20 years with MFHS and the Nurse-Family Partnership, where she has served as nurse supervisor for two years. Lauri's personal goal is to change the future, one baby at a time. Lauri has proudly served 270 NFP families over the years. Even when her team doubled in size last year, Lauri never faltered in her support of her team's professional development, self-care and reflective practice.

# Welcome

## New MFHS Chief Clinical Officer Julie Nardella, PhD



Julie Nardella, P.h.D., joined MFHS in 2022 as our new Chief Clinical Officer (CCO). As CCO, Julie oversees clinical operations throughout MFHS, providing strategic and operational leadership to support and advance the mission of the organization.

The CCO is the primary clinical voice for clinical strategy and program development decisions in support of MFHS's mission, values, and strategic priorities. Julie also provides clinical expertise, oversight, initiative, leadership, and programmatic consultation to promote high quality clinical care and evidence-based practices across all MFHS programs.

## Formula shortage overview + foundations that supported the need

The formula shortage that took place during much of 2022 was a hardship for parents across the country, and even more so for families who rely on WIC benefits. They faced additional barriers as only certain brands can be purchased with the benefits. Parents using the program had difficulty identifying stores that had their formula brand in stock, and often had limited transportation and were unable to travel to multiple stores to use their benefits. Several local organizations stepped up during this time by donating funds to MFHS that were used to purchase formula and provide immediate relief to families who were struggling to feed their infants during this crisis.

Thanks to help from the Scranton Area Community Foundation, Schwartz Mack Foundation, Coterra Energy, CEO Weinberg Northeast Regional Foodbank, Women Helping Women, and the Earle and June Wootton fund of the Community Foundation of the Endless Mountains, MFHS was able to ensure every baby was fed until formula supplies were restored.

## MFHS names Shannon Hayward Chief Operating Officer

Shannon Hayward was promoted to Chief Operating Officer, bringing 20 years of experience across marketing, program management and strategic leadership at MFHS to this role. She began her career with the organization as a public relations coordinator, and most recently served as Vice President of Service Delivery Operations, where she oversaw the WIC and Nurse Family Partnership programs. She was also named President of the Pennsylvania WIC Association this year because of her extensive work with the program.



In her new role, she assumed administrative oversight of MFHS family planning programs. Hayward is focused on program evaluation, service integration and growth strategies for MFHS programing.

## NFP Introduces Moving Beyond Depression

Moms enrolled in the Nurse-Family Partnership gained access to a new resource with the Moving Beyond Depression (MBD) program. Funded by the All One Foundation and the Pennsylvania Office of Child Development and Early Learning, MBD is a comprehensive, evidence-based and integrated approach to identifying and treating depression in mothers participating in home visitation programs, developed by researchers at Every Child Succeeds® and Cincinnati Children's Hospital Medical Center.

Moving Beyond Depression equips home visiting programs with a complete package that helps them identify, treat, and provide ongoing support to mothers experiencing depression. NFP nurses screen for depression and can refer to MBD, where mothers will receive therapy with a licensed mental health clinician. This team approach can help mothers overcome their depression and focus their love and attention on their child.

## New Director of PA Bureau of WIC Visits MFHS

Maternal and Family Health Services welcomed the newly appointed Director of the Pennsylvania Bureau of WIC, Sally Zubairu-Cofield, and members of the state WIC leadership team for a visit to our agency in the spring.

The visit included a meeting with the WIC administration team to hear about the opportunities and challenges of the various divisions of WIC service delivery. Ms. Zubairu-Cofield also had the opportunity to visit the Wilkes-Barre WIC Center and the Hazleton Circle of Care, where she

toured the locations and met with the WIC staff. She spent time listening to staff to gain a better understanding of the needs of local WIC agencies and gather ideas for strengthening and improving PA WIC.



# MFHS Awarded \$2.1 million in Federal Funding for Maternity Medical Home

MFHS was awarded \$2.1 million in Community Project Funding to help build the first maternity medical home in Pennsylvania with help from Congressman Matt Cartwright's office.

The Circle of Care maternity medical home model of care is designed to meet the need for expanded comprehensive prenatal, obstetric, postpartum and newborn care services.

The funding will be used to move the current Circle of Care office to a new, state of the art South Scranton location, which is designed to provide enhanced wraparound services to address socioeconomic challenges, as well as parenting support and education. The MFHS maternity medical home includes pregnancy care, WIC nutrition support, dental services, onsite lab and pharmacy services, substance use disorder care management, and behavioral health, primary care and pediatric care services, all in one convenient location.



# 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.

## Core Values

With our core values as our guide, Maternal and Family Health Services is fully committed to be an organization that embraces diversity, equality and inclusion, both in our workforce and the communities we are privileged to serve.

# CARE

### COMMITMENT

to quality in our work and to the respect and dignity for the individuals we serve.

### ACCOUNTABILITY

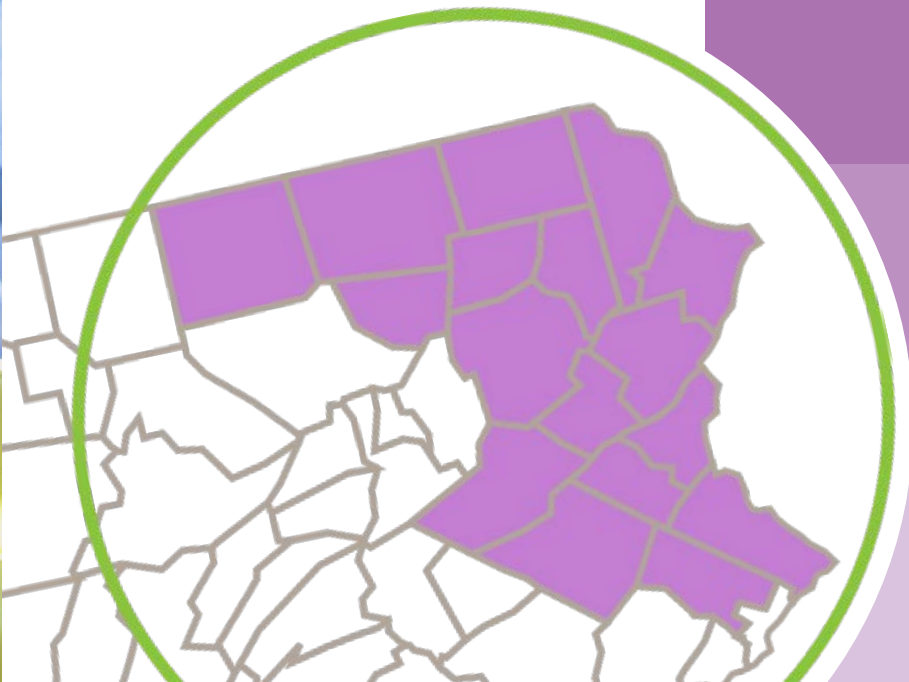
for our actions and interactions with others.

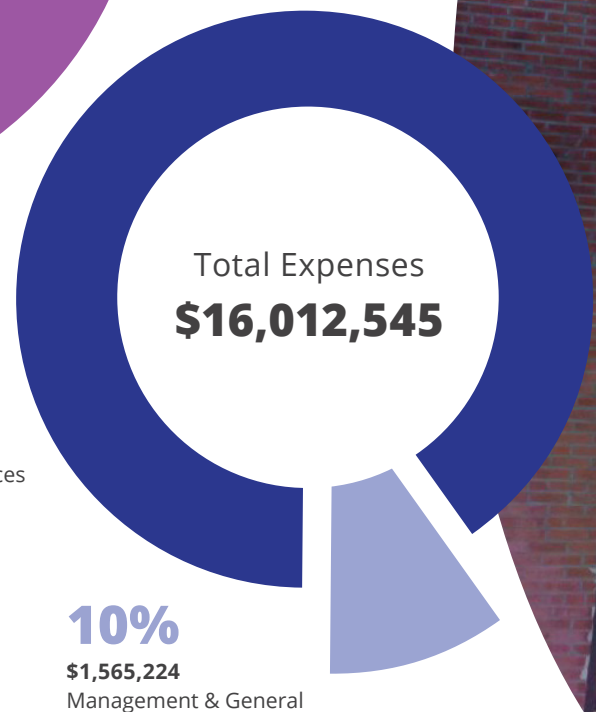
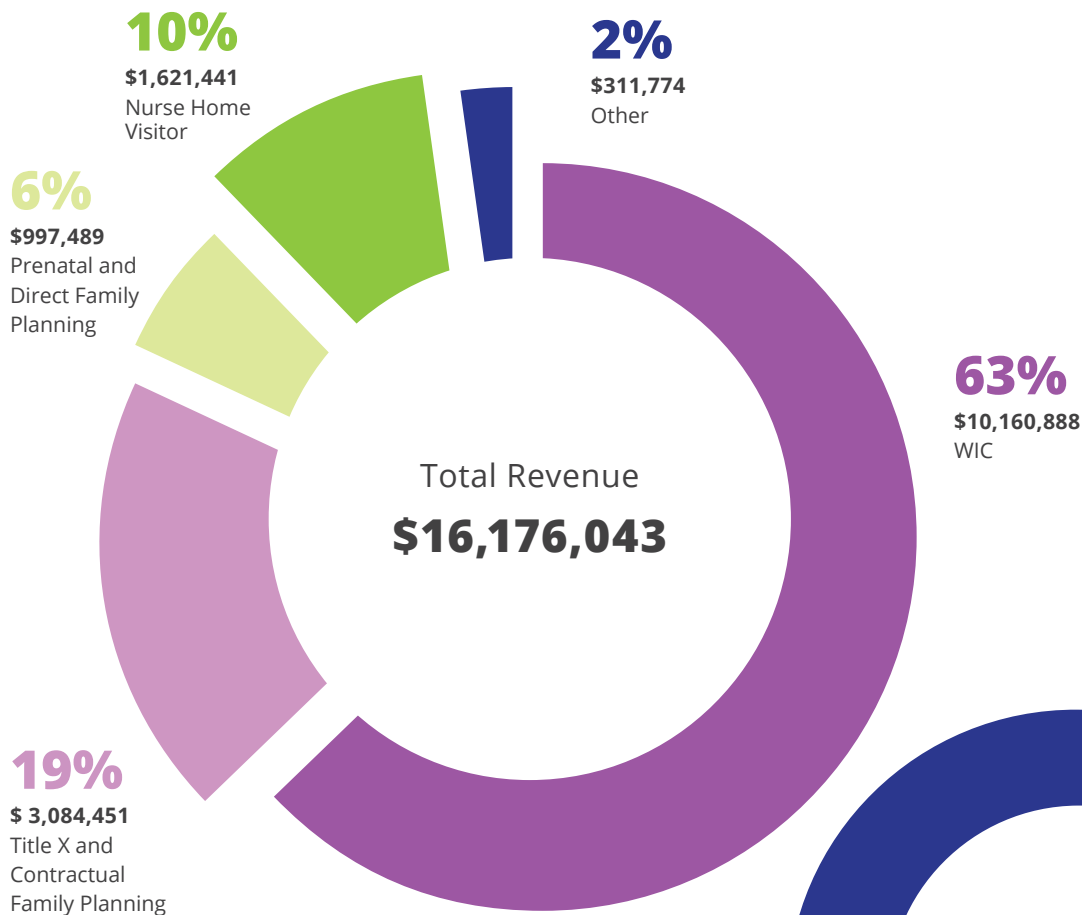
### RESPECT

for all individuals, regardless of their range of human differences, both in our workforce and throughout the communities we serve.

### EXCELLENCE

in performance and service.





# fiscal report



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**Maria Montoro Edwards, PhD**  
President/CEO

**Shannon Hayward**  
Chief Operating Officer

**Julie Nardella, PhD**  
Chief Clinical Officer

**Margaret Manley**  
Chief Financial Officer

**Amy Roberts**  
VP of Human Resources

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# donor report

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## **Maternal & Family Health Services**

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[mfhs.org](http://mfhs.org) | [SafeTeens.org](http://SafeTeens.org)