



NURTUREPOINT

Leadership Summit



December 9, 2024

9 a.m. - 5 p.m.

East Brunswick, NJ



Dear Nurture NJ Partners,

Thank you all for joining our 7th annual Nurture NJ Leadership Summit. A summit of this size and scope does not happen by accident - many people have been working hard to pull today off much as we have done over the last many years.

Since 2018, I - together with my incredible team and partners - have used this summit to bring together experts from across the state and around the country to openly discuss and identify solutions tackling New Jersey's maternal and infant health crisis. In years past our summit has unearthed an array of initiatives through our breakout sessions and individual conversations. Much of the more than 65 pieces of legislation and inspiring progress we have made is a direct result of this annual summit. I know today will be no different.

Today's convening is focused on strengthening, growing and diversifying the perinatal workforce. As you can see from the agenda, topics, speakers, panelists, companies and organizations represented here today, the work we will do during our hours together will be uniquely rooted in collaboration and cross-sector understanding. We will strive to share the best practices in educating and training the next generation. We will highlight innovative policies and programs that have helped transform the typical approach to maternal

Agenda

by First Lady Tammy Murphy

by Congresswoman Bonnie Watson Coleman

Jennie Joseph, *Founder, Commonsense Childbirth*

Amy Murtha, *MD, Dean, Robert Wood Johnson Medical School*

Janet A. Dickerson, *Communications Consultant, Black Mamas Matter Alliance*

Maritza Raimundi-Petroski, *Vice President, Strategic Initiatives, The Children's Home Society of New Jersey*

Stephanie Lagos, *Chief of Staff, Office of the First Lady of New Jersey and Deputy Chief of Staff, Office of the Governor of New Jersey*

Dr. Joia A. Crear-Perry, *Founder and President,*

SARAH ADELMAN

Commissioner, New Jersey Department of Human Services

<https://www.nj.gov/humanservices/>

Commissioner Sarah Adelman has led the New Jersey Department of Human Services since January 2021 and was confirmed as Commissioner in March 2022. Under her leadership, the Department has helped residents through the pandemic by making significant investments in childcare and food assistance, improving and expanding services for older adults and individuals with disabilities, protecting health coverage for more than 2 million residents, and continuing to enhance mental health and addiction services.

Adelman joined the Department in 2018, initially serving as a Deputy Commissioner, overseeing the Division of Developmental Disabilities, Division of Aging Services, and the Division of Medical Assistance and Health Services, which operates the Medicaid/NJ FamilyCare program. She also served on the Board of the New Jersey Housing and Mortgage Finance Agency.

The Department's programs serve one in three New Jersey children and one in five adults, with a budget of approximately \$20 billion in state and federal funds and a staff of about 7,500.

Before joining Governor Murphy's Administration, Adelman served as Vice President at the New Jersey Association of Health Plans and Chief of Staff at the New Jersey Health Care Quality Institute. She also served on the Board of Trustees for Samaritan Healthcare and Hospice and the Board of Directors for a statewide child abuse and neglect prevention program.

Adelman received her Bachelor of Arts summa cum laude from Rowan University and a certificate in Advanced Healthcare Leadership from Seton Hall University as a fellow in the inaugural class of the New Jersey Healthcare Executives Leadership Academy.

LISA ASARE

President and CEO, New Jersey Maternal and Infant Health Innovation Authority

<https://www.nj.gov/njmihia/>

In March 2024, Lisa Asare was appointed as the President and Chief Executive Officer of the NJ Maternal and Infant Health Innovation Authority, the first and only such state authority in the nation, established to address maternal and

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Speakers

JANET DICKERSON

Co-Founder & Principal, Human Impact Solutions
Communications Consultant, Black Mamas Matter Alliance
HumanImpactSolutions.com • [LinkTree](#)

Janet A. Dickerson is a seasoned communications expert and cultural strategist with nearly two decades of experience delivering high-impact public relations and integrated marketing services for social impact campaigns and causes. Dickerson, a New Jersey native, began her career in municipal government as Press Officer for U.S. Senator Cory Booker while he was Mayor of Newark, New Jersey. In 2010 she launched Human Impact Solutions, a boutique communications consultancy that advises numerous companies, nonprofits, foundations and thought-leaders, and artists, including the NJ Family Planning League, Kaiser Family Foundation, W.K. Kellogg Foundation, 7x NBA Champions the Golden State Warriors, and acclaimed filmmaker Ava DuVernay.

Since 2018 Dickerson has worked as a PR and communications consultant with the Black Mamas Matter Alliance (BMMA), the leading organization working to advance Black Maternal Health in the United States. In this role she supports the execution of “Black Maternal Health Week,” BMMA’s annual campaign that has been recognized by the White House, as well as cities and states nationwide. Most recently Dickerson executed PR and live production for BMMA’s bi-annual Black Maternal Health Conference and Training Institute (BMHC) held in Atlanta in September 2024.

An alum of the American Express Social Justice Leadership Academy, Dickerson serves on the board and as VP of Media Engagement at the Black Public Relations Society – New York and is a member of the National Association of Black Journalists (NABJ) and ForbesBLK. She earned a Bachelor’s in Journalism from Temple University and currently resides with her family in Somerset New Jersey.

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linkedin.com/company/humanimpactpr

CAROLE JOHNSON

Administrator, Health Resources and Services Administration

Speakers



MARITZA I. RAIMUNDI-PETROSKI

Vice President, Strategic Initiatives, The Children's Home Society of New Jersey

www.chsofnj.org

Maritza I. Raimundi-Petroski has been working at The Children's Home Society of NJ since 2004 and currently holds the position of Vice President of Strategic Initiatives, Community Engagement, and Prevention. She oversees a portfolio of maternal, child health, and family services across several counties, including Mercer, Ocean, Monmouth, and Middlesex Counties. These programs include Connecting NJ, Healthy Women Healthy Families, Family Connects, Early Childhood Intervention Services, Family Success Centers, AMAR and Multicultural Community Based Doula Programs, CUNA and Body and Soul Prenatal Health Education and Support Group Programs, Mercer County WIC Program, Postpartum Community Doulas, Postpartum Education Services, among other programs.

She has a Master's in Public Administration with a concentration in Nonprofit Management from the Rutgers Graduate School of Administration and Public Affairs. Maritza has also completed the Thomas Edison State University Leadership Trenton Fellowship Program at the John S. Watson Institute for Public Policy and the NJ Governors Hispanic Fellowship Program from the Center for Hispanic Policy, Research, and Development. Her training includes being a Community Health Worker from the Rutgers School of Management and Labor Relations. She recently received her HealthConnect One Community-Based Doula Replication Training of Trainers Certificate.

Governor Phil Murphy appointed Maritza as one of six public members on the Board of the New Jersey Maternal and Infant Health Innovation Authority. The Burke Foundation has also recognized her as one of five Community Champions of 2023. This year, she received the Dr. Antonia Pantoja Award for her work with women, infants, and children for the past 25 years in the City of Trenton. Additionally, she serves as an Advisory Board Member for the New Jersey Doula Learning Collaborative, is a Trustee at the Trenton Health Team, where she Chairs the Community Advisory Committee, and is part of the Executive and Governance Committee. She's a Board of Trustees for the Puerto Rican Friends and Community Organization. Maritza is also a Role Model for the Hispanic Inspiring Student's Performance and Achievement (HISPA) organization and is seated on the Womanspace's Advisory Committee. She also volunteers in different committees and groups across the state.

Maritza co-founded MAPA Collaborative, a woman and minority-owned consulting firm specializing in organizational development, professional development, education and training, and community engagement. She is married to her high school sweetheart and lives in Lawrenceville, NJ. Her greatest accomplishment is giving birth to her daughter, Gabriela.



KIMBERLY SEALS ALLERS

Founder, IRTH App

<https://irthapp.com/>

Kimberly Seals Allers is an award-winning journalist, five-time author, international speaker, strategist, and advocate for maternal & infant health. A former senior editor at ESSENCE and writer at FORTUNE magazine, Kimberly is a leading voice on the racial and socio-cultural complexities of birth, breastfeeding, and motherhood. She is the founder of Irth, a new "Yelp-like" app for Black and brown parents to address bias and racism in maternity and infant care. Kimberly also created Birthright, a podcast about joy and healing in Black birth that centers on positive Black birth stories as a tool in the fight for birth justice and reverses the narrative of negative statistics common in mainstream media coverage of Black maternal health. Learn more at KimberlySealsAllers.com. Follow her @iamKSealsAllers on Facebook, Twitter, and Instagram.

NEEL SHAH, MD, MPP, FACOG

Chief Medical Officer, Maven Clinic

<https://www.mavenclinic.com/>

Dr. Neel Shah, MD, MPP, FACOG, is Chief Medical Officer of Maven Clinic, the largest virtual clinic for women's and family health, and visiting scientist at Harvard Medical School. He is a globally recognized expert in designing solutions that improve health care, and is listed among the "40 smartest people in health care" by the Becker's Hospital Review. His work to build equitable, trustworthy systems of care has been profiled by the New York Times, Good Morning America, and other outlets, and is featured in the documentaries "Color of Care," produced by Oprah Winfrey, and "Aftershock," which is currently streaming on Hulu.

Dr. Shah has written more than 50 peer-reviewed academic papers and contributed to four books, including as senior author of *Understanding Value-Based Healthcare* (McGraw-Hill), which Don Berwick has called "an instant classic" and Atul Gawande called "a masterful primer for all clinicians." Prior to joining the Harvard faculty, Dr. Shah founded Costs of Care, an NGO that curates insights from clinicians and patients to help delivery systems provide better care. In 2017, he co-founded the March for Moms Association, a coalition of more than 20 leading organizations, to increase public and private investment in the wellbeing of mothers. Dr. Shah serves on the

