

NEW JERSEY AFFILIATE ACNM STRATEGIC PLAN REVIEW

OCTOBER, 2019

ACNM 5 – YEAR STRATEGIC PLAN

- 5 Core Commitments

- Diversification and Inclusion
 - Leadership Development
 - Research
 - Inter-professionalism
 - Communications
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- 5 Strategic Domains

- Supporting Our Members
- Supporting Our Affiliates
- National Advancement of Midwifery and Women's Health
- Global Engagement
- Organizational Capacity


NEW JERSEY 3 – YEAR STRATEGIC PLAN 2016-19

- Vision: A Midwife for every woman
- Mission: NJ Affiliate of ACNM seeks to advance and promote the health and well-being of women and families in New Jersey, by establishing midwifery as the standard of care in our state. The Affiliate supports the profession, and the practice of CNMs/CMs in New Jersey through education, clinical practice, research and advocacy.
- Core Values: Excellence, Evidence-based Care, Formal Education, Inclusiveness, Advocacy, Woman-Centered care/Respect for Physiologic Process, Primary Care, Partnership
- Strategic Goals:
 - > Strengthen the New Jersey Affiliate
 - > Support Visibility of Midwifery in New Jersey
 - > Support Collaboration with other professionals
 - > Maintain a Strong Legislative/Regulatory Effort
 - > Support Organizational Capacity

I. STRENGTHEN THE NJ AFFILIATE

- Membership
 - Increase attendees 20%
 - Survey membership: barriers/interests

 - Meetings in every part of State
 - Focus on Diversity and Inclusion
 - Leadership
 - President ex-office 1 yr on Exec Bd
 - Student Involvement
 - Student Exec Board ex-officio member/student liaison committee
 - Student liaison/preceptor list
 - Establish student award: 1st year active dues
 - Peer Review
 - Ad hoc committee; survey other states, update manual, mock review at meeting
 - Barriers to meeting attendance: time/over-commitment, feeling overwhelmed
 - Meetings have been held south/central/north/Zoom option also

 - \$ is barrier to membership as fewer practices are covering dues (only 50% of midwives belong to ACNM)
 - Bylaws updated for ex-officio president
 - Bylaws Updated and first Student Board member elected
 - Student/Senior award established; student award expanded to first year cnm/cm *****
 - Student survey completed *****
 - Barriers exist to developing a preceptor list
 - New Member Packet: Idea by ; work in progress, still awaiting way to get new member info from ACNM
 - Received from ACNM MOOC to have list of MOC in NJ to establish NJ MOCC *****
 - Attended events: Northern NJ Black Nurses NJ; Hispanic Nurses Assn, Black Breastfeeding week
 - Changes in meeting format: 12/2018 Mini-Training on Implicit Bias (D&I); 2/2019 –Discussion groups on practice issues
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- Peer Review (con't)
 - 2nd year: begin 1 per quarter
- Herstory Committee

 - Coordinate with ACNM Legacy
 - Archives for Affiliate documents
 - Annual goals
- Added Membership Value
 - Continue Spring CEU day (add nurse ce)
 - Plan retreat for self-care
 - Investigate loan of ACNM modules
- Internal Communications
 - Add value to Facebook/website
 - Consider g-mail for officers/tech meeting

- Peer Review
 - Initially tabled due to lack of guidance from national office: Have tabled idea until get guidance
 - Benchmarking was encouraged in place of Peer Review initiative, discussed at meeting, suggested “buddy system between practices, not done as yet*****
- >Herstory
 - Needs new energy, few projects accomplished
 - Have a volunteer for co-chair to coord with Legacy**
- Value
 - CEU Day has grown each year/no nursing CE due to issues with process
- Communications
 - Midwife of Month not successful; did get requests for info thru the site; current webperson has been unable to continue/website inactive *****
 - Facebook at > 743 followers/very active *****
 - ACNM Connect improved ability to “connect” with members

II. SUPPORT VISIBILITY OF MIDWIFERY IN NJ

- OMOT/Health Birth Initiative/Midwifery PR

- Use ACNM materials to get info out to consumers/Press releases
- Use variety of opportunities to publicize midwifery

- Affiliate Display

- 3 consumer/3 professional events yearly
- Continue give-aways at event
- Add diverse pictures of NJ Midwives
- Participate in career days/HS talks

- Facebook/Website

- Continued updating
- Midwife of the month (increase?)

- OMT/Healthy Birth/Midwifery PR

- OMOT and BirthTools are posted on NJ PQC website as tools for both consumers and professionals
- Obtained Midwifery week Joint Legislative Resolution*****
- NJ Affiliate Pins: sold for income and given out as part of Legislative/PR efforts
- Met with NJ First Lady to encourage midwifery aspect to Nurture NJ and publicity/attention to midwifery issues*****

- Affiliate Display/ PR

- Displayed at several events 2019: Student Nurses conference especially productive (Parent Expos/SPAN/Black Breastfeeding/ First Lady Family fest *****)
- Nail files continue to be a hit/New Pictures added

Facebook/Website:

Facebook as noted, updated weekly

Website: Monthly Banner change; need input from members on ideas (webperson resigned 2019-need new plan for website)*****

- Collaboration with Professional Groups
 - Continue current and build new relationships
- Consultant

 - Investigate short-term marketing
 - Publicity committee
- Affiliate Shirts/presence at Walks (Breast Cancer/MOD,etc)

- Collaboration
 - Have continued to collaborate with groups identified previously
 - Gaining visibility/voice in state
 - NJ is an “AIM” state; have an AIM rep to ACNM
 - FASD: Midwives are included in their new “State guidebook”
 - NJ Perinatal Quality Collab:
 - ACNM on steering Committee
 - Midwives involved in AIM/NSTV projects in many hospitals, also on state NTSV project*****
- Consultant
 - Publicity committee formed/no consultant at this time
- Affiliate Shirts/ Walk
 - Shirt idea was tabled; did walk in Women’s March in NJ...Affiliate supported DC Women’s March for Moms

III. MAINTAIN STRONG LEGISLATIVE/REGULATORY EFFORT

- Support ACNM Lobbying Efforts
 - Encourage Affiliate participation via social media/email

- Review Regulatory limits to practice
 - Work on DOH regulatory change for hospital privileges for CM's
- Lobbyist
 - Terminate current contract/request proposals for short term contracts
 - Develop specific project goals
- Meetings with Significant Stakeholders/groups
 - Follow-up with Insurance commissioner
 - Seek meeting with DOH Commissioner/Officers
 - Set specific goals
- ACNM Lobbying: Reminders thru connect
- Regulatory Issues
 - Met again with DOH to f/u regarding limitations to hospital practice for CM's - Proposed update of hospital regs to replace "CNM or Nurse-Midwife" to "NJ licensed midwife practicing within their scope" *****
 - Midwifery Regulations updates have successfully completed the process and received BOME approval; updates published *****
 - Met with Medicaid re: increasing reimbursement level (NJ is lowest in US at 70%) *****
- Lobbyist
 - Utilized lobbyist for 3 projects in 2019 –Mtgs with Horizon/DOH/Medicaid
- Stakeholder Meetings
 - Met twice with Horizon; were able to expand the codes for CNM/CM reimbursement to include variety of codes other than prenatal care/births (PE/IUD/Ist assist,etc)
 - ACOG supported hosp reg updates; NJHA/NJSNA


IV. COLLABORATION WITH OTHER PROFESSIONALS TO IMPROVE WOMEN'S HEALTH

- Continue Collaboration with groups from 2014-2015 - AWHONN, NJSNA, ACOG, Consortia ,AAP ,MOD,AIM
- Identify additional Outreach Opportunities
- Attend meetings other organizations/Invite reps to our meetings
- Participate in an activity with other organizations
- Identify Specific Areas of Women's Health to Champion in NJ

- Collaboration with these groups was continued and strengthened
- Additional: NJHA, NJIN, State DV task Force, Northern Consortia QI committee, FIMR
- ~~• Continue to attend: ACOG meetings (on agenda at each mtg),~~
- Identified Physiologic Birth (and reduction of C/S) through state initiatives; (Midwives on both hospital and community state NTSV work groups); Maternal Mortality
- Founding member: NJ Health Cares About Domestic/Sexual Violence Collaborative
- Collaborated with ACOG and AWHONN to support NJ Maternal Health Day (1-2-3 4Moms) on January 23rd; Testified before NJ Senate Committee and named with ACOG/AWHONN in proclamation declaring this day annually in NJ
- Co-chair of NJ PQC Racial Disparities Work Group to address disparities in Maternal and Infant Mortality
- Testified in favor of Maternal Health Bills in state Assembly; Present for Bill signing: State bill for new Maternity Mortality Review includes mandate for midwives included in both oversight board and on review team.*****
- Opportunity to contribute to new state Breastfeeding Strategic Plan*****



V. SUPPORT ORGANIZATIONAL CAPACITY

- Fiscal Planning
 - Evaluate Strategic Plan annually
 - Budget: Present to Exec Board annually for approval
 - Investigate award funding/consultation for non-profit budgeting
 - Fundraising
 - Evaluate 2015 event: Lessons learned
 - Need for future fundraising/goals
 - Annual Meeting
 - First Meeting of Year: Officer Installation
 - Business Address
 - Investigate options
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- Fiscal Planning
 - Annual executive retreats to review plan and plan for year
 - Budget annually since 2017-balanced!
 - Brief investigation /consult showed no need for separate 501C for awards, only separate account
 - Fundraising
 - 2015 Fundraiser reviewed; plans stored for reference
 - Annual Meeting
 - Business Address
 - Initially had office address in Lawrenceville, but did not utilize office space; Corporate Center ceased this type of offering
 - Continued with UPS store address in 2019 \$450/year; 24 Hr access; 2 sets keys(president/treasurer access; reduced copying costs *****
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NEW JERSEY AFFILIATE STRATEGIC PLAN 2019-2022

STRATEGIC GOALS

2019 - 2022



I. Maintain a Strong New Jersey Affiliate



II. Promote Midwifery Visibility in New Jersey



III. Promote Midwifery Representation and Collaboration within Women's Health Arena



IV. Maintain Strong Legislative/Regulatory Agenda



V. Support Organizational Capacity

I. MAINTAIN STRONG NJ AFFILIATE

- Membership Value
- Strengthen Committee Structure
- Support Student Involvement
- “Betty Hosford and Senior Midwife Awards
- “Walk for Midwives”
- Continue meetings in all parts of state/ Continue Zoom option
 - Try local Zoom “meet-ups” for meeting
 - Regional “socials”
 - ~~Continue CE Day as free for members~~
- Circulate committee descriptions; sign-up online and at meetings; committee time at meetings (?)
 - Add D&I Committee
- Follow through on suggestions from Student survey
 - Workshop for students at Affiliate meetings(before meeting/student group for meeting with “practice issues discussion groups)
 - Develop discussion in Connect for students to post need for preceptor/contact info
 - Develop “student section” on website with resources: helping with licensing process, resume writing, etc.
 - Help with Job search: updated info on website and/or connect
- Continue Annually
- Plan for “walk for midwives” 2020 or 2021 – support of membership/fundraising and PR

II. PROMOTE MIDWIFERY VISIBILITY IN NJ

- OMOT/Healthy Birth

- Public Relations-Publicity
 - Continue to utilize to publicize midwifery and midwifery model of care
 - Investigate other options for publicity of midwifery; develop contacts
 - Continue to work w/ office of First Lady
 - Affiliate Display
 - Continue to update/ 6 or more events
 - Contest for use of display for a practice for midwifery week
 - Build on Resolution for more Midwifery week publicity
 - Affiliate Pins/Nail files : reorder for sale/PR
 - Committee Established:
 - Updated Website Needed/Continue Facebook
 - Establish twitter/Instagram
- Social Media

III. PROMOTE MIDWIFERY REPRESENTATION AND COLLABORATION WITHIN WOMEN'S HEALTH ARENA

- Continue Collaboration with other groups
- Identify, obtain placement, and maintain presence/representation in key areas of Women's Health
- Continue to Champion Women's Health Issues
- Continue attendance at meetings of related organizations, support and attendance of their activities/
 - ACOG, NJSNA, AAP, MANA etc
 - Identify "point people" within Affiliate
 - Underwrite dues for NJSNS and MANA for President or her rep.
- Develop Resource to identify and maintain representation
 - Develop list of positions currently held (publish on website)
 - Identify additional opportunities and take steps for midwifery representation in these areas
- Continue to support efforts in these areas:
 - NJ Maternal Health Day
 - Racial Disparities work-Group of NJ PQC
 - Physiologic Birth
 - Others as identified

IV. MAINTAIN STRONG LEGISLATIVE/REGULATORY AGENDA

- BOME
- Address Regulatory Limits to Practice
- Legislation: Midwifery Law
- Lobbying efforts
- Address Insurance /Reimbursement and Access to panels
- Monitor Legislation
- Continue to examine Midwifery Practice regs for need for future updates; maintain full complement on Midwifery Liaison Committee
- Work to update regulations
 - Continued work with DOH re hospital/birth center regs (update for “NJ licensed midwife practicing within scope) to replace “midwife/CNM) regs
 - Work with Medicaid on reimbursement level to obtain increase to 100% of NJ Medicaid rate
- Establish Ad-Hoc Committee to Investigate new midwifery law (1 year)
- Continue “per project” with Lobbyist
 - Consider establishment of fund for lobbying efforts to prepare for new legislation
 - Consider plan for “lobby days”
- Meetings as needed with Insurance Companies; insurance brokers such as BenefitMall
- Monitor Women’s health bills; support as indicated
- Investigate ways to monitor legislation which could affect practice

V. SUPPORT ORGANIZATIONAL CAP[ACITY

- Fiscal and Strategic Planning
 - Fundraising
 - Business Address
 - Bylaws:ACNM mandates 3-year cycle for review/revision
 - Fiscal Planning/Budget
 - Continue annual exec retreat for review of strategic plan and Budget review/approval
 - Maintain balanced budget
 - Consider Multiple Fundraising Options
 - Need strong core committees/possible use of event planner
 - Plan Fundraiser “Gala” for Fall 2020
 - Walk for Midwives 2021
 - Possible assessment of midwives/practices if new legislation needed
 - Increase table fees/non-member fees for CE Day to \$600/\$50
 - Continue with UPS Store
 - Next Bylaw review due early 2022
 - Adhoc Bylaw committee will be established early 2021
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IDEAS? ?
SUGGESTIONS????

THANK YOU !!!!!

