Dear Friends,

Premature birth affects us all. There are 15 million babies born prematurely each year around the world, of which 1 million will die. The average medical costs for a premature baby are more than 12 times greater than for a healthy baby. Many survivors of low-income families face a lifetime of disability and bleak survival rates due to a lack of effective care for infections and breathing difficulties.

The March of Dimes focuses its resources to end premature birth by investing in Prematurity Research Centers to integrate scientists across many lines of inquiry facing the complex causes of prematurity, education for moms and health care providers, community programs to ensure women have access to group prenatal care and services to reduce health risks during pregnancy, and advocacy giving voice to babies and families.

In 2015, the March of Dimes invested more than $1.3 million in research and community grants right here in New Jersey. Healthy Babies are Worth the Wait® in Newark has reduced preterm births among African American women who received prenatal care and postpartum support. Another March of Dimes program showing positive results, Becoming a Mom®, has trained 90 community health workers to connect women with education and case management services.

Looking ahead, we are expanding our intervention programs to other areas with high preterm birth rates such as Paterson, Jersey City, and Burlington County.

None of these efforts could be made without the generous support of our sponsors, partners, donors, and volunteers. Our special events including March for Babies, Born to Shine, Golf for Babies, Signature Chefs Auctions, Nurse of the Year Awards, and Real Estate Award Reception help us raise the money needed to fund local and national programs.

On behalf of the entire New Jersey Chapter of the March of Dimes and our babies – those born and those we have yet to meet – thank you for your continued support to give a fighting chance to every baby.

Sincerely,

Matthew Siegel
New Jersey Chapter – State Board Chairman

New Jersey Chapter
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Sayreville, NJ 08872
(732) 952-9010
marchofdimes.org/newjersey
From ensuring access to prenatal care to partnering with local health departments to prevent premature birth, we’re reaching moms and families with information and support in communities around New Jersey.

**Burlington Healthy Babies are Worth the Wait**

Healthy Babies are Worth the Wait® (HBWW) is an initiative to encourage healthy, full-term births through the education of women and health care providers, quality improvement activities with hospitals, awareness activities, and community partnerships.

**Community Partnerships**

The HBWW Community Advisory board has members from various Burlington County organizations including Virtua Memorial Hospital, Virtua Center for Women, Southern Jersey Family Medical Centers, Inc., Burlington County Health Department, Burlington County Community Action Program, New Jersey Department of Health, Moms Quit, and the Southern New Jersey Perinatal Cooperative.

**Target Population**

Pregnant women residing in Burlington County, New Jersey in the diverse communities served by Virtua's Center for Women and Southern Jersey Family Medical Centers.

**Primary Interventions**

- Regular checkups and group education and support for pregnant women as part of the CenteringPregnancy® model of group prenatal care
- Increasing the number of women who receive interconception care by improving attendance at postpartum appointments
- Increasing smoking cessation referrals
- Group education sessions for pregnant women as part of Becoming a Mom/Comenzando bien®
- Medical education for community providers
- Community education by community health workers in various settings such as churches and neighborhood meetings

**Paraprofessional Training**

Ninety Community Health Workers and Central Intake staffers from across the state attended trainings on reducing the risks of preterm birth and the importance of the postpartum visit. These paraprofessionals are on the front line of healthcare, providing education and connections to services for those in their communities. Each worker was provided with the Becoming a Mom/Comenzando bien curriculum and instructions on how to provide both group and individual education on prenatal care. Increasing knowledge of prematurity risk reduction to underserved women in New Jersey is one of the goals of the Prematurity Campaign.
Advocacy

We continue to speak out on behalf of moms, babies, and families. In 2015, the tremendous efforts of volunteers in New Jersey resulted in a variety of policy wins to help women have full-term pregnancies and healthier babies.

Electronic Cigarettes and Pregnancy
Use of electronic cigarettes (e-cigarettes) has increased dramatically in the US since their introduction in 2007. These products have been marketed both as an alternative to traditional tobacco products and a smoking cessation tool. However, their safety and efficacy remain poorly understood. E-cigarettes are not currently regulated by the Food and Drug Administration (FDA), although this may soon change. The FDA has proposed to “deem” e-cigarettes as products subject to the Family Smoking Prevention and Tobacco Control Act, which would allow the agency to regulate them similarly to tobacco products.

Background
E-cigarettes consist of an “e-liquid” cartridge, atomizer, battery, and mouthpiece. The e-liquid contains variable amounts of nicotine, flavorings, and other chemicals which help to aerosolize the solution upon inhalation. Studies have indicated e-cigarette vapor may contain variable levels of carcinogenic and toxic compounds also found in traditional tobacco cigarettes, including tobacco-specific nitrosamines and diethylene glycol, a poisonous solvent. Aerosolized e-liquids have also been shown to contain heavy metals such as lead, chromium, and nickel. The consequences to human health from repeated exposure to these substances at such variable levels is unknown. One key study has shown e-liquid flavorings have a more toxic effect on human embryonic stem cells than adult cells. This suggests the developing fetus may be uniquely susceptible to e-liquid toxicity. In animal studies, prenatal nicotine exposure increases the risk of developing many chronic diseases, including asthma, diabetes, obesity, cardiovascular disease, and hypertension. Use of other nicotine-containing products, such as smokeless tobacco, during pregnancy is associated with lower birth weight, increased stillbirth rates, and preterm birth.

Policy Issues
In general, the March of Dimes supports the application of tobacco laws to e-cigarettes, including restrictions on sales to minors, public space smoking bans, and taxation. Quality control of e-cigarettes is a significant problem. FDA investigations showed that nicotine content varies even in liquid cartridges with the same brand and label, as well as among brands. Low amounts of nicotine were also found in an e-liquid cartridge labeled as nicotine-free. More research is needed to better understand the health effects of e-cigarettes on individuals and specifically their impact on pregnant women and their babies.
# 2015 Revenue allocations

**Operating Activity:**

<table>
<thead>
<tr>
<th>Revenue</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Campaign Contributions</td>
<td>3,727,311</td>
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<tr>
<td>Less: Direct Benefits Expense</td>
<td>-283,889</td>
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<tr>
<td>Net Campaign Contributions</td>
<td>3,443,422</td>
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<tr>
<td>Bequests/Memorials</td>
<td>14,553</td>
</tr>
<tr>
<td>Other Public Support</td>
<td></td>
</tr>
<tr>
<td>Total Public Support</td>
<td>3,457,975</td>
</tr>
<tr>
<td>Program Services Revenue</td>
<td></td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>70,275</td>
</tr>
<tr>
<td>Total Operating Revenue</td>
<td>3,584,367</td>
</tr>
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</table>

**Expenses:**

<table>
<thead>
<tr>
<th>Expenses</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Payments to the National Office to Support Research and Other Program and Supporting Services</td>
<td>1,123,413</td>
</tr>
<tr>
<td>Public Health Education</td>
<td>806,206</td>
</tr>
<tr>
<td>Professional Health Education</td>
<td>242,301</td>
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<tr>
<td>Community Services</td>
<td>1,105,048</td>
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<tr>
<td>Medical Services</td>
<td>0</td>
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<tr>
<td>Total Program Services</td>
<td>3,276,968</td>
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<tr>
<td>Management and General</td>
<td>202,001</td>
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<tr>
<td>Fundraising</td>
<td>336,595</td>
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<tr>
<td>Total Expenses</td>
<td>3,815,564</td>
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<tr>
<td>Excess/(deficit) in operating revenue over expenses</td>
<td>-231,197</td>
</tr>
<tr>
<td>Non-operating investment gain/(loss)</td>
<td>-23,455</td>
</tr>
<tr>
<td>Net increase/(decrease) in net assets</td>
<td>-254,642</td>
</tr>
<tr>
<td>Net assets, January 1, 2015</td>
<td>7,998,757</td>
</tr>
<tr>
<td>Net assets, December 31, 2015</td>
<td>7,744,115</td>
</tr>
</tbody>
</table>
Adelyn’s story

Each year, a very special family plays an important role in putting a face to our mission and helping raise awareness of the serious problem of premature birth. In 2015, the Bradleys shared their personal story at the Hudson County March for Babies.

Dina Jo and Ryan Bradley’s daughter Adelyn Alfe Bradley was born at 27 weeks, almost three months before her expected due date. Although her life was short, those 33 days were filled with never-ending strength, love, happiness, and joy from their family and the staff at the NICU at St. Joseph’s Children’s Hospital in Paterson. Dina Jo and Ryan truly believe that if it wasn't for the tireless and groundbreaking work that the March of Dimes has done for over 75 years, they would not have had that chance to meet their daughter and have those joyous days with her. Although Adelyn was initially progressing well, she acquired an all-too-common infection found in premature babies called Necrotizing Enterocolitis (NEC). Twenty-four hours after the diagnosis of NEC, Adelyn passed due to complications of the infection. The caring staff of the NICU comforted the Bradleys as they held their daughter for one last time. They were never able to bring their daughter home.

“When she was born, I remember hearing her cry and it was the most beautiful sound I have ever heard. Adelyn was and remains to be the strongest little girl I have ever known and I am extremely grateful that I am her mother. This is a heartbreak that happens more often than you think. I have met many mothers who live every day with a missing piece in their hearts. It is a loss than no one should experience. We hope by giving back to the March of Dimes, no family will have to endure this devastating pain,” said Dina Jo.

Shortly after Adelyn was born, the Bradleys received a very special gift from a friend who also traveled the NICU journey with her child. She send them a heartfelt note of hope and strength and also gave them a tip: babies love to hear the sound of their parents’ voices. Along with the note was a book – a book that they could read to Adelyn while she was in her isolette so she could hear their voices. That night, with much excitement, they read the book to Adelyn as a bedtime story and it brought love and comfort to not just Adelyn but also to both Dina Jo and Ryan. They began to add more children’s books to their collection and Adelyn received at least two bedtime stories every single night.

To honor Adelyn and pass on comfort and love to other families who are in the NICU, the Bradleys started “Adelyn’s Book Buggy.” This cart of donated books serves as a mini library of children’s books for NICU families at St. Joseph’s Children’s Hospital in Paterson.

“We hope that when parents read one of those books to their baby, it will help to bring their family love, hope, strength, and comfort, as it did for our family,” said Dina Jo.

The Bradleys will serve as the 2016 Hudson County March for Babies Ambassador Family where they will share some special news – Dina Jo is pregnant again, and their baby is due on Adelyn’s birthday.
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Thank you to our New Jersey Chapter sponsors
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None of our work to support moms, babies, and families would have been possible without the commitment and generosity of people like you. The dedicated volunteers and staff of the March of Dimes New Jersey Chapter worked together and made remarkable progress this year.

It is with pleasure and appreciation that we recognize the following 2015 March of Dimes New Jersey Chapter President’s Society Members:

**Franklin D. Roosevelt Legacy Wall Campaign $25,000 Plus**
Daniel J. Van Abs, PhD
James W. & Tanya M. Dargusch

**Visionary Circle $25,000 - $49,999**
Jim and Shirley Richardson

**Benefactor $5,000 - $9,999**
Jonathan Herman

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