



20  
19



**CHANGING LIVES.**  
**IMPACTING COMMUNITIES.**  
**TRANSFORMING CARE.**





**BETTE SAXTON**  
President & CEO



**KATHY FINSTERBUSCH**  
Chair, Board of Directors

Dear friends,

The year 2019 brought with it several important accomplishments and developments, as well as a noteworthy program milestone, as we completed another year of capably and compassionately serving women, children and families in Northeastern Pennsylvania and beyond.

A key role in any non-profit organization is to effect positive social change and lead the way to create healthier communities. That hasn't changed at Maternal and Family Health Services; in fact, our commitment to caring for those in need has further deepened as we continue to seek and develop collaborative relationships for the betterment of the tens of thousands of individuals we serve each year.

Last year, MFHS celebrated the 45th anniversary of one of our core programs: The WIC (Women, Infants and Children) program. In 1974, our organization was part of an initial pilot project which demonstrated that WIC intervention resulted in striking improvement in the growth and health status of children. Today, WIC has evolved into one of the most effective preventative health programs in our nation's history, serving more than half of all infants born in the U.S. and a quarter of all pregnant women and children between the ages of one and five. MFHS is the largest WIC agency in Pennsylvania, serving a quarter of the state's WIC participants.

Importantly, 2019 saw innovations in WIC service delivery to meet the demands of today's technological environment. Last October, MFHS launched eWIC, a new electronic data system that's now in full use across the state. WIC participants now receive electronic benefits on their eWIC cards rather than paper vouchers. This development represented a long-awaited modernization and a major upgrade for the WIC nutrition program and its participants.

As proud as we are of these important initiatives and the progress we have made over the past year, we are also enthusiastic about such opportunities as expanding our direct services in counties without providers, implementing telehealth in our family planning program to better serve clients in rural areas and expanding social work supports with an increased focus on social determinants.

By embracing transformation and delivering on our mission of CARE, we remain confident in the future that lies ahead. We are pleased with the excellent outcomes our programs have achieved and are grateful we can empower and positively change the lives of women, children and families.

We continue to reflect upon how we can improve our responsibility to serve the most vulnerable in our communities and use our voice to communicate that every human life has value. We are firmly committed to diversity and inclusion and will continue to strengthen that commitment with ongoing training, education, recruitment and staff development.

Of course, this would not be at all possible without the outstanding efforts of our dedicated staff and the guidance and support of our Board of Directors; and the myriad of funders, donors, and friends whose support is critical and much appreciated. By continuing to work together with our shared commitment of serving the most vulnerable women children and families, we will continue to make a real difference in the lives of so many, a privilege we are honored to carry on.

Sincerely,



# WE ARE AN INNOVATIVE HEALTH AND HUMAN SERVICE ORGANIZATION DEDICATED TO MEETING THE NEEDS OF THE COMMUNITY THROUGH INFORMATION, EDUCATION AND QUALITY CARE.

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.

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

The MFHS Board of Directors is the governing body responsible for the organization's health and sustainability. These community-minded individuals volunteer their time to ensure the ongoing success of MFHS. As allies in the pursuit of the MFHS mission, they each provide unique talents and expertise to offer guidance, direction and vision to shape the future of Maternal and Family Health Services.

### 2019-2020 OFFICERS

- Kathy Finsterbusch, Chairperson
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- Debbie Eastwood, Treasurer

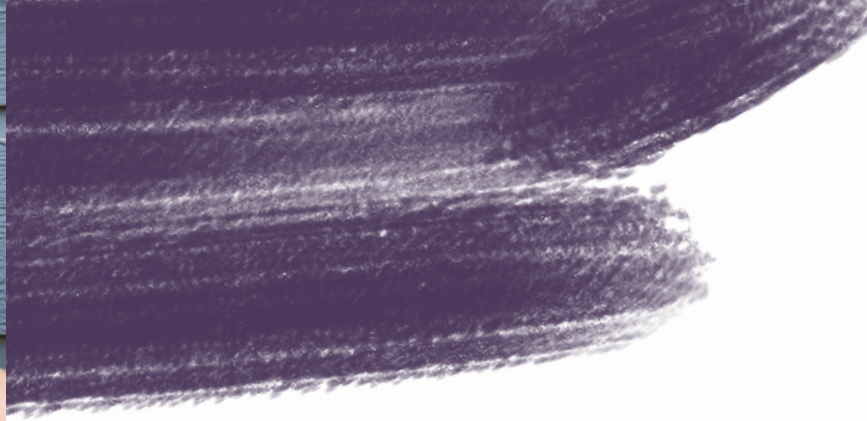
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# SERVICES THAT EMPOWER WOMEN, STRENGTHEN FAMILIES, AND GIVE EVERY BABY THE VERY BEST START IN LIFE.

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President & CEO

Shannon Hayward  
Vice President of Service Delivery Operations

John Kearney  
Vice President of Program Services & Business Initiatives

James Schilling  
Development and Communications Officer

## WIC

The WIC Nutrition Program improves the lives of at-risk women and their families by promoting good nutrition habits. Through nutrition counseling, electronic eWIC benefits 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.

**47,754** women, infants and children were provided WIC services at 32 WIC Centers throughout 16 Pennsylvania counties. Over **\$32 million** in annual gross sales were generated from redeemed WIC checks at 335 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.

**63.42%** of new mothers enrolled in the MFHS WIC Nutrition Program breastfed for an average of 16.43 weeks in 2019.

## 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. **16** children scheduled well-visits in 2019.

## 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 Beginnings Plus, we assist women in achieving healthy pregnancies and developing long-term healthy lifestyles for themselves and their families.

**237** pregnant women enrolled in 2019 and **209** babies were delivered. 24 women were enrolled and/or referred to a Medication Assisted Program for Opioid addiction.

## 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.

**17,814** women, men and teens received our Reproductive Health services in 2019, each counseled on their contraception options, avoiding 3,360 unplanned pregnancies. 23,075 STD tests were provided to Pennsylvania women, men, and teens,

avoiding 180 cases of Chlamydia, 30 cases of Gonorrhea, and 10 cases of Pelvic Inflammatory Disease. Over **\$33 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 2019, **635** underinsured women received free life-saving preventative screenings and diagnostic services for breast and cervical cancer at its earliest stages — including 504 mammograms and 175 ultrasounds. 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.

## 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-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 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 2019, **419** at risk mothers received over 5,400 visits including home health education and support from our nurses. **140** babies were born into the program in 2019 — each less likely to experience abuse or neglect, language delays, and behavioral and intellectual problems.

## SAFETEENS

Through a website, text line and hotline, our 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 2019, our education services provided ongoing, in-person education to **146** youth through our evidence-based reproductive health curriculum. We also offered individual counseling and education to **178** students who visited the school-based SafeSpace Health Resource Center in Lackawanna County.

In 2019, SafeTeens gave **56,515** 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 **1,337** reproductive health questions from teen texters.





**OPIOID ABUSE PREVENTION SERVICES**

MFHS continues to offer Behavioral Health Integration in response to the opioid epidemic. **1,681** patients were screened for Drug/Alcohol and Depression. **14%** screened positive and resulted in 249 counseling sessions by a Licensed Clinical Social Worker at MFHS Circle of Care, with more than 40 referrals to Community Behavioral Health Services.

In 2019 MFHS was asked to participate in the Governor’s Institute for Safe Care Team for Lackawanna County Office of Youth and Families. The Safe Care Team facilitates a plan of care for babies affected by Neonatal Abstinence Syndrome. The plan includes referrals for a wide array of child and family services including MFHS Programs and Healthy Moms. MFHS is one of seven organizations collaborating in Lackawanna County in the “Healthy Moms” Maternal Opiate Medical Support (MOMS) program — providing 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 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. Enrollment in the program has more than doubled since its launch in the fall of 2018. The Healthy MOMS Program has also expanded to include Wayne, Susquehanna and Luzerne Counties.

In Luzerne County, MFHS participates in Free2BMom, where organizations collaborate to provide support and education to pregnant women who are in recovery from opioid use disorder. Beginning with pregnancy, Free2BMom supports mother and her baby for 2 years after childbirth. Each mother is paired with a certified

recovery specialist and case manager to help with medical care, transportation, nutrition and job training.

In March 2019, MFHS launched a school-based behavioral health project in Lackawanna County. A Masters Level Social Worker screened middle school students with direct referrals as needed for behavioral health, substance abuse or reproductive health services. 50 students were screened — all being seen for 211 visits in 2019.

**47,000+ PROVIDED WITH HEALTHY FOOD AND EDUCATION**  
MFHS WIC and Breastfeeding Support

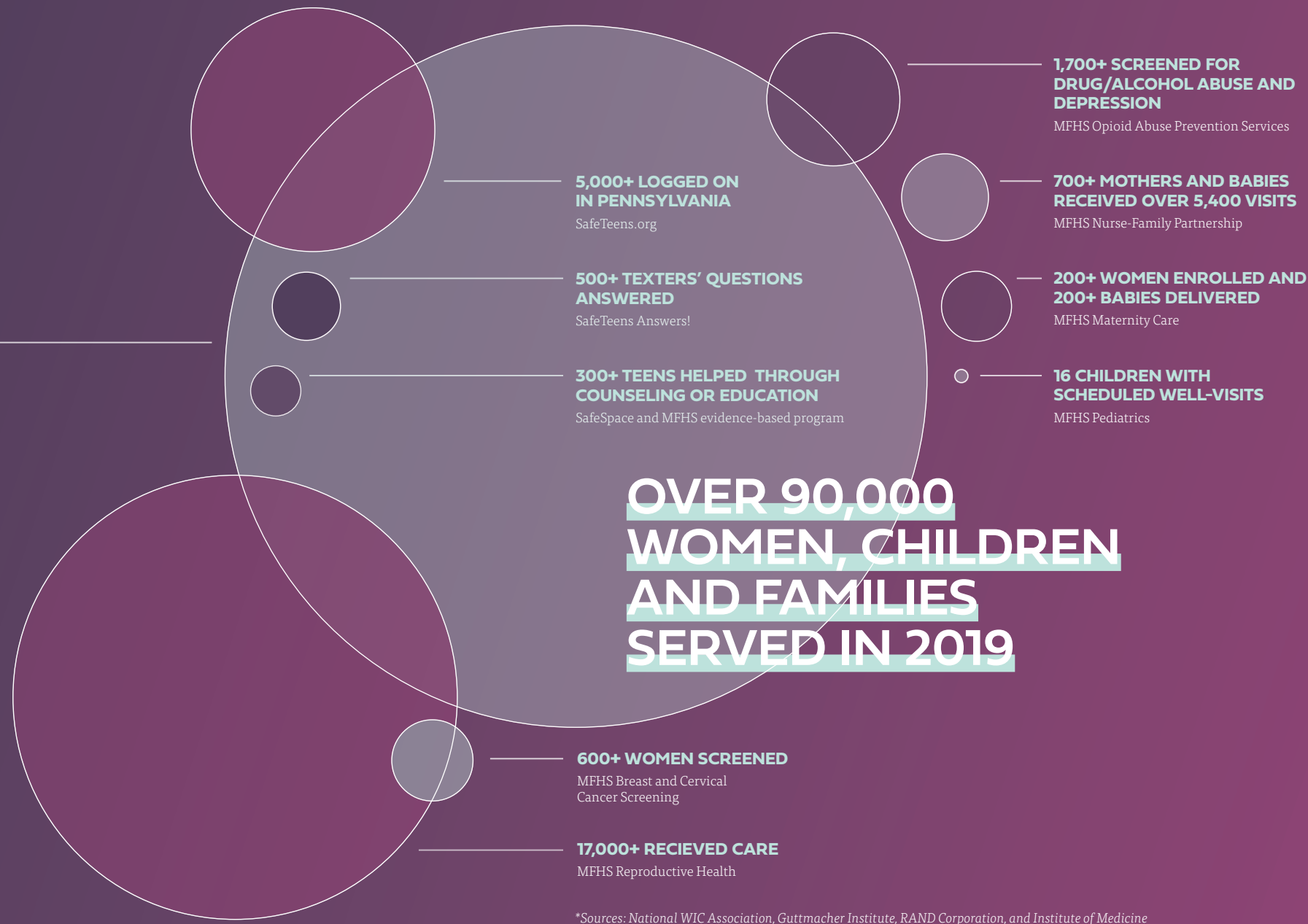
EVERY \$1 SPENT...

**SAVES \$2.48 IN MEDICAL, EDUCATIONAL, AND PRODUCTIVITY COSTS**  
MFHS WIC\*

**SAVES \$4.83 IN MEDICAID COSTS FOR PREGNANCY, DELIVERY AND EARLY CHILDHOOD CARE**  
MFHS Reproductive Health\*

**SAVES \$5.70 IN FUTURE COSTS FOR THOSE AT HIGHEST RISK**  
MFHS Nurse-Family Partnership\*

**SAVES \$3.38 IN LOW BIRTH WEIGHT INFANT CARE**  
MFHS Maternity\*



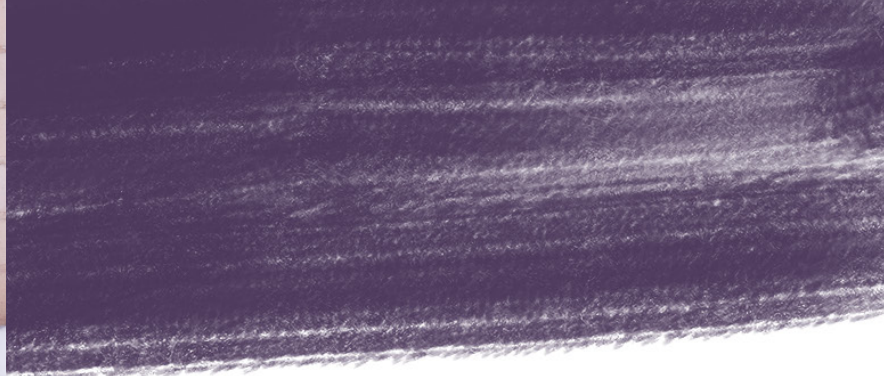
\*Sources: National WIC Association, Guttmacher Institute, RAND Corporation, and Institute of Medicine

**CARE: A SIMPLE WORD THAT DESCRIBES WHO WE ARE AND WHAT WE DO EVERY DAY...**

- C** ommitment to quality in our work and to the respect and dignity for the individuals we serve
- A** ccountability for our actions and interactions with others
- R** espect for all individuals, regardless of their range of human differences, both in our workforce and throughout the communities we serve
- E** xcellence in performance and service

...TO REALIZE A VISION

- WE will be the preeminent provider of health and human services needs to all people.
- WE will be widely recognized for integrated “health systems”, innovative practices and caring and diverse staff.



The below list includes gifts and support received between 1/1/2019 and 12/31/2019. 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.

# THANK YOU TO ALL MFHS DONORS, SUPPORTERS AND PARTNERS.

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Keystone College  
Keystone Job Corps Center  
Lackawanna College  
Lackawanna County Educational Opportunity Center  
Lackawanna County Office of Youth & Family Services  
Lackawanna/Susquehanna County Office of Drug & Alcohol Programs  
Lehigh Valley Hospital  
Luzerne County Children and Youth  
Luzerne County Drug and Alcohol  
Luzerne County Head Start  
Marywood University  
Mental Health & Developmental Services  
Misericordia University  
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NEPA Community Health Care  
NEPA Youth Shelter  
Northeastern Pennsylvania Rainbow Alliance  
Northeast Regional Cancer Institute  
Northeastern Regional HIV Planning Coalition

Northern Tier Coalition for Families  
Nurse-Family Partnership  
Outreach  
PA Treatment & Healing  
Penn State Health Women's Care  
Penn State University Center for Childhood Obesity Research  
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Pennsylvania Department of Human Services  
Pennsylvania Partnership for Healthy Youth  
Philadelphia Food Trust  
Planned Parenthood Keystone  
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Pocono Medical Center  
Pocono Services for Families and Children  
Red Rock Job Corps  
The Responsible Sex Education Institute  
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Soldiers & Sailors Memorial Hospital  
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Wayne County Drug and Alcohol Commission  
Wayne County Office of Children & Youth  
Wayne Highlands School District  
Wayne Memorial Community Health Centers  
Western Wayne School District  
Wright Center for Primary Care  
Wright Center for Public Health  
Wright Center for Graduate Medical Education





### EXPANDING THE HEALTHY MOMS PROGRAM

Left: The Wright Center for Community Health and MFHS were awarded \$500,000 from AllOne Foundation to support the organizations' work within the community-based Healthy MOMS Pregnancy-Recovery initiative. The Healthy MOMS program launched in 2018 with a goal of organizing regional players in the healthcare, legal and social services sectors to care for pre- and post-natal women with Opioid-Use Disorder and, ultimately, reduce their babies' risk of neonatal abstinence syndrome. In addition to being able to serve more women with this grant, the program saw the addition of MFHS Breastfeeding Coordinator Aimee Hall, who is supporting and educating moms in the program on the benefits of breastfeeding.

# 2019.

### IMPROVING CLIENT EXPERIENCES WITH OUR CLIENT ADVISORY COUNCIL

MFHS launched a new Participant Advisory Council to collect client feedback on ways to improve their experience and increase client retention across all programs. Our clients offered feedback on a variety of topics, including: marketing and client incentives, and what they enjoy about our programs, and challenges that may keep clients from keeping appointments. MFHS leadership regularly reviews suggestions and looks for ways to implement them in our services

### INTRODUCING FREE2BMOM

MFHS has partnered with Geisinger's Steele Institute for Health Innovation, along with a coalition of community organizations in Luzerne County, to begin a new care delivery program that helps mothers and their newborns thrive and succeed through recovery. Free2BMom will help women who are in recovery during pregnancy and two years after childbirth. The program is compassionately designed to provide counseling, community-wide social support and medication-assisted treatment, empowering the mother and her baby to thrive physically, psychologically and socially.

### INCREASING ACCESS WITH NEW CO-LOCATED AND SATELLITE CENTERS

MFHS continued to improve access to services through moves and the opening of satellite locations in 2019. A new family planning satellite opened in the East Stroudsburg WIC center to help increase access in the Poconos. The Wilkes-Barre WIC center also moved and is now co-located with the Wright Center for Community Health in the Harrold's Pharmacy building, which is next door to Luzerne County Head Start. Co-located centers like this provide convenient access to WIC for families enrolled in other programs in these locations.

### HELPING NONPROFITS UNDERSTAND ADVOCACY WITH PANO

MFHS President & CEO Bette Cox Saxton joined the Pennsylvania Association of Nonprofit Organizations for a panel discussion during their Advocacy workshop in the fall. The discussion included the most effective ways for nonprofits to bring about positive policy impact and how to balance advocating for better laws and policies with their mission.

### RECOGNIZING MATERNAL HEALTH AWARENESS DAY

Below: MFHS President & CEO Bette Cox Saxton was joined by State Senator Lisa Baker and Dr. Lynne Coslett-Charlton to proclaim that January 23rd as Maternal Health Awareness Day in Pennsylvania. Sen. Baker introduced the Senate resolution because of significantly rising maternal mortality rates in Pennsylvania and across the country, marking this day to recognize the women who die from complications of pregnancy or childbirth. Pennsylvania ranks 21st in the nation in maternal death rates. Maternal Health Awareness Day is designed to highlight this problem and the work being done to improve maternal health across Pennsylvania.



### MFHS WELCOMES NEW BOARD MEMBERS

Above: MFHS recently welcomed two new members to their board of directors. New members include: Lauren Allen, Director of Client and Community Relations at PNC Bank; and Kyle Trivedi, Senior Council Consultant at Geisinger Medical Group. Both are excited for the opportunity to consult on the agency's board of directors by offering their own insights on further developing the MFHS mission of care in the community.

### EWIC ARRIVES IN PENNSYLVANIA

During 2019, Pennsylvania WIC transitioned from issuing benefits on paper checks to issuing benefits electronically. MFHS began issuing e-WIC cards to participants in October after months of training and hard work from the entire WIC team. This exciting change has modernized the WIC Program and will result in improved convenience and a better shopping experience for WIC participants.

### MFHS AND SENATOR CASEY RAISE AWARENESS ABOUT WIC TO 6 INITIATIVE

Right: MFHS joined U.S. Senator Bob Casey at several events to raise awareness about legislation that would close eligibility loopholes in the WIC Nutrition Program by extending eligibility to age 6. This would ensure a seamless transition between the WIC nutrition intervention and the National School Lunch & Breakfast Programs as children move from the pre-school years into Kindergarten. In addition to closing the nutrition gap that often exists between the 5th birthday and the actual start of Kindergarten, the WIC Act would lengthen the certification time for infants and postpartum women utilizing WIC.



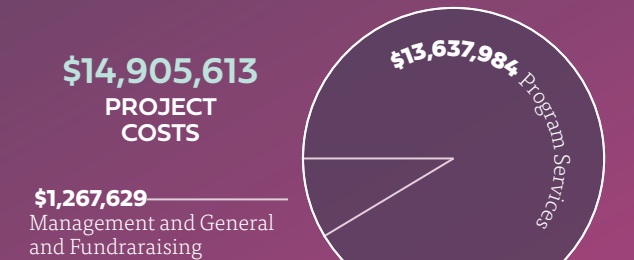
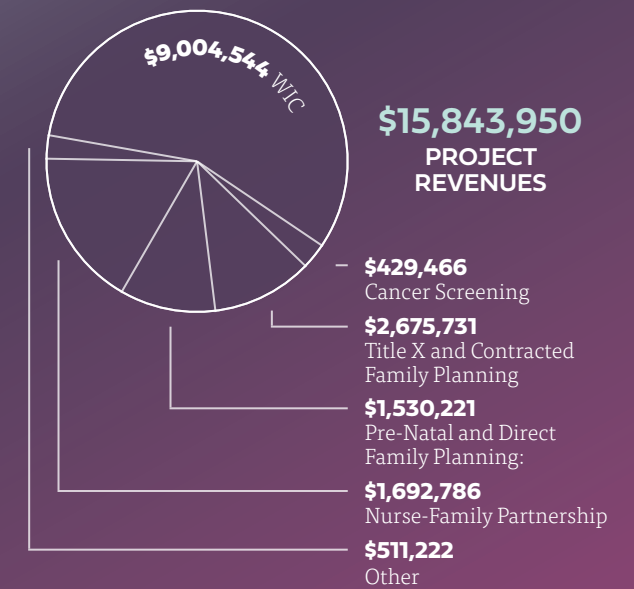
### PINTS & PIGSKINS: FOOTBALL, FUN, AND FUNDRAISING

Above: MFHS launched a new fundraiser in the fall: Pints and Pigskins at Susquehanna Brewing Company. The day featured a full lineup of college football games playing throughout the brewery, craft beer, food from Anthracite Cafe, raffles, and games. Staff, board members and the greater MFHS community had a fun day watching the games and enjoying the brewery.



### 2019 FISCAL REPORT

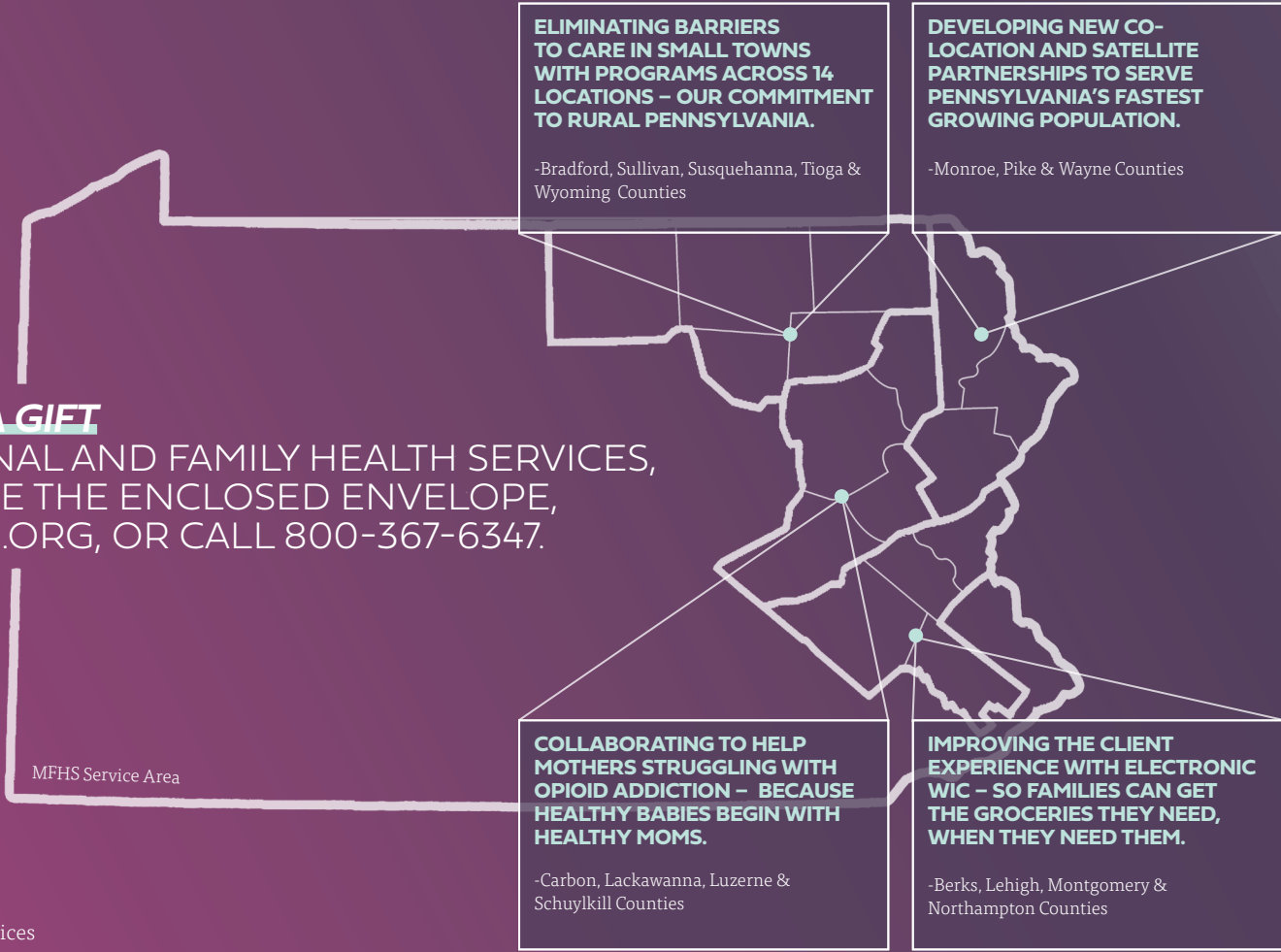
MFHS values its donors enormously. Without the investments we received in 2019 from various individuals, businesses, private foundations, public funding and workplace-giving campaigns, all of the accomplishments we cited in this annual report would not have been possible. As a private non-profit, MFHS gratefully acknowledges every grant, sponsorship, and individual gift that provides financial support to help us achieve our goals and uphold our mission.





**TO MAKE A GIFT**

TO MATERNAL AND FAMILY HEALTH SERVICES,  
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VISIT MFHS.ORG, OR CALL 800-367-6347.



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