



FOR IMMEDIATE RELEASE

Triangle of Care Launches: NurturePA, MAYA, and Beverly's are awarded a Maternal Care Innovation Grant

[April 4, 2024 - Pittsburgh, PA]—The Jewish Healthcare Foundation (JHF), which operates as the fiscal agent for Coronavirus State Fiscal Recovery Funds provided through the Pennsylvania Department of Human Services, has approved a two-year grant of up to \$200,000 to support a new maternal health initiative, A Triangle of Care: Prenatal, Birth, and Perinatal Support.

Maternal mortality is a serious public health issue in Pennsylvania, with a pregnancy-associated mortality rate of 82 deaths per 100,000 live births. Race, pre-existing health conditions, social determinants of health, and early access to prenatal care have all been linked as contributing factors to poor maternal outcomes.

Beverly's, MAYA, and NurturePA are established nonprofit organizations serving expectant and new families in the Pittsburgh region. The new Triangle of Care initiative, a collaborative partnership between the three organizations, ensures that their shared clients receive all the material and emotional support they need as they take on one of life's most challenging, transformative times: pregnancy, childbirth, and early parenting. Together, the goal is to improve maternal health and support for new families in the region by celebrating, educating, validating, supporting, mentoring, and empowering families.

Families' primary access to enroll in the Triangle of Care Initiative is at Beverly's free community baby shower. Beverly's mission is to celebrate and strengthen families, and through three divisions, Birthday, Baby, and Basic Care, Beverly is a resource provider for tens of thousands of families annually. The baby division hosts free community baby showers, provides critical baby care items to over 4,000 newborns annually, and oversees the state's only formula bank network, The Greater Pittsburgh Infant Formula Bank.

Beverly's hosts 35 free community baby showers annually, and expecting families receive baby care items and educational material, connect with dozens of maternal/childhood providers, and create connections. Families can enroll in the initiative at the shower, meet all three partners, and gain access to three agencies with one registration inquiry. Based on the enrollment answers, families are connected to NurturePA and MAYA and offered their services.

The Nurture® Program pairs perinatal moms with trained mentors who provide parenting support and information through an interactive text-messaging platform. NurturePA's texting software is a highly cost-efficient means for mentors to easily interact with parents who have incorporated cell phones into their daily lives. The Nurture® Program addresses parental resilience, parenting knowledge, and children's social-emotional competence to promote effective and healthy parenting.

MAYA Organization educates, empowers, and advocates for pregnant and postpartum people and individuals touched by the criminal justice system. The agency responds to pregnancy and early parenting challenges, particularly those faced by BIPOC and marginalized birthing people, with free childbirth education, mentorship, doula care, counseling, and infant care items. In addition, MAYA provides group and individual counseling to individuals afflicted with traumas who are incarcerated in Allegheny County Jail and detained at the jail-diversion program at Passages to Recovery.

"I gained so much valuable information from MAYA; it was truly a great relief to have MAYA's support and services. I learned so much to be prepared for birth and postpartum." (a perinatal client)

"As three separate nonprofit organizations, we bring unique services and support to families. Combined, through the Triangle of Care, we will continue to provide the strength and depth of each of our services but offer more holistic support to families by combining our expertise and a direct pipeline to continued support in pregnancy and parenthood," said Darla Sherlock, Senior Director of Programming

"NurturePA is thrilled to be combining forces with these two powerhouse programs to provide a truly unique approach to supporting families in our region. Linking our three silos will serve to break down barriers to truly wrap our arms around moms and babies during one of the most vulnerable and critical stages of life. We're honored to be one arm of the Triangle of Care and look forward to strengthening our goal of supporting moms and nurturing babies." - Kate Brennan, NurturePA Director of Operations.

The Triangle of Care Initiative launched in March 2024, and the organizations aim to collectively serve at least 100 new/expecting families. These individuals will get connected to at least two of the three corners of the triangle of support, with the goal of all individuals engaged with all three touchpoints.

For more information regarding the Maternal Care Innovation grants, visit www.jhf.org