

CONNECTING OUR COMMUNITY TO BETTER HEALTH



2009 Annual Report

MFHS
MATERNAL AND FAMILY
HEALTH SERVICES, INC.



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.**”

Our Core Values

Commitment to quality in our work and to the people we serve

Accountability for our actions and our demeanor

Respect for individuals within our agency and throughout the community

Excellence in performance and service





Connecting Our Community to Better Health

Maternal and Family Health Services makes a positive difference everyday in the lives of families in 16 Pennsylvania counties. The programs we offer for women and children are proven to protect health and wellness and build a strong foundation for a healthy future.

Over 125,000 people benefit from the high quality programs offered by MFHS. Our agency has demonstrated excellence in coordinating the delivery of programs that address critical needs for families, including access to healthy foods, nutrition education, reproductive health care, maternity care, cancer screenings, social services and referrals.

There's no question that the economic recession has increased the demand for non-profit services throughout our nation and our state. Everyday we see families coming to us for the first time because of job loss or downsizing. We are steadfast in our commitment to remain a resource for quality health and nutrition care, especially during this economic climate when families need us most.

This past year, as our nation struggled through an economic recession and we experienced an unprecedented budget crisis in Pennsylvania, Maternal and Family Health Services responded to a growing need for our services and took on new challenges. The budget crisis was a time to review our programs - identify what is essential to our programs and how to keep those programs alive during difficult times.

Whether it's a growing need or limited funding, the nature of the challenges we face will vary as we move forward during these uncertain economic times. With the aid of our devoted and caring staff, our community partners, and those who support and fund our programs, we will meet those challenges with renewed strength, determination and an unwavering belief in the power of prevention. Our work is tied to the health of the communities we serve and that connection motivates us to serve with excellence and compassion.



Bette Cox Saxton
President & CEO



George Rable
Chair, Board of Directors



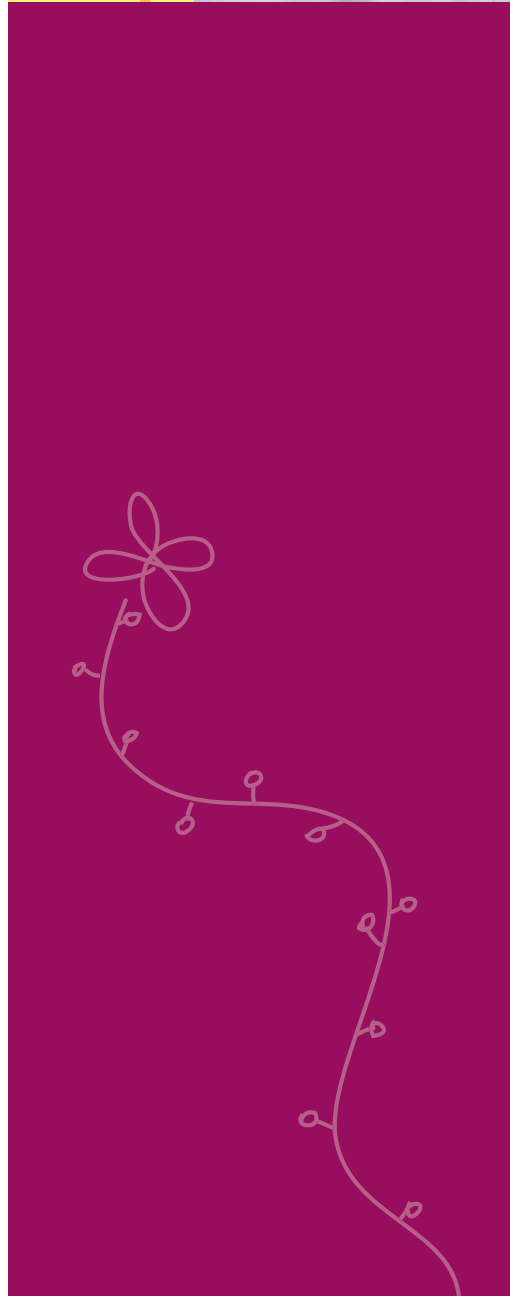


Who We Are...

Maternal and Family Health Services, Inc., 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, promote wellness, and empower individuals to realize the promise of better health.

Since 1971, MFHS has administered the delivery of essential and preventative services meeting the ever-changing needs of women, children and families through information, education and quality care. The agency oversees a system-wide network of health and nutrition centers in 16 Pennsylvania counties, serving over 125,000 individuals annually through the following core programs:

- **WIC (Women, Infants, and Children) Nutrition Program**
- **Family Planning Reproductive Health Program**
- **HealthyWoman Cancer Screening Program**
- **The Nurse-Family Partnership Home Visit Program**
- **Healthy Beginnings Plus Prenatal Program**



Maternal and Family Health Services offers a variety of programs that have a strong focus on prevention, health promotion and education. Together these programs form a network that improves the overall health and wellness of women, children and families in Pennsylvania.

Women, Infants and Children (WIC) Supplemental Nutrition Program

In 2009, MFHS celebrated 35 years of providing the Women, Infants and Children (WIC) Nutrition Program. WIC was established in 1974 to promote good nutrition for children and expectant mothers and has earned the reputation of being one of the most successful, cost-effective, federally-funded nutrition programs in the United States. MFHS was one of the first two agencies in Pennsylvania to administer the WIC Program, and now oversees the largest geographic WIC service network in the state. Today, WIC has become a key component of the safety net system for low-income and special needs families and functions as a vital link in our efforts to ensure all children have a healthy start. With participation levels at an all time high, the program continues to change and adapt to meet the needs of the families we serve.

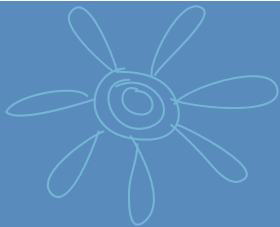
In October of 2009, the WIC Nutrition Program experienced the greatest change in its 35 year history with the introduction of a new food package. The program now offers a greater variety of nutritious foods to give children a healthy start. New food options include: fruits, vegetables, baby food, soy-based beverages and whole-grain products. This is in addition to the traditional WIC food package which includes: milk, cheese, cereal, peanut butter, juice, eggs, infant cereal and infant formula.

The new food package promotes breastfeeding by offering the greatest number of foods to mothers who breastfeed exclusively, supports infant feeding practices recommended by the American Academy of Pediatrics, and offers more options to meet the food preferences of the diverse populations served by the WIC program.



WIC is designed to improve children's nutrition during this critical period of development and is a resource for parents to establish healthy eating habits that last a lifetime. This cost-effective, successful public health program meets an urgent need for nutrition care for low-income women and their children in high-risk groups, and educates families about making healthy food choices, reducing childhood obesity, and maintaining healthy weight through sound nutrition.

WIC is for pregnant and breastfeeding women, and infants and children up to age 5. Income guidelines apply. WIC is a program of the Pennsylvania Department of Health with funds from the United States Department of Agriculture. WIC is an equal opportunity provider.



WIC Nutrition Program Profile

Average Monthly WIC Participation: 59,092 per month, an increase of 1.3% over the previous year. (Oct. 2008 - Oct. 2009)

MFHS WIC Service Network: 36 WIC Nutrition Centers in 16 Pennsylvania counties.

MFHS WIC Breastfeeding Rates: 50.4% of mothers served by MFHS WIC breastfeed for an average duration of 13.6 weeks.

MFHS WIC Retail Impact:

Approximately 390 retail grocery partners in the MFHS network generate over \$40.3 million in annual WIC redeemed checks.



Family Planning Program

The MFHS Family Planning Program is a resource for quality reproductive health care, education and counseling for women, men and young adults. Care is provided, regardless of income or insurance coverage, by skilled healthcare professionals offering a complete range of reproductive health services, including: gynecological and pelvic exams, cervical and breast cancer screening, testing and treatment for sexually transmitted diseases, access to birth control, pregnancy testing, counseling and referrals.

Services to teens are free and confidential and include counseling on responsible behaviors and healthy lifestyles. The National Family Planning Program (Title X of the Public Health Service Act) is funded

through the U.S. Department of Health and Human Services and is an integral component of our nation's public health system.

Family Planning is basic health care throughout much a woman's life, and for many of the women served by MFHS, the program is their only access to preventative care. MFHS has a 37 year history of excellence and efficiency in front line service delivery and helping women stay healthy, act responsibly, and plan for strong families.

The MFHS network of 44 contract and direct service family planning sites provides quality, confidential reproductive healthcare to more than 32,500 patients annually.



Population Profile

32,539 patients received reproductive health care.

67,314 total family planning visits

12,863 women received Pap tests.

30,047 women reported an income of less than 200% of the federal poverty level.

13,779 women on Medical Assistance or MA-HMO

Ethnicity:

White 80.85%; Black 5.77%;
Other/Unknown 3.84%; Asian 0.82%;
Multiracial 8.15%; Native American 0.10%;
Pacific Islander 0.47%

Origin:

Hispanic Origin 12.65%; Non-Hispanic
Origin 87.31%; Unknown 0.05%



Safeteens Project

The MFHS Safeteens Initiative provides Pennsylvania teenagers with reliable, medically accurate and age appropriate information on a variety of health and wellness topics. The Safeteens wallet card, toll-free hotline (1-866-Safeteens) and website (www.safeteens.org) encourage teens to respect themselves and protect their futures by promoting healthy lifestyles and connecting teens to family planning services available across the state.

Cancer Screening Programs

Early detection is key to surviving breast and cervical cancer, but uninsured and low-income women are the least likely to get screened for these diseases because they cannot afford the high cost of screenings and diagnostic testing. MFHS cancer screening programs provide free, life-saving screenings for breast and cervical cancer for women ages 40 -64 with low to moderate income who do not have adequate medical insurance.

HealthyWoman Program helps women overcome the financial barriers to care and empowers them to seek essential cancer screening, preventative care and early treatment. Funded through the U.S. Centers for Disease Control, and the Pennsylvania Department of Health, the HealthyWoman Program provides a full-range of screening and diagnostic services, including mammograms, clinical breast examinations, education on breast care, Pap tests and pelvic examinations, and referrals for further treatment if necessary.

MFHS and the Northeast Pennsylvania Affiliate of **Susan G. Komen for the Cure** have formed a partnership to offer free breast health services for uninsured and underinsured women. This joint initiative supplements existing breast health services and allows MFHS to use resources for the greatest good and ensure that women in need of breast cancer screenings are enrolled in a program that will most effectively and efficiently provide the care they need. The program utilizes a toll free telephone hotline (1-877-mammo-4-U) to connect women with life-saving breast cancer screening services.

Cancer Screening Statistics

Number of women served: 1,778

Number of mammograms: 1,657

Number of ultrasounds: 100

Breast cancers diagnosed: 35





SelectPlan for Women

Many women can receive free birth control, Pap tests, STD testing and more through SelectPlan for Women - a no cost plan that covers family planning and birth control.

SelectPlan for Women covers: Birth Control, Emergency Contraception, Pap Tests, STD Testing and Treatment, HIV Testing and Counseling, Breast Exams and Routine Women's Health. The program is for women between the ages of 18 and 44 years old who have no health insurance that covers family planning services and meet income and residency guidelines. SelectPlan for Women allows more women to have access to care which helps them lead healthy lives, make responsible choices, determine family size, plan for the birth of healthy children, and improve their overall health and wellness. Over 4,200 women were enrolled in this new program through the MFHS network this past year.

A program of the Pennsylvania Department of Public Welfare.

Nurse-Family Partnership

Nurse-Family Partnership helps change the lives of vulnerable first-time moms and their babies through ongoing home visits from registered nurses. This evidence-based community health program has proven results including long-term family improvements in health, education and economic self-sufficiency.

The Nurse-Family Partnership guides at-risk, first-time mothers through pregnancy and provides support during the critical first two years of the child's life. This prevention program is proven to help families develop the strengths and skills that will be the foundation for a lifetime of health and economic stability. Family involvement is an important component of the Nurse-Family Partnership model which helps ensure a stable and loving future for the child.

MFHS offers this program in Lackawanna, Wayne, Susquehanna and Luzerne Counties.

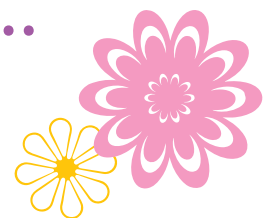
Families served: 345 families currently served
Average age of mothers: 19 years
Average gestational age upon entry to the program: 16-17 weeks gestation
Breastfeeding: over half of mothers breastfeed at birth
Median income: \$13,500 annual
Employment: half the mothers in the program are working at 24 months
Ethnicity: 79% white, 8% Hispanic, 6% African-American, 5% multiracial, 2% other
Immunizations: 98% of babies immunized at 24 months
Education: a third of the mothers without High School diplomas complete their GED by 24 months. Of mothers entering the program with a High School diploma or GED, over 16% were in further education at 24 months.

Healthy Beginnings Plus Program Statistics

Maternity Enrollments: 426
Total Visits: 3,406
Babies Delivered: 362



Healthy Beginnings Plus Program



Healthy Beginnings Plus is a prenatal program which takes a positive, proactive role in ensuring a healthy pregnancy. The comprehensive package of services includes medical and social services that are essential for healthy birth outcomes, especially among mothers with high-risk pregnancies.

Sponsored through the Pennsylvania Department of Public Welfare, the program expands the scope of maternity services through the Medical Assistance Program. Services are available to assist low income, pregnant women, who are eligible for Medical Assistance.

The MFHS Healthy Beginnings Plus Prenatal Program annually provides complete prenatal and postpartum care to low-income or uninsured mothers-to-be in Lackawanna County at the Circle of Care facility, Scranton. The Circle of Care staff works in partnership with an outstanding team of medical professionals at the Moses Taylor Hospital Family Birthing Suites, Scranton, to provide comprehensive obstetric, labor and delivery care for Healthy Beginnings Plus patients.



Year in Review

This year Maternal and Family Health Services faced the challenges of an economy in crisis, a growing need for services, a protracted state budget impasse and reductions in program funding. The agency not only met those challenges, but responded with innovation, creativity, and a renewed commitment to remaining a source of quality care for the people we serve.



Nurse-Family Partnership – Luzerne County

The Luzerne County Nurse-Family Partnership joined the MFHS family of services in 2009, making MFHS one of the largest providers of the Nurse-Family Partnership program in Pennsylvania. The program has served low-income, at-risk families in Luzerne County for 10 years with outstanding results, including improved pregnancy outcomes, improved quality of care for the child, improved child health and development, and improved maternal life course development. After months of delays due to the Pennsylvania state budget impasse, MFHS was able to bring 11 nurses and support personnel to the MFHS service network and continue services for over 200 families in Luzerne County.

Early and Periodic Screening, Diagnosis, and Treatment (EPSDT) Program

MFHS is now offering infant and childhood checkups at the Circle of Care Health Center, Scranton, in partnership with Dr. Linda Thomas-Hemak and Nancy Greer, Nurse Practitioner, from the Scranton Temple Residency Program of Mid-Valley Practice. The well-baby and well-child checkups are offered as part of the Early and Periodic Screening, Diagnosis, and Treatment (EPSDT) program for Medicaid eligible babies and children. EPSDT is the child health component of Medicaid designed to improve the health of low-income children through appropriate and necessary pediatric services. The partnership with The Scranton Temple Residency Program allows MFHS to offer more preventative care to the families we serve and help address the critical shortage of providers in Lackawanna County.

Intensive Case Management for Maternity Patients

The Blue Ribbon Foundation of Blue Cross of Northeastern Pennsylvania provided funding for a social worker to provide intensive case management for at-risk maternity patients in the Healthy Beginnings Plus Program at the MFHS

Circle of Care, Scranton. The added social worker resource has provided extraordinary benefits to both clients and practitioners, including an increase in appointment compliance from 64% to 88%. The grant also allowed for collection of both qualitative and quantitative data to further identify and improve care services to clients and assist MFHS in seeking future funding and joint venture opportunities to enhance services.

Title X Competitive Grant 2009

MFHS was awarded a competitive grant for continuation of federal Title X funding for the agency's family planning program. In the application, MFHS demonstrated the need for the family planning program in our service area and the agency's ability to meet that need with effective use of Title X funding. The process included a system-wide needs assessment and detailed work plan that describes the agency's goals, objectives and action steps for administration, support and deliverables.

Teen Pregnancy Prevention Initiative

MFHS developed a partnership with the Allentown Health Bureau to deliver evidence-based education on pregnancy prevention and reproductive health care to teens and young adults. The collaborative effort uses community resources and partnerships to implement the Teen Pregnancy Prevention Initiative.

STD Screening and Outreach to Hispanic Population In Berks County

MFHS worked with Reading Community partners to design and coordinate an effort to provide screenings for sexually transmitted diseases to the underserved Hispanic population in greater Reading and Berks County in the spring of 2009.

WIC Food Package Revisions

Families who participate in the Women, Infants and Children (WIC) Nutrition Program now have access to a wider variety of healthy foods. Starting October 1, 2009, the food packaged offered to low-income families with young children includes fruits, vegetables, whole grains

and other healthy choices. The MFHS WIC Department spent months preparing staff and WIC participants for the changes.

35th Anniversary of WIC

Maternal and Family Health Services celebrated the 35th anniversary of providing the WIC Nutrition Program in Pennsylvania. MFHS was one of the first two agencies in the state to administer the WIC Program, and the agency now oversees the largest geographic WIC service network in Pennsylvania.

Kiosk Education Technology

MFHS implemented kiosk education technology at agency centers as part of various grant projects, including the Fit For Life nutrition education kiosk is available at the South Scranton WIC Nutrition Center, the tobacco cessation and education kiosk for Northern Tier counties, the Women's Wellness kiosk developed by the PA Commission for Women at Luzerne and Monroe county WIC Centers, and the Babies Breath kiosk at Circle of Care, Scranton.

Social Networking

MFHS expanded its internet presence by adding a social networking component to the agency's Marketing efforts. The agency created a Facebook page to post agency updates, raise awareness through viral networks, and connect with other organizations and supporters.

MFHS Culture Survey

The agency conducted a survey of all employees asking questions about leadership, communication and overall satisfaction with employment at MFHS. The thoughtful and honest feedback of MFHS staff revealed a passion for their work and important information for maintaining an adaptive and responsive organization. Over 80% of staff participated in the survey and the overall satisfaction rate at MFHS is very high, with 97.3% of MFHS staff responding they are "proud to be a part of MFHS."



List of Donors

Helping people make positive changes in their lives and their children's lives is a sound investment in the future. Now more than ever, Maternal and Family Health Services relies on the generosity of friends and supporters who share our belief that no one must walk alone through difficult times, that we are all connected, and that keeping families healthy and strong will keep our community healthy and strong.

The following donors have made an investment to support the MFHS mission of caring. Each gift makes a difference. On behalf of the families we serve, please accept our sincere thanks.

The below lists include gifts and support received between 10/1/2008 and 12/31/2009. MFHS wants to ensure that every donation is acknowledged correctly. If your name is omitted or listed incorrectly, please accept our apologies and contact us at 1-800-367-6347 so we can correct the error.

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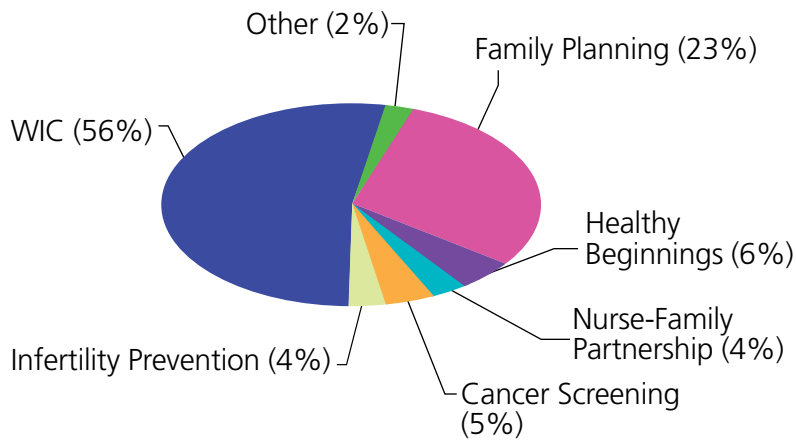
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Wyoming Valley Wellness Trails
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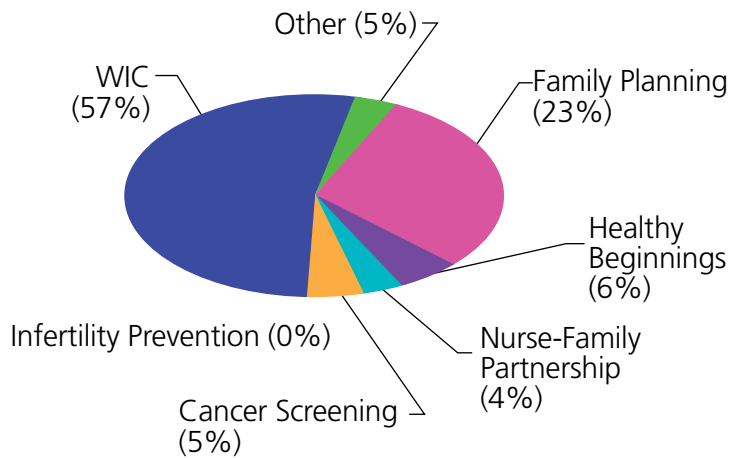
Fiscal Report

Fiscal Year End June 30, 2009



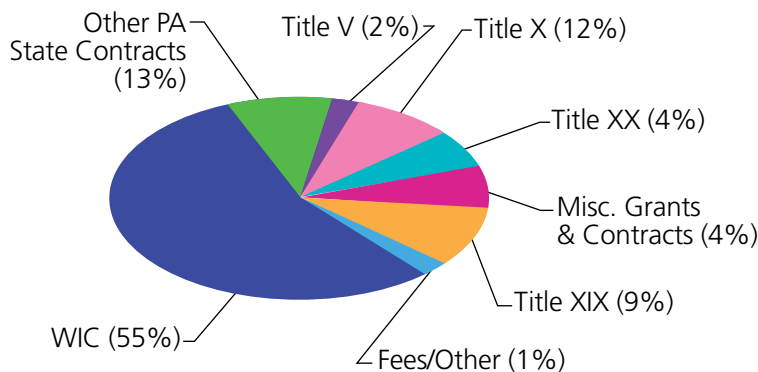
Project Revenues

Family Planning	\$3,444,822
Healthy Beginnings	\$954,917
Nurse-Family Partnership	\$540,162
Cancer Screening	\$715,519
Infertility Prevention	\$556,211
WIC	\$8,149,623
Other (1)	\$317,696
Total	\$14,679,950



Project Costs

Family Planning	\$3,273,576
Healthy Beginnings	\$830,015
Nurse-Family Partnership	\$540,162
Cancer Screening	\$725,974
Infertility Prevention	\$10,873
WIC	\$8,149,623
Other (1)	\$707,611
Total	\$14,237,834



Source of Funds

Title X	\$1,725,643
Title XX (2)	\$588,220
Title V	\$284,890
Title XIX (2)	\$1,349,359
Fees/Other	\$125,079
WIC	\$8,149,346
Other PA State Contracts	\$1,840,269
Misc. Grants & Contracts	\$617,144
Total	\$14,679,950

(1) Includes Genetic Screening, Tobacco Cessation, Wellness Trails, Endowment, Fundraising, and Capitalized Equipment.

(2) Includes state matching dollars.

2009-2010 Board of Directors

The Board of Directors impacts our community through the guidance, vision, direction, and oversight they provide to Maternal and Family Health Services. This governing body is made up of volunteers from diverse fields of expertise who are deeply committed to making a positive difference.

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Carol Lipperini, *Director of Purchasing and Facilities Management*

Roberta McHale, Ph.D., *Nurse-Family Partnership Supervisor*

Tara Mowbray, *Fiscal Manager/Human Resources Specialist*

Carol Nicholas, *Director of Community Services*

Andrea Schappert, *Senior Operations Manager/Infant Feeding Specialist*

Cindy Selinsky, *Director of Training and Quality Improvement*

Donna Sledziewski, *Director of Information Systems*

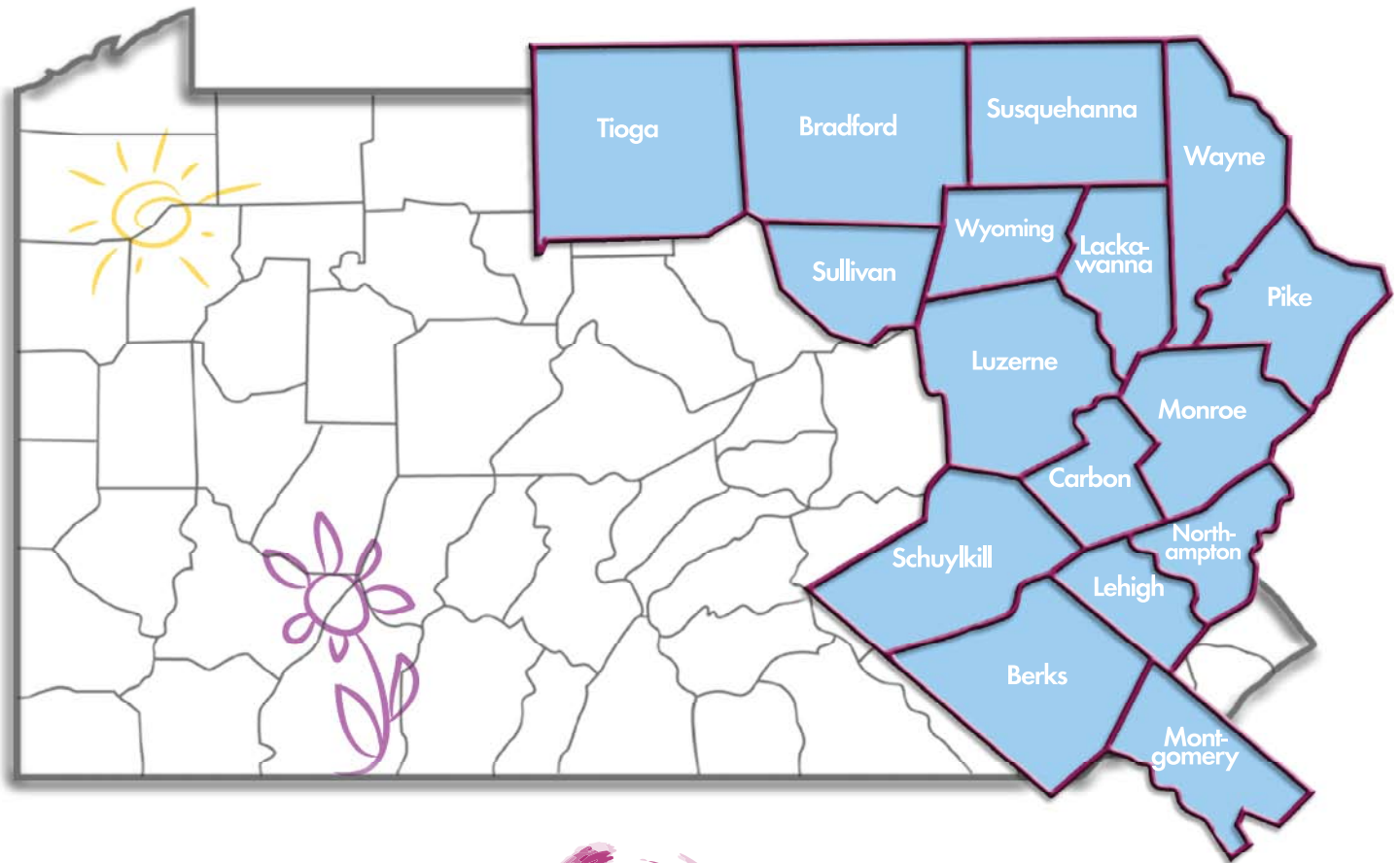
Barbara Thorn, *Senior Operations Manager (Montgomery, Lehigh, and Berks Counties)*





MFHS Pennsylvania Service Area

Connecting Our Community to Better Health



Maternal and Family Health Services, Inc.
 15 Public Square • Wilkes-Barre, PA 18701-1700
 570-826-1777 • 1-800-367-6347
 e-mail: marketing@mfhs.org

www.mfhs.org

www.safeteens.org