NAACP Maternal Experience Survey

Statewide Implementation Report

Survey Data: 1/26/2021 – 2/10/2022
Implementation Activities: January 2020 – February 2022
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Introduction

Black women and birthing people face life-threatening complications and deaths during pregnancy or after giving birth. Black birthing people in New Jersey are seven times more likely to die as a result of pregnancy-related complications\(^1\), and Black babies are three times more likely to die before their first birthday.\(^2\) Many of these deaths and complications are preventable. Black birthing people in New Jersey are at a heightened risk of poor health outcomes including maternal mortality, infant mortality, prematurity and pregnancy and postpartum complications.

About the NAACP MES

The Maternal Experience Survey (MES) is a community tool designed to improve care and reduce childbirth related disparities for Black birthing people. Developed by the NAACP Atlantic City Black Infant and Maternal Mortality (BIMM) task force and the Prematurity Prevention Initiative, this tool allows birthing people to share their experience in a safe manner embedded with identity acceptance and respect.

About the NAACP-AC BIMM Task Force

The NAACP Atlantic City Black Infant and Maternal Mortality (BIMM) task force is committed to mitigating disparities that impact birthing Black birthing people and their families. The task force has a collective membership of legislators, health professionals, educators, faith-based leaders, community members and many others that seek change in their communities and state at large. The purpose of the taskforce is to build a community-level action response to the social and birthing injustice in New Jersey.
According to the previously published report by the New Jersey Maternal Mortality Review (2013), 46% \((n=36)\) of the 78 pregnancy-related deaths were to Black, non-Hispanic women.

Nationally, according to the CDC (2019a), 3 out of 5 pregnancy-related deaths are preventable.

Pregnancy-related deaths are defined by the CDC (2019b) as deaths that occur during pregnancy or within 1 year of the end of pregnancy that are related to the pregnancy.
In NJ, Black babies are at risk.

<table>
<thead>
<tr>
<th>Race</th>
<th>Preterm Births</th>
</tr>
</thead>
<tbody>
<tr>
<td>White, non-Hispanic</td>
<td>8%</td>
</tr>
<tr>
<td>Hispanic (of any race)</td>
<td>10%</td>
</tr>
<tr>
<td>Black, non-Hispanic</td>
<td>14%</td>
</tr>
</tbody>
</table>

2020* NJ Preterm Births by Race

Data Source: Preliminary 2020 Birth Certificate Data from NJ DOH; New Jersey State Health Assessment Data (NJSHAD).

* 2020 data are preliminary

In New Jersey **1 in 10 babies are born early**.

For babies of color the impact of prematurity birth is even more severe. **Black infants born in NJ are nearly 2 times as likely as white infants to be born early.**

Babies born too soon often face serious complications and hardship throughout their lifespan. Every mother and baby deserve a healthy pregnancy and birth. Many families lack access to resources and services that help to ensure this.

PPI strives to fill this gap by improving access to necessary supports that prevent prematurity.
Though the Statewide Infant Mortality Rate (IMR) has decreased over the last decade, the gap is not closing for Black infants in NJ.

From 2017-2019, the IMR for Black, non-Hispanic infants was 8.9. The IMR for Hispanic infants (of any race) from 2017-2019 was 4.3, and for white, non-Hispanic infants, it was 2.6.

The IMR is the number of infant deaths before their 1st birthday per 1,000 Live Births in the same year or group of years.\textsuperscript{5}
Why MES?

In Fall 2019, the Prematurity Prevention Initiative (PPI), a program of Family Health Initiatives, and NAACP Atlantic City Branch collaborated to form the Black Infant and Maternal Mortality (BIMM) task force. A collaborative team of community members and leaders organized deliverables, such as the Maternal Experience Survey, to build a community-level action response to inequities and birthing injustices in New Jersey.

Tell Your Story

Thinking about the words you checked off in the last question, please use the box below if you would like to tell your story about your labor, delivery, and birth experience.

If you need support after answering any questions on this survey, please text NJ to 741741 for 24/7 crisis support.

In 2021, Prematurity Prevention Initiative and NAACP Black Infant and Maternal Mortality task force strategically launched the MES in 3 New Jersey counties that face the highest rates of Black maternal and infant mortality and prematurity- Atlantic (January 2021), Essex (August 2021), and Camden (December 2021) Counties.
### Statewide Data:
#### Live Births Statewide, Atlantic County, & Essex County

#### 2020* Statewide Live Births

<table>
<thead>
<tr>
<th># Live Births, All Races/Ethnicities</th>
<th># Live Births Black, non-Hispanic</th>
<th>% of Live Births Black, non-Hispanic</th>
<th># Live Births White, non-Hispanic</th>
<th>% of Live Births White, non-Hispanic</th>
<th># Live Births Hispanic (of any race)</th>
<th>% of Live Births Hispanic (of any race)</th>
</tr>
</thead>
<tbody>
<tr>
<td>97,143</td>
<td>12,569</td>
<td>12.9%</td>
<td>43,314</td>
<td>44.6%</td>
<td>27,074</td>
<td>27.9%</td>
</tr>
</tbody>
</table>

#### 2020* Atlantic County Live Births

<table>
<thead>
<tr>
<th># Live Births, All Races/Ethnicities</th>
<th># Live Births Black, non-Hispanic</th>
<th>% of Live Births Black, non-Hispanic</th>
<th># Live Births White, non-Hispanic</th>
<th>% of Live Births White, non-Hispanic</th>
<th># Live Births Hispanic (of any race)</th>
<th>% of Live Births Hispanic (of any race)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2,789</td>
<td>502</td>
<td>17.9%</td>
<td>1,172</td>
<td>42.0%</td>
<td>805</td>
<td>28.8%</td>
</tr>
</tbody>
</table>

#### 2020* Essex County Live Births

<table>
<thead>
<tr>
<th># Live Births, All Races/Ethnicities</th>
<th># Live Births Black, non-Hispanic</th>
<th>% of Live Births Black, non-Hispanic</th>
<th># Live Births White, non-Hispanic</th>
<th>% of Live Births White, non-Hispanic</th>
<th># Live Births Hispanic (of any race)</th>
<th>% of Live Births Hispanic (of any race)</th>
</tr>
</thead>
<tbody>
<tr>
<td>9,618</td>
<td>3,679</td>
<td>38.2%</td>
<td>2,087</td>
<td>21.6%</td>
<td>2,689</td>
<td>27.9%</td>
</tr>
</tbody>
</table>

* 2020 data are preliminary

Maternal Experience Survey Advisory Board

As the Maternal Experience Survey launches in New Jersey counties, advisory board members are identified to support outreach and advisement strategies. Maternal Experience Survey advisory boards include members of the NAACP, hospital and health systems, maternal health organizations, elected officials, grassroot organizations, and community members. Advisory board members meet quarterly to amplify efforts of the survey.
Successful Engagement Processes

Key outreach successes toward Maternal Experience Survey completions consist of collaborative efforts among key partners and stakeholders.

The survey has been able to widen its reach with the help of Community Health Workers, nurses, hospital staff, healthcare providers and practitioners, elected officials, business owners, educators, and community leaders.

Outreach efforts through email, webinars and presentations, county survey launches, in-person events, and social media have been activated. Larger outreach efforts from Nice Media Group will advance the survey further on various platforms.

The NAACP Maternal Experience Survey has officially launched in Atlantic and Essex Counties.

The MES launched in Atlantic County on January 26, 2021 and in Essex County on August 26, 2021.

Work is occurring in Camden County to organize the Advisory Board, and the MES will launch in Camden County on December 7, 2021.
As of February 10, 2022
There were **77 responses** across all counties.

- **37%** of responses (n=23) came from **Atlantic County** residents.
- **32%** of responses (n =20) came from **Camden County** residents.
- **16%** (n=10) of responses came from **Essex County** residents.
As of **February 22, 2021**, there were **77 responses** across all MES Breakouts.

### Name of Survey Breakout

- Full Survey English: 68%
- Recently Gave Birth English: 13%
- Currently Pregnant English: 17%
- Full Survey Spanish: 3%

### Name of Survey Breakout (groups) | Total Complete
--- | ---
Currently Pregnant English | 10
Full Survey English | 52
Full Survey Spanish | 2
Recently Gave Birth English | 13
**Total** | **77**

*Categories include 2022 & 2021 survey links*
As of February 10, 2022, 56% of respondents (n=43) identified as Black or African American.

56% of respondents (n=43) identified as Black or African American. 23% of respondents (n=18) identified as white.

Respondents who chose “Another Racial Identity” typically typed in their nationality, such as “Mexican” or “Guatemalteca.”
As of February 10, 2022,

22% of respondents (n=17) were ages 15-24.
55% of respondents (n=42) were ages 25-34.
23% of respondents (n=18) were ages 35-44.
Call to Action

Share the MES flyer with all NJ parents who have had a pregnancy or birthing experience.

Link to share the MES survey: https://www.njpreterm.org/mes

Share this flyer with any New Jersey mothers who would like to take the survey

Link to browse the MES: https://bit.ly/MESBrowseSurvey

Healthcare providers and professionals can take a "test drive" to browse the survey.

The MES is available in English and Spanish. There are 3 survey options:

 Currently Pregnant - Parents share their experiences during pregnancy
 Recently Gave Birth - Parents share their experience after giving birth
 Full Survey - Parents share their full journey

How to Access the Maternal Experience Survey

1. STEP 1
   Visit https://www.njpreterm.org/mes

2. STEP 2
   Choose the survey breakout category and language type

3. STEP 3
   Complete the Maternal Experience Survey
   NOTE: The survey can be completed in multiple sittings (must use the same device)
Acknowledgments

National Association for the Advancement of Colored People (NAACP)
NAACP vision is to ensure a society in which all individuals have equal rights and there is no racial hatred or racial discrimination.

Prematurity Prevention Initiative (PPI)
The Prematurity Prevention Initiative is a collaborative effort focused on reducing the number of early births in New Jersey.

*The Prematurity Prevention Initiative is a program of Family Health Initiatives (FHI) supported by funding from the NJ Department of Health. FHI is a subsidiary agency of the Southern New Jersey Perinatal Cooperative 2021.*

Maternal Experience Survey Advisory Boards
• Atlantic County
• Essex County
• Camden County
Data Notes

1. Introduction (Pg. 3)
In the most recent report from the New Jersey Maternal Mortality Review Committee (NJMMRC) McFarland et al. (2021) wrote, “Compared to non-Hispanic White women, the pregnancy-related mortality ratio was 7.6 times higher for non-Hispanic Black and 2.7 times higher for Hispanic women” (p. 6). The report is according to recent undistributed data from the New Jersey Maternal Mortality Review Committee, New Jersey Department of Health (NJDOH) from 2014-2016. Though 13.9% of births were to non-Hispanic Black women from 2014-2016, 41.3% of all pregnancy-related deaths in NJ were also to non-Hispanic Black women in the same time frames (McFarland et al., 2021).

2. Introduction (Pg. 3)
According to 2019 data from the NJ Birth and Death Certificate Database from NJ DOH, the Infant Mortality Rate (IMR) per 1,000 Live Births for infants who were Black, non-Hispanic was 8.5. The IMR for infants who were white, non-Hispanic was 2.9.

3. Maternal Mortality & Morbidity Trends (Pg. 5)
The CDC (2019b) and NJ Maternal Mortality Review (2013) define pregnancy-related deaths as deaths that occur during pregnancy or within 1 year of the end of pregnancy from any cause of death related to the pregnancy and/or aggravated by the pregnancy or effects of the pregnancy.

4. Statewide Data: Preterm Births (Pg. 6)
According to preliminary 2020 data of the NJ Birth Certificate Database from NJ DOH, the statewide percentage of all births that were preterm (less than 37 weeks) was 9.3%. When data was queried on Dec 2, 2021, there were 9,018 preterm births out of 97,143 live births.

5. Infant Mortality (Pg. 7)
This chart groups statewide data in 3-year timeframes by race and ethnicity to illustrate the IMR from 2010-2019 (most recent available data year.) The IMR is the number of infant deaths before their 1st birthday per 1,000 Live Births in the same year or group of years.

The MES highlights experiences of Black birthing people in a safe manner embedded with identity acceptance and respect.
The NAACP MES is open to respondents of all races and ethnicities.
Respondents may be of any age.
Respondents will not be turned away from any county in NJ.
All responses are deidentified, reviewed for validity, and processed for reporting.
References


Purpose of Document, Intended Audience, & Data Sharing

Purpose of MES Statewide Implementation Report

The purpose of the NAACP Maternal Experience Survey (MES) Statewide Implementation Report is to share initial survey implementation data, community engagement information, survey background, and purpose of use. This report refers to publicly available data and statewide reports.

Intended Audience

The intended audience of this MES Statewide Implementation Report is maternal and child health professionals, hospital or hospital system representatives, state representatives, grassroots organization representatives, and other stakeholders interested in MES implementation to date.

Data Sharing

MES responses are confidential and anonymous. The MES is intended to offer birthing people an opportunity to provide feedback on their birth experiences and to tell their stories. It is not intended to be a representative sample of women in New Jersey or the counties. To inquire about receiving this or related reports, or to find out more about the MES in your area, please visit this page of the PPI website.
TAKE THE MATERNAL EXPERIENCE SURVEY

SHARE.
BE HEARD.
EXPECT CHANGE.

Presented by: NJ NAACP Black Infant and Maternal Mortality Taskforce
Complete the Maternal Experiences Survey to help improve care and reduce injustices for Black birthing people. Your experience will help to produce change and better outcomes in New Jersey.

IF YOU'VE HAD ONE OF THE FOLLOWING:

- Live birth
- Still birth
- Miscarriage
- Abortion

Scan the QR code to participate or visit: njpreterm.org/mes

Share your experience and receive a special gift.

If you have questions about the survey, contact Christine Ivery at civery@fhiworks.org or 609-206-8206.

The Prematurity Prevention Initiative is a program of Family Health Initiatives (FHI) supported by funding from the NJ Department of Health. FHI is a subsidiary agency of the Southern NJ Perinatal Cooperative. 2021.