

# Cradling Collaboration:

## Building Up a Regional Program for Safer Starts

Presented by Sydney Garilli, MPH; Melissa Silverman, MSN, RN; & Erika Syokau, MPH



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# Financial Disclosure:

We have no financial interests or relationships to disclose.



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# MEET OUR TEAM



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# Learning Objectives:



1. Learn replicable models for community partnership development and regional workforce integration (e.g., mentorship, shared staff models).

2. Understand how to strategically build sustainable Maternal and Child Health (MCH) programs on a regional scale by leveraging both new and existing staff across multiple jurisdictions.

3. Learn how to utilize secondary data sources to develop a model for primary data collection and drive evidence-based program planning (CHA → CHIP).

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# Strategic Priority:
# Regional Workforce Development



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# Regional Staff Professional Development

## Workplan Elective Objective #1: Maternal Child and Family Health

- Postpartum Support International Maternal Mental Health Training
- NACCHO Breastfeeding Community of Practice
- Healthy Children Project's Certified Lactation Counselor Certification
- Breastfeeding in the Bay State 2026 Virtual Conference
- Acceptance to July 2026 NACCHO conference – poster presentation

***Regional PHN holds American Heart Association CPR Instructor certification**

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# Strategic Priority: Data-driven Decision Making



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# Maternal & Child Health in Massachusetts

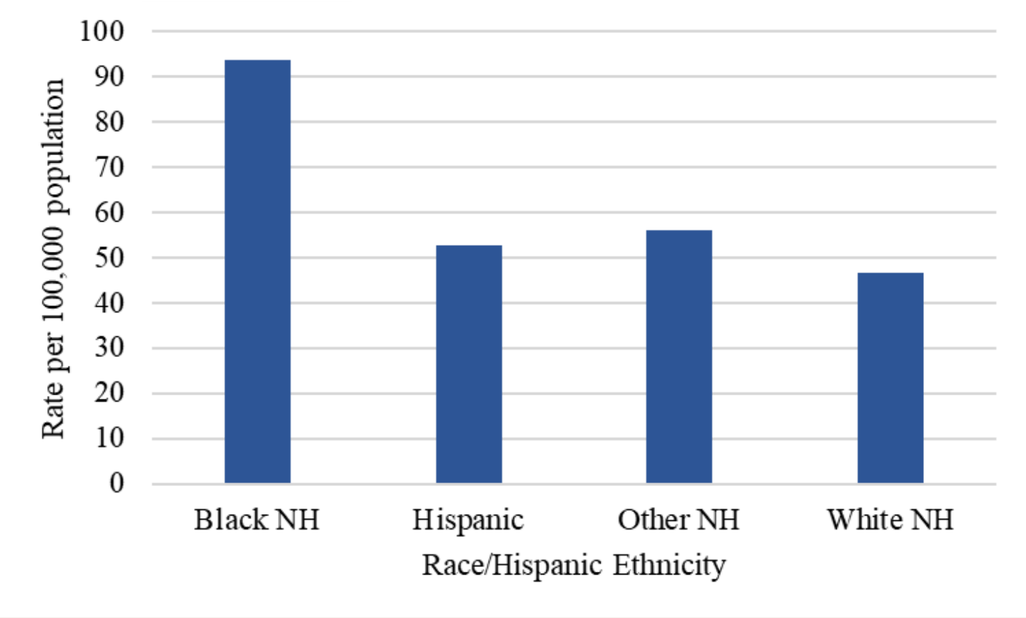



**Figure 1. Pregnancy-Associated Mortality Rate (PAMR) in Massachusetts by Race/Ethnicity, 2020-2021**

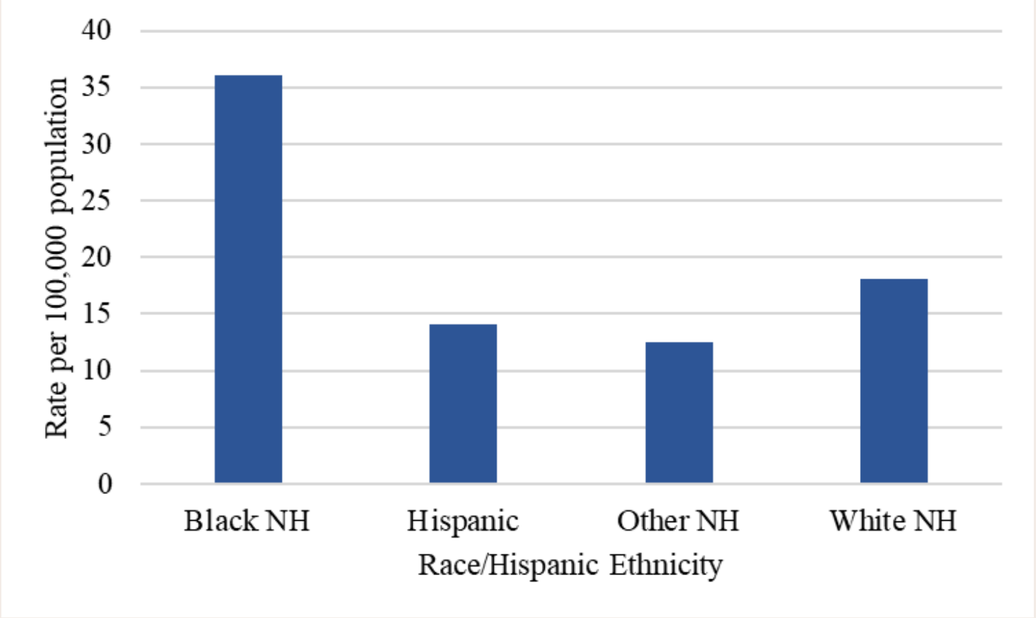



**Figure 2. Pregnancy-Related Mortality Rate (PRMR) in Massachusetts by Race/Ethnicity, 2020-2021**

- **Pregnancy-Associated Mortality Rate (PAMR)** is defined as a death during or within one year of pregnancy, regardless of the cause or outcome of the pregnancy.
- **Pregnancy-Related Mortality Rate (PRMR)** is defined as a death during or within one year of pregnancy, from a pregnancy complication, a chain of events initiated by pregnancy, or the aggravation of an unrelated condition by the physiological effects of pregnancy. PRMR includes preventable pregnancy-related deaths.

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# Maternal & Child Health in Massachusetts

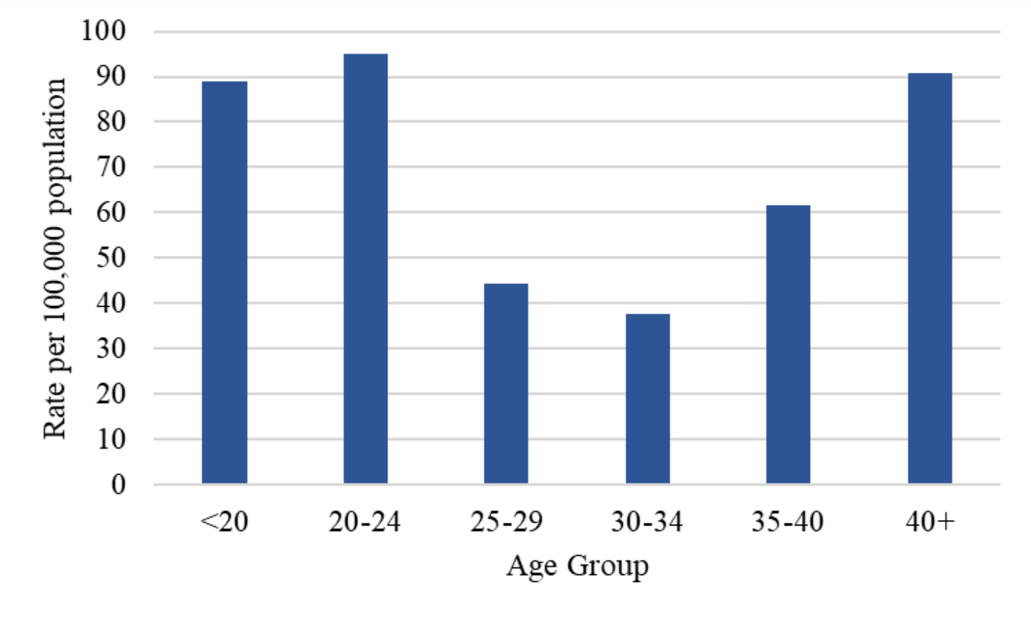



Figure 3. Pregnancy-Associated Mortality Rate (PAMR) in Massachusetts by Age Group, 2020-2021

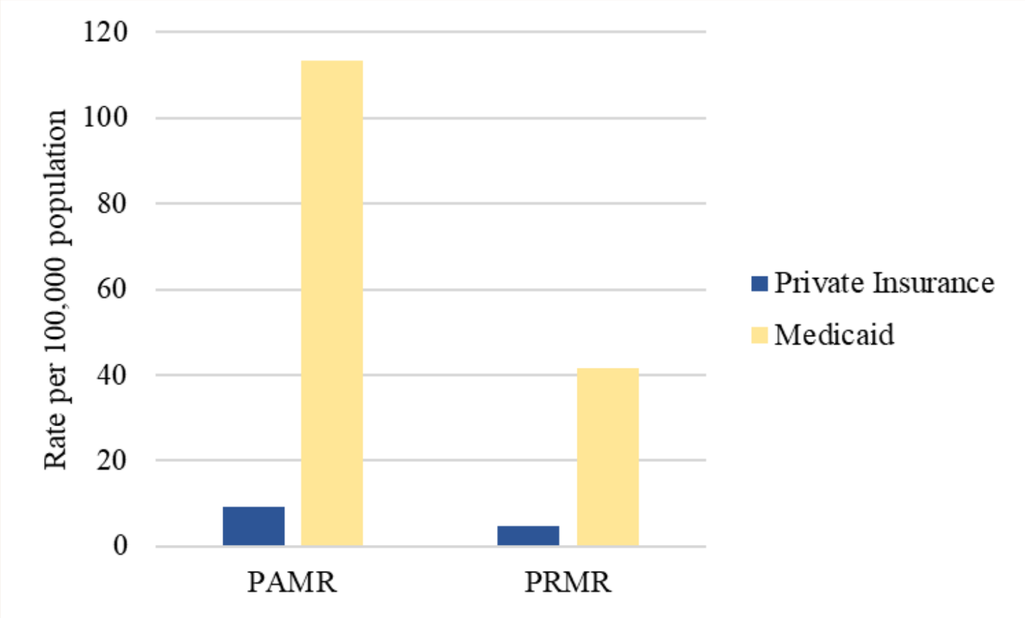



Figure 4. PAMR and PRMR in Massachusetts by Insurance Type, 2020-2021

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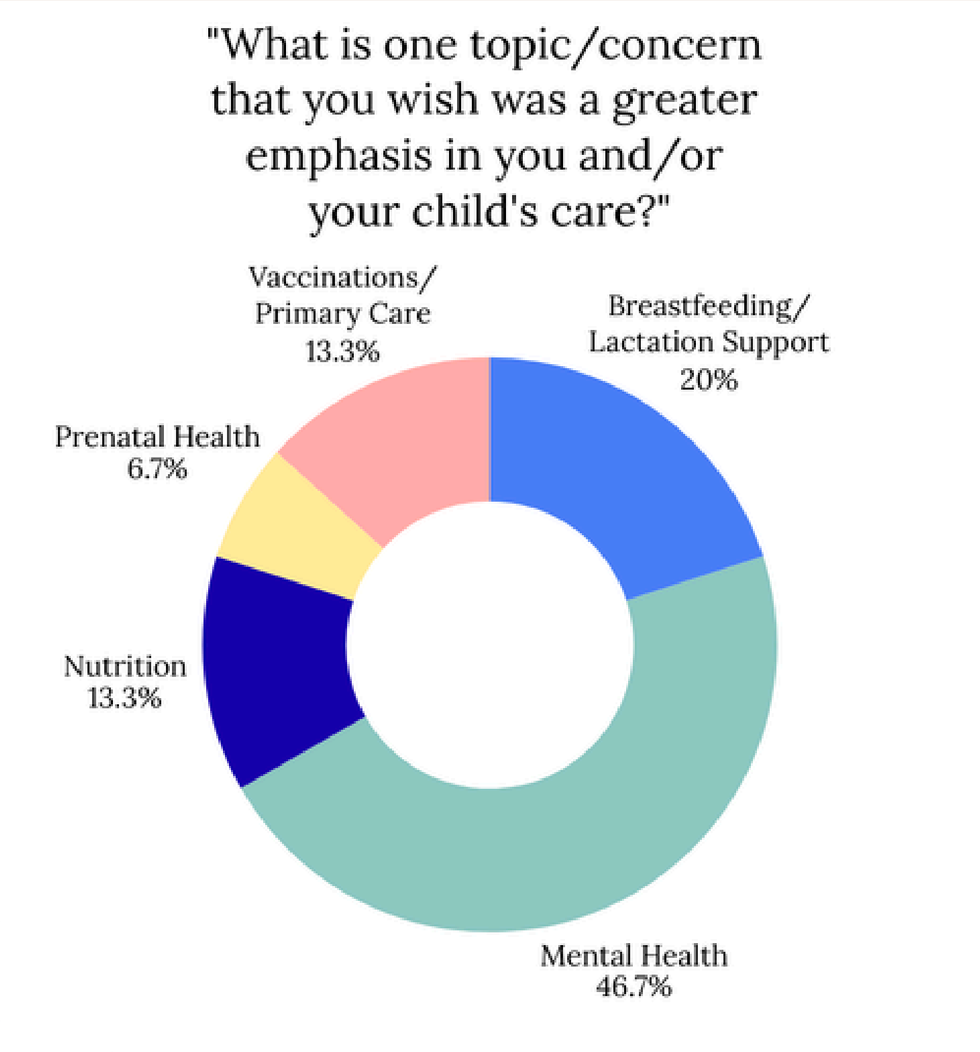
Both our preliminary MCH data brief (Oct 2025) and the Regional Community Health Assessment (Apr 2026) found **significant disparities in access to maternal health care and other essential resources in our communities.**

Link to NBCPHA MCH Data Brief

Link to NBCPHA Community Health Assessment



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1. WIC enrollment and benefit uptake is inconsistent across our municipalities, and no municipality has 100% WIC enrollment of eligible community members.

2. 2023 Community Health Equity Initiative data showed that among our communities, 15-30% of parents reported struggles to afford transportation, food, and/or housing.

3. Our CHA survey data showed that parents wanted increased access to specialists and/or information on the following topics, all of which guide the specialists recruited for the event.
   - Maternal mental health
   - Breastfeeding and Lactation support
   - Local childcare and school options
   - Oral health in pregnancy
   - Local utilities/housing/transport/etc. Support
   - Postpartum health support

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# Strategic Priority:
# Educational Material Development



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Northern Bristol County

# Local Food Resources

Information about local food pantries, meal sites, and more!




**26% of Northern Bristol County experiences Low Food Access**

Source: USDA - Food Access Research Atlas



Low food access is defined as living more than 1 mile (urban) or 10 miles (rural) from the nearest supermarket, supercenter, or large grocery store. This indicator is relevant because it highlights populations and geographies facing food insecurity.

## Coordinated Family & Community Engagement (CFCE)

CFCE programs are locally-based programs in your community that provide child development services and resources to families with young children. These programs promote and support parent education and family engagement, early child development, collaboration between local early education and care settings, and more.

### Local CFCE Networks:

- Triumph Inc., Taunton
- PACE (People Acting in Community Endeavors), Berkley, Dighton, & Rehoboth
- Project Connect Family Center, Attleboro
- Self-Help Inc., North Attleborough

### *More Social Service Organizations*

**Greater Attleboro Taunton Healthy Families by Southeast Massachusetts Council on Addiction (SEMCOA)**

- Free and voluntary home visiting program for first time parents 23 years old and under.
- Child development information, education and career support, connections to other young parents, referrals to community resources and more.

**Greater Attleboro Area Council for Children**

- Promoting the well-being of children and families in need in the Greater Attleboro Area by providing access to essential resources and responsive support services.
- Programs address numerous critical needs and services of families with children of all ages

**Citizens for Citizens**

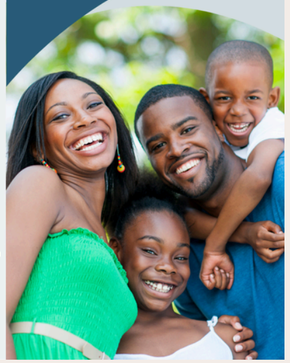
- Community Action Agency serving the Greater Fall River and Taunton area
- Short and long-term services available – Fuel Assistance, Head Start, WIC, childcare, family planning, etc.
- Empowering low-income families by supporting with necessary resources

**Women, Infants, & Children (WIC) Nutrition Program**

- Supplemental nutrition and health care program for pregnant and postpartum women, infants, and children up to age five
- Nutrition education, benefits for food, Infant feeding choices classes, breastfeeding promotion and support, health and human service referrals, etc.

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## Local Resources for Parents & Families



## *Mental Health Resources*

**Postpartum Support International:**

Provides peer support, education and resource referrals to families and individuals affected by perinatal mental health conditions

- **PSI Helpline:** for basic information, support, & resources: 800-944-4773, (open daily 8 am to 11 pm EST).
- Scan this QR code for more info:

***24/7 HOTLINES:***

- Behavioral Health Help Line: **833-773-2445** – if you or family member experiencing a mental health or substance use related crisis.
- National Maternal Mental Health Hotline: **1-833-TLC-MAMA**
- Suicide & Crisis Hotline – **988**

### Contact Us

Public Health Nurse:
MSilverman@berkleyma.gov
Public Health Specialist:
sgarilli@berkleyma.gov
Shared Services Coordinator:
esyokau@bmestrategies.com

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## Early Intervention Services

Early Intervention (EI) programs provide services to families and children from birth to 3 years of age who have, or are at risk for, a delay in development. EI can be in-home or in-center, and services include educational and developmental support for parents and children. EI programs include Head Start (HS) programs; you can locate a HS near you at **https://headstart.gov/center-locator**

**Kennedy-Donovan Center**

The Kennedy-Donovan Center Attleboro EI Program serves Attleboro, North Attleborough, Foxboro, Mansfield, and Norton families. They are located at 25 Forest Street Attleboro, MA 02703.

**Associates for Human Services**

AHS serves families living in Berkley, Dighton, Lakeville, Middleboro, Raynham, Rehoboth, Seekonk, and Taunton. They are located at 68 Allison Avenue Taunton, MA 02780-6958.

**Vaccines for Children (VFC)**

FREE VACCINES for children younger than 19 years old who are uninsured, underinsured, or Medicaid-eligible. Call the Attleboro Public Health Nurse's office, at 508-223-2222 ext. 3244 to schedule an appointment.

### *More Social Service Organizations*

**Manet Community Health (Attleboro, Taunton)**

- Women's Health – OB/GYN care, family planning counseling, patient education and prenatal care
- Prenatal care services – support a positive pregnancy, birth, and postpartum experience
- Newborn and Well Childcare – pediatric and family medicine practitioners

**Family Resource Centers (Attleboro, Taunton)**

- Support with childcare options, early childhood development, family support, school services, and mental health.
- Strengthening parenting skills, linking families to services and opportunities, and valuing and supporting parents.

**Birthright (Taunton, MA)**

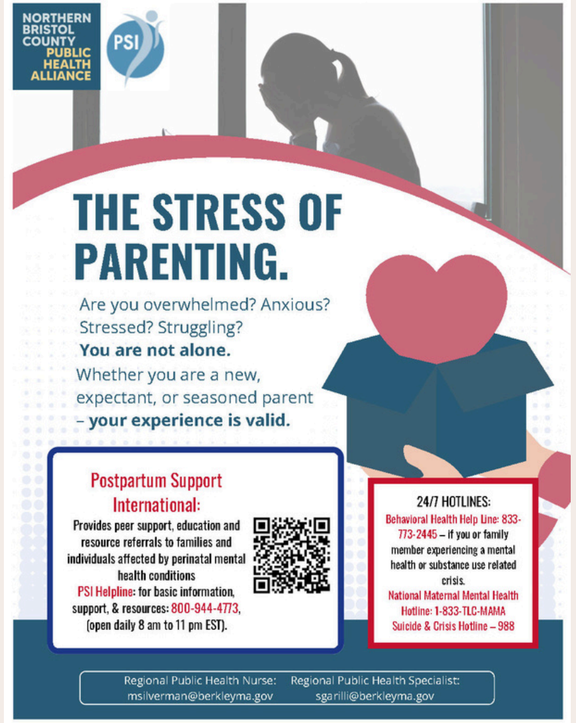
- Emotional and material support to anyone who is pregnant or who thinks they may be pregnant.
- Informational resources regarding pregnancy, childbirth, prenatal care, adoption, etc.; referrals for medical support, financial resources, housing, legal assistance, etc.; and material resources like pregnancy tests and maternal and baby items.

**SAFE Coalition (Franklin, MA)**

- Community education and support for pregnant and parenting people affected by substance use and mental health disorders across southern MA.
- Community diaper bank, car seat donation and installation program, postpartum support group, sibling support group, etc.

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PSI



## THE STRESS OF PARENTING.

Are you overwhelmed? Anxious?
Stressed? Struggling?
**You are not alone.**
Whether you are a new, expectant, or seasoned parent **– your experience is valid.**

**Postpartum Support International:**

Provides peer support, education and resource referrals to families and individuals affected by perinatal mental health conditions
**PSI Helpline:** for basic information, support, & resources: 800-944-4773, (open daily 8 am to 11 pm EST).

**24/7 HOTLINES:**
Behavioral Health Help Line: 833-773-2445 – if you or family member experiencing a mental health or substance use related crisis.
National Maternal Mental Health Hotline: 1-833-TLC-MAMA
Suicide & Crisis Hotline – 988

Regional Public Health Nurse: msilverman@berkleyma.gov
Regional Public Health Specialist: sgarilli@berkleyma.gov

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# Strategic Priority: Community Engagement



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# Community Partnership Development

- Integral to any successful community programming
- Community partnerships allow for:
  - **Increased community engagement** – spreading your messaging to a larger audience
  - **Improved program offerings** – a wider range of specialties and services to include in community programming
  - **Increased connections** – learning about new potential partnerships through an existing one
  - **Greater public trust** – collaborating with trusted local organizations build your own credibility
  - **Better communication** – regular interaction with local organizations builds trusted channels of communication and collaboration
- Continuous process – there are always new organizations to discover and new people to meet!

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# Community Events







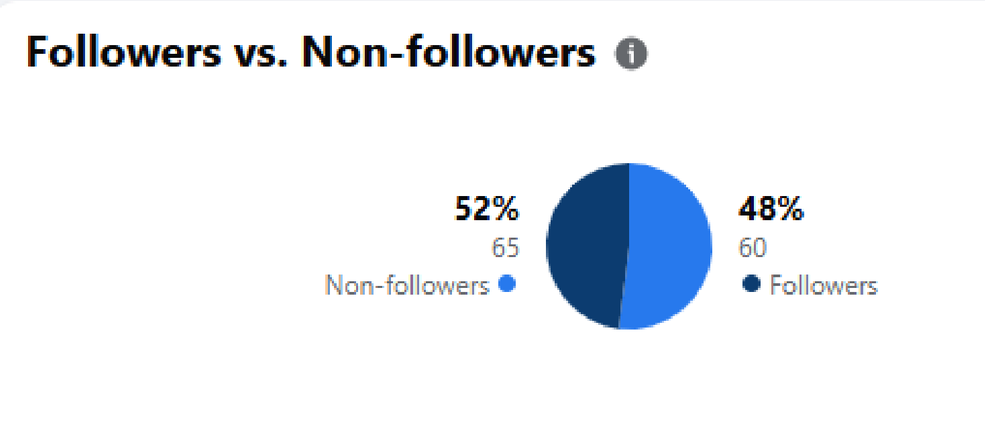


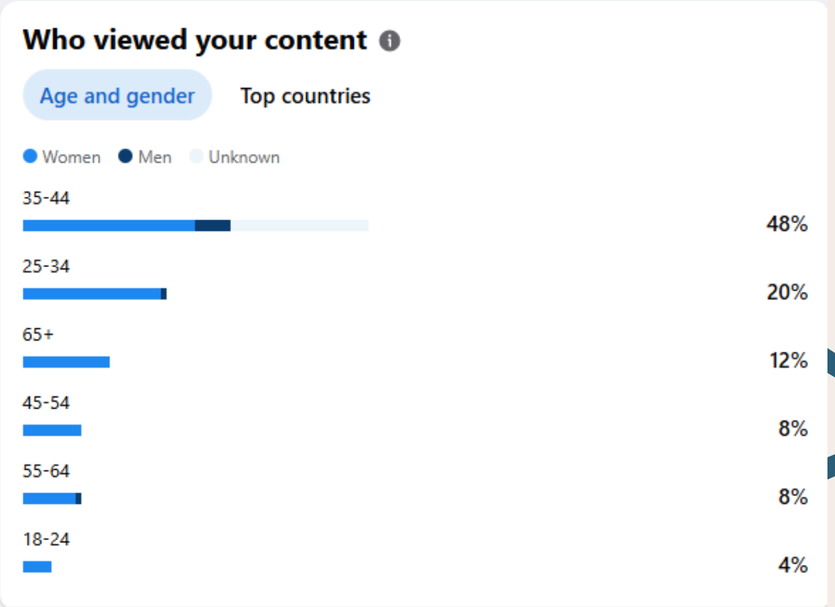

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# Social Media Integration

Development of SSA website, Facebook page, and Instagram account

northernbristolcountypha.com  Northern Bristol County Public Health Alliance  nbcpha





# Strategic Priority:
# Responsive Health Programming



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# The Giving Closet

## FREE HOME RESOURCES

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**AN OPPORTUNITY TO RECIEVE A *FREE* MONTHLY GROCERY SUPPLEMENT**

### WHAT CAN YOU RECEIVE?

- Personal hygiene items
- Cleaning supplies, paper products, and other household supplies
- Diapers and formula
- Nonperishable food items

### WHO IS ELIGIBLE?

Any parent or child residing in Attleboro, Berkley, Dighton, North Attleborough, Rehoboth, or Taunton, MA.

### HOW DO I APPLY?

*We ask that you first complete this survey so we can learn more about the needs in our communities.*

Survey

*Next, fill out this form to register to be a recipient!*

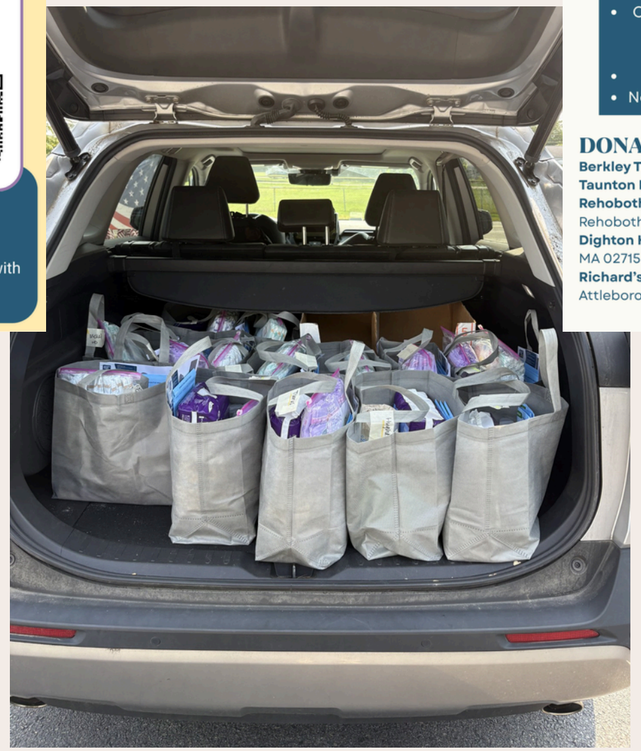
Registration

### COLLECTION INFO:

Material collection days will be coordinated in each town and information will be shared with registrants. Pickup can be requested via the registration form.

### QUESTIONS?

Please contact sgarilli@berkleyma.us or msilverman@berkleyma.us with any questions or concerns!



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## GIVING CLOSET

Join NBCPHA in supporting parents and children of Northern Bristol County. As federal assistance diminishes, local families need help now more than ever! Please consider donating to help your neighbors in need in Attleboro, Berkley, Dighton, North Attleborough, Rehoboth, & Taunton, MA.

### Most Needed Items:

- Personal hygiene items
- Cleaning supplies, paper products, and other household supplies
- Diapers and formula
- Nonperishable food items

### DONATION LOCATIONS:

**Berkley Town Hall** - 1 N Main St, Berkley, MA 02779
**Taunton Board of Health** - 141 Oak St, Taunton, MA 02780
**Rehoboth Congregational Church** - 139 Bay State Rd, Rehoboth, MA 02769
**Dighton Health Department** - 1111 Somerset Ave, Dighton, MA 02715
**Richard's Memorial Library** - 118 N Washington St, North Attleboro, MA 02760

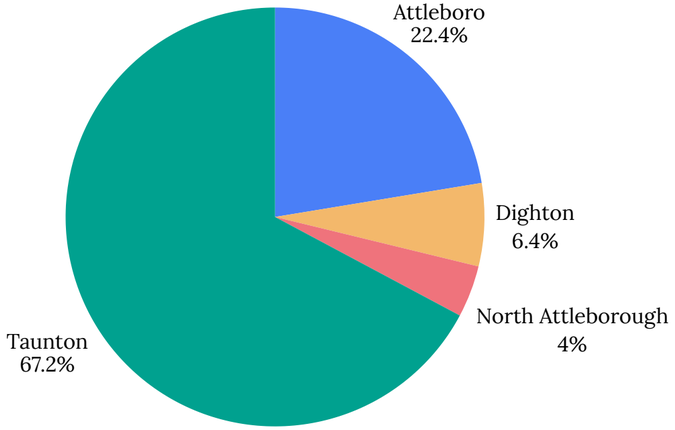
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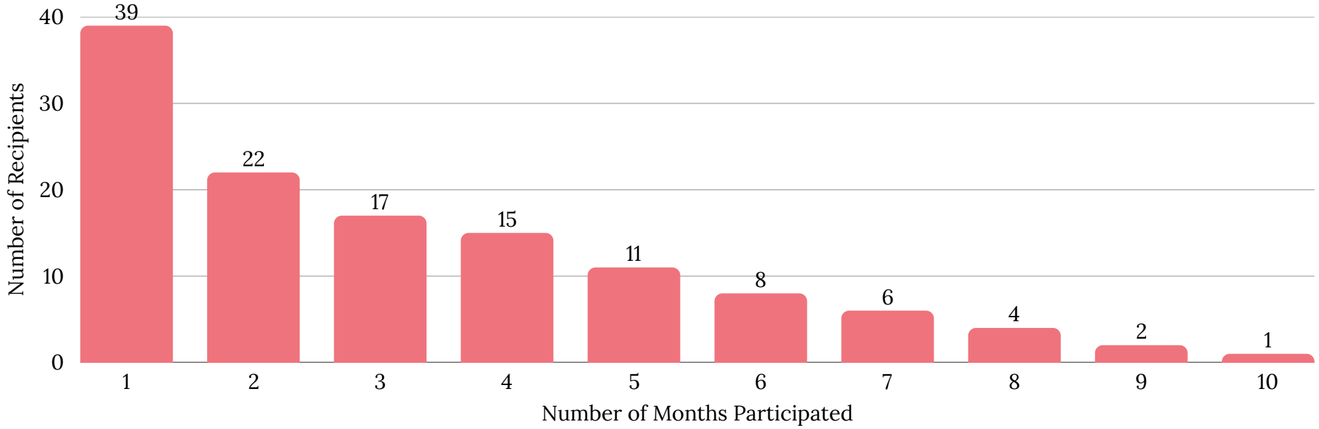
**Contact**
774-362-4970
sgarilli@berkleyma.us
msilverman@berkleyma.us



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# The Giving Closet




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# Pilot Program: Parent Education Sessions







- Identifying and connecting with local subject matter experts (SMEs)
- Collaborating with local partners to coordinate in-person space to hold discussions
- Utilizing community partnerships to enhance outreach efforts
- Outreach to local media to cover programming and interact with local residents who attended

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# CPR Education

## Parents & Caregivers

- Family Resource Center - Taunton
- Triumph Inc. Community Programming - Taunton



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# Regional Community Baby Shower

- Result of shifting gears after struggles with other program offerings
- 60% of CHA respondents indicated interest in this type of offering
- Partnered with Sturdy Health to increase capability and improve credibility







Sturdy Health
STURDY MEMORIAL HOSPITAL

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# Regional Community Baby Shower







- 17 local organizations as vendors
- Free car seat checks
- 41 groups, 77 total attendees
  - ~50% of registrants attended
  - 8 families walked in day-of

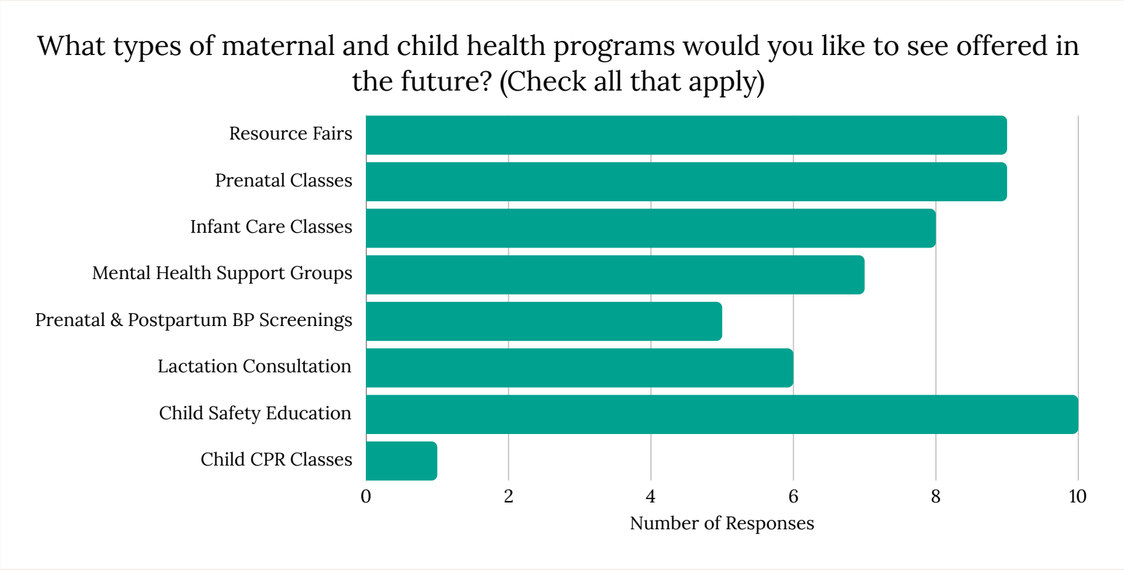
Sturdy Health
STURDY MEMORIAL HOSPITAL

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# Regional Community Baby Shower

## Post-event Evaluation Survey




Is there anything else you would like us to know after today's event?

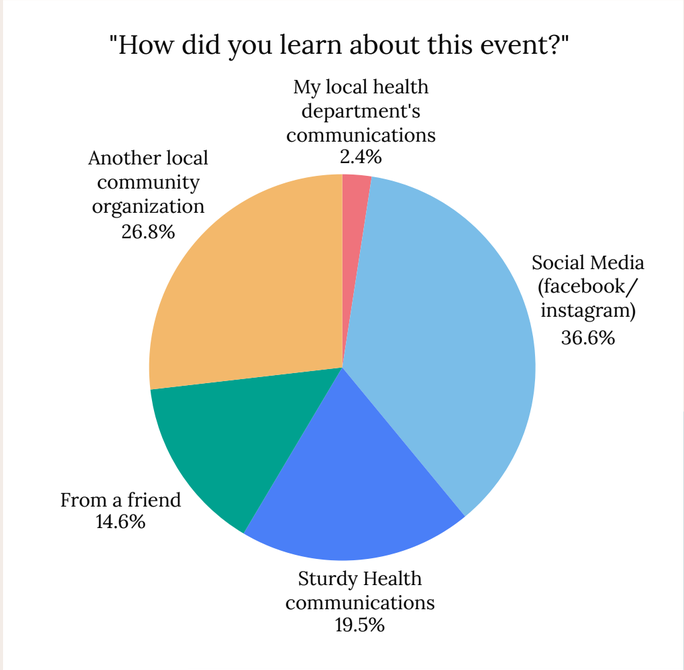
4 responses

Thank you so much!!! We walked away from the event feeling incredibly supported. Everyone was so kind and the help in the form of diapers and clothes was invaluable. What a great resource for the community.

Great event, thank you!

Yo guys did such a good job putting this together. I was so surprised with all of the helpful things I learned and supplies I received. I appreciate it very much!

This event was amazingly organized. I attended a different community shower event and it was much less organized. Today was so well run and I look forward to using some of the resources that I learned about today!




Sturdy Health
STURDY MEMORIAL HOSPITAL

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# Future of Programming

## Short-term:

### Baby Showers

Continued planning and execution of community baby showers across our service area

### Increase BP Checks

RPHN to increase blood pressure check offerings to target pregnant and postpartum parents

### Seeking Partnerships

Continuing to build relationships with local organizations to strengthen our outreach and program capabilities

## Intermediate:

### Community Health Education

RPHN to utilize her CLC certification to increase local lactation support to new moms in our communities.

## Long-term:

### Home Visiting

Alliance-wide, nurses implement home visits and MCH assessments in perinatal period.



# Thank You


**Sydney Garilli, sgarilli@berkleyma.gov**

**Melissa Silverman, msilverman@berkleyma.gov**

**Erika Syokau, esyokau@bmestrategies.com**


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