

Maternal Success Kit

FALL
20
23

Final Report



CHIBYDESIGN



You are setting people up for failure before birth, so you are going to pay one way or another. So, get smart, invest in the front end so that someone has a good quality of life.

SPRINT PARTICIPANT

Maternal Success Kit

: A preventative co-designed intervention for child and family well-being



A FALL 2023 COLLABORATION

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Design Partner



ChiByDesign is a civic and social impact design firm. We partner with systems and organizations, such as governments, NGOs, and philanthropy, to understand the complex civic and social issues of our time through the lens of the people and communities most harmed and impacted.

In every project, one of our requirements is for lived experts to contribute to the project, and this extends beyond sharing their experiences. We create space for them to make decisions. We compensate those who join our team for the duration of the engagement for their knowledge and expertise. With them, we co-create the tools, resources, and experiences pivotal to ensure they can holistically meet their needs and have thriving and self-sustaining communities.



Latoya Howell

Co-Designer,
Biological Mother



Miesha Tyree

Co-Designer,
Biological Mother



Tamia Govan

Co-Designer,
Biological Mother, and DCF Liaison



Chris Rudd

Founder and CEO



Surbhi Kalra

Design Lead



Jessica Nelson

Design Strategist



Mikayla Buford

Design Strategy Intern



Project Partners

New Jersey Department of Children and Families



The Department of Children and Families is the state government agency dedicated to ensuring the safety, well-being and success of children, youth, families and communities in New Jersey through comprehensive oversight and programming.

Collectively, the DCF and its partners are working to: increase kinship placements and family connections; prevent maltreatment and promote strong families; integrate consumer voice in all programs and services; cultivate a culture of accountability; maximize federal revenue; provide an integrated and inclusive system of care for youth; safeguard staff and promote professional satisfaction.

Powerful Families, Powerful Communities



Powerful Families, Powerful Communities NJ is a collaboration to design a family and community-driven model that will transform child welfare by creating a bold, new, child and family well-being system for New Jersey, and obsolete the need for non-kin foster care.



Dear Reader:

As part of its reform journey, which began two decades ago, the New Jersey Department of Children and Families has intentionally and strategically been focused on transforming itself from an agency with roots in surveillance and Family separation to one focused on keeping families safe, healthy and connected. This process involved deep reflection, enhanced staff training, policy and practice reform, increased funding and a staff dedicated to the reform movement.

To inform its shift in philosophy, policy and practice, DCF has engaged youth and young adults, biological and resource parents, kin, a Fatherhood Council and community members with varied lived experience in child welfare to co-design services and elevate opportunities to share power and build trust.

As a complement to this bold vision, DCF created Powerful Families, Powerful Communities to support its efforts to move the child welfare system to one that amplifies child and family wellbeing supports as well as obsoleting the need for non-kin foster care. For more than three years, through Powerful Families, Powerful Communities, DCF has collaborated with community to determine what supports families need and co-design a service array that is based on family preservation rather than family separation.

To determine a starting point, DCF leaders looked to foster care data. While NJ has a very low rate of foster care entry overall, the data indicated that babies and children under age 5, whose parents had a substance use disorder, experienced the highest rates of foster care. It was also determined that black children were disproportionately placed into foster care at rates triple that of their white counterparts and that the highest rates of out of home placement were occurring in the southern counties of the state. This data became the starting point for co-designing interventions to prevent the severe intervention of government. Appreciating that we want to offer supports and services to these families before they became a call to the CPS hotline and believing that families are best served in their communities, we made a bold choice to engage community to come up with shared solutions that preserve families. This engagement led us to developing a collaboration with ChiByDesign, a Chicago-based design firm committed to disrupting and dismantling racism. Through Powerful Families, Powerful Communities, and in partnership with Prevent Child Abuse NJ, we asked ChiByDesign to convene community stakeholders in Essex, Camden, Cumberland and Salem Counties to co-create family supports that centered the voices of Black and Brown pregnant and expectant mothers to develop a set of recommendations.

This deep work with community has resulted in the development of a Maternal Success Kit that promotes social networks, provides concrete resources, and diversifies the supports that are deployed in communities. For DCF, the recommendations reflect a desire to change the ways that we interact with community to build trust and equip stakeholders with assets that are not connected to the child protective parts of our system. We will also use the accompanying report, prepared by ChiByDesign, to help guide our transformational efforts in this regard. While there is more to be done, we are proud of the ways in which community willingly engaged with us to develop recommendations that promote family preservation.

Christine Norbut Beyer, MSW
Commissioner, Department of Children and Families



01

Executive Summary

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Summary



Executive Summary

Maternal Success Kit

: A preventative co-designed intervention for child and family well-being

PROJECT BACKGROUND.

There is clear evidence that the current child welfare system in New Jersey creates disproportionately negative outcomes for Black youth and families in particular, and families of color generally. **Black children are 13% of the population under 18 in New Jersey but are dramatically overrepresented in foster care, making up 42% of the children taken from their families.** [1]

Since 2018, the New Jersey Department of Children and Families (NJ DCF) has made strides to rectify these harms and to move the child welfare system towards an equitable, community-led family well-being system. To advance these efforts, the DCF created Powerful Families Powerful Communities (PFPC) and began collaborating with community members as co-designers to address the disparities within the system and prevent interactions with the child welfare system altogether. Among the many community-generated ideas by the co-designers, PFPC chose to move forward with the 'Welcome Baby Kit' idea to provide community-specific support and resources to expecting mothers.

Black children are 13% of the population under the age 18 in New Jersey, but are dramatically overrepresented in foster care, making up 42% of the children taken from their families.

To create this Welcome Baby Kit, the NJ DCF and PFPC partnered with [ChiByDesign](#) to bring an anti-racist design process to support expectant mothers and the DCF's transformation. The ChiByDesign team co-designed with lived experts to build, test, and iterate to advance from a 'Welcome Baby Kit' into a 'Maternal Success Kit'

(hereafter referred to as the 'kit') and provide recommendations for development and implementation.

DESIGN RESEARCH PROCESS.

Design is a way of working to help humans connect, unlock our hidden creativity, and create the world best suited for humanity. The foundation of design research is a qualitative approach to build genuine understanding with and for those who need change. After developing a deep understanding and connection, the ChiByDesign team we began to co-design the new infrastructure (tools, programs, and policies) to advance racial equity.

Utilizing ChiByDesign's unique co-design approach, mothers who have experience with the system were hired to join as co-designers. In collaboration with these co-designers, we conducted **2 week-long design sprints and engaged with a total of 21 lived experts and system actors** (within child welfare and adjacent systems) to receive feedback on their experiences and co-create the kit.

An anti-racist design approach is necessary for the kit's development because Black and Brown mothers experience nuanced disparities with the child welfare system and adjacent systems (i.e., the health care system) during pregnancy and post-childbirth. Without an anti-racist design approach, we risk creating new interventions that perpetuate disparate outcomes for mothers of color, such as the gross disparities in maternal deaths for Black mothers and the disproportionate removals of Black children from their families.

It is crucial to understand these unique interactions, highlight their impact, and ultimately design infrastructures that enable anti-racist futures to emerge.

PROJECT OUTCOME.

We co-designed an anti-racist infrastructure, centered around the kit, that begins to address important structural challenges Black and Brown mothers face in New Jersey. The report highlights three key components of the new infrastructure:

- **Components and criteria** for the creation of the kit.
- **'Count on Me'** network to repair civic connections and provide informal support that mothers need during pregnancy and after childbirth.
- **Policy recommendations** that address long-term system changes to support the success of expecting mothers and the kit.

The report also highlights **key learnings** and insights from experiences shared by the sprint participants that inform the development of the kit. **Two key learnings are:**

Lack of Community Trust in DCP&P

The sprint participants and co-designers shared personal and community experiences with DCP&P that have led to deeper involvement with the system, family separation, trauma, and other negative outcomes for families. Therefore, DCP&P should identify sites to distribute the kit or create opportunities to access the kit through trusted community stakeholders.

Facilitate Relationship Building among mothers and within community

The sprint participants shared a need to make the kit an interactive experience when distributed, where mothers can ask questions and build a relationship with the distributor intimately and intentionally.

WILLIAM FORTUNATO // PEXELS

Based on our learnings, the kit will be divided into three parts:

First trimester: Welcome and introduction of the kit

Second trimester: Pre-birth kit

Third trimester: Post birth kit

ABOVE. Pre-Birth Kit Prototype
BELOW. Post-Birth Kit Prototype



We recommend the kit be developed based on the following themes. Each theme is further explained with goals describing how to support mothers during pregnancy and post-birth. These criteria ensure the longevity of the kit instead of a one-time solution for the mothers.

** The themes and goals are very much connected to each other but for simplicity reasons, they are shown as separate elements.*



ABOVE. Diagram depicting kit criteria

ADDITIONAL RECOMMENDATIONS

COUNT ON ME

As an extension of the kit, the **Count on Me** network is a concept recommendation to repair civic networks and provide informal support mothers need during pregnancy and after childbirth.

Count on Me is a trusted network of community members (e.g., mothers, doulas, etc.) seeking to support mothers and help

them navigate access to needed resources because of their experience overcoming adversities (domestic violence, substance abuse, etc.) and interacting with various systems. The network facilitates relationship-building between mothers and those who are part of this network, known as **Buddies**, by creating organic engagement opportunities. This allows for support systems to emerge as the community grows and Buddies connect.

POLICY RECOMMENDATIONS

Additionally, a list of **policy recommendations** serves as a foundation/support for the Maternal Success Kit. **Two key policy recommendations are:**

Connected Transportation

Develop tax incentives for rideshare companies to better serve mothers in rural areas. Additionally, create subsidies for organizations with vehicles in rural areas to utilize those vehicles to provide transportation to mothers in rural areas.

Access to Healthy Food

Create a 'Meals on Wheels' type program to provide free meals to expectant mothers. Further, develop tax incentives and/or subsidize quality grocery stores to put their stores in food deserts, urban and rural.

LAWRENCE CRAYTON // UNSPLASH

These recommendations will not fall solely under DCF. They will need inter-agency collaboration as well as legislative courage (state and federal) to address some of the root causes for the disparities faced by Black and Brown mothers in New Jersey. It is vital to enact these policy recommendations in conjunction with the Maternal Success Kit.



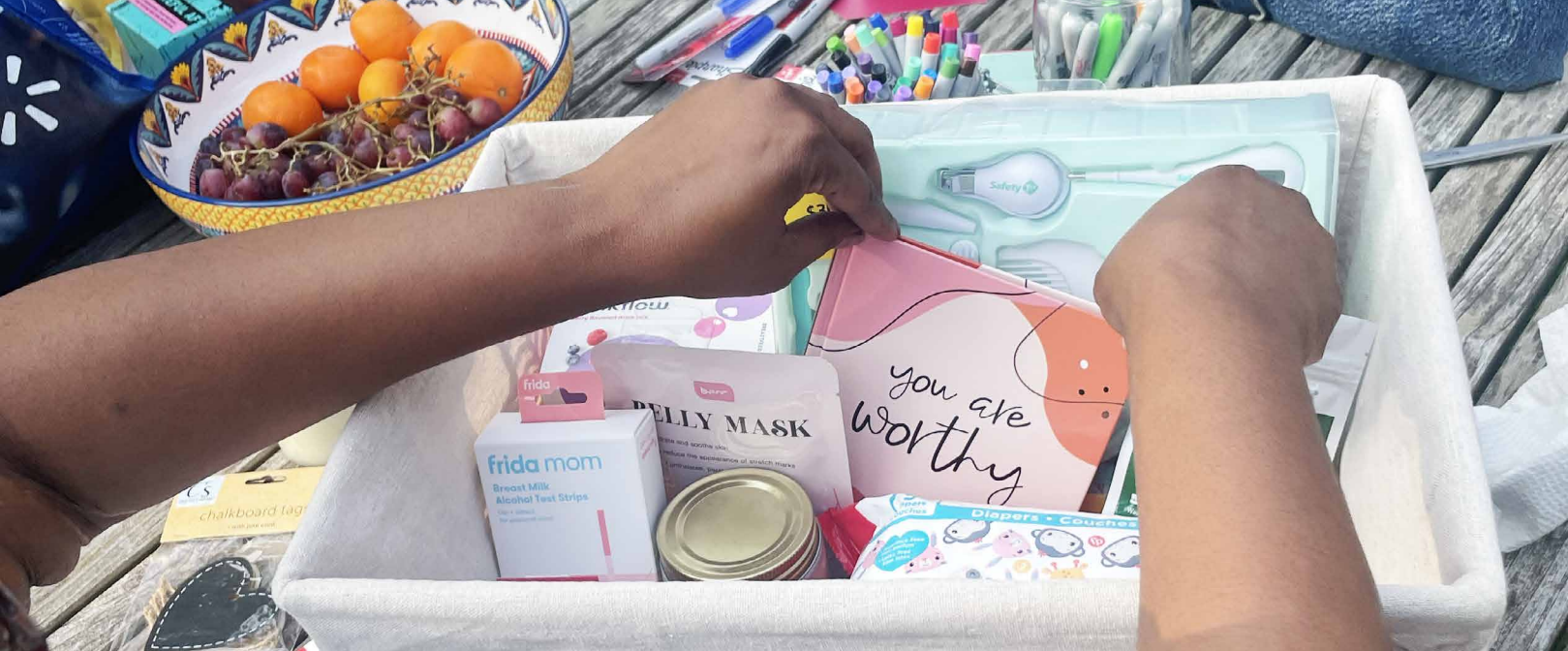
Throughout the project, it became apparent that a change in the name and purpose of the **Welcome Baby Kit** to a **Maternal Success Kit** (hereafter referred to as the 'kit') was necessary to reflect the objectives of this project. The kit considers the mother's needs along with the baby, but more importantly, prioritizes providing resources to protect mothers from the child welfare system. In contrast, similar kits primarily focus on the needs of the baby and ways for mothers to navigate the system instead of preventing entry into the system. Our conversations with participants and co-designers informed this renaming.

The statistics regarding the adverse health outcomes for Black and Brown mothers in New Jersey are alarming. Our kit aims to provide mothers with the specific resources needed to meet their unique challenges during pregnancy and postpartum. With a focus on the expectant mothers in the first phase of the kit distribution, we allow mothers to focus on their well-being so that they can be in the best possible position to care for the needs of their newborn once they arrive.

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The ChiByDesign Approach

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The ChiByDesign Approach

Goals, Deliverables and Methodology

As a step towards creating an equitable, community-led family well-being system, ChiByDesign brought forward their anti-racist design process and partnered with lived experience experts to build, test, and iterate on the community-generated idea of the kit.

Design research is a way of working to help humans connect, unlock our hidden creativity, and create the world best suited for humanity. The foundation of design is to build genuine understanding with and for those who need change. After developing a deep understanding and connection, we begin to design creative solutions to problems. The design research team consisted of the ChiByDesign design research team, and co-designers who have lived expertise with New Jersey’s children services system.

GOALS. The co-design sessions aimed to:



Deeply understand the needs and challenges of Black and Brown mothers who have been involved with the child welfare system.



Identify key features and criteria that can be tested with families most impacted by racial disparity in the New Jersey child welfare

METHODOLOGY.

1. Co-design approach/co-designers.

At ChiByDesign, we believe in sharing design’s power, tools, and mindsets with the people most harmed and impacted by the challenge we are attempting to solve. Bringing our approach to co-design, i.e., designing with and not for people, we hired biological mothers who have had child welfare involvement onto our team as co-designers. Their lived experience and insight have been critical in defining the direction and the outcome of the project.

2. Understanding the System.

a. Secondary Research: We conducted background research to identify government funded initiatives nationally and internationally that provide new mothers with items and resources for maternal and baby care.

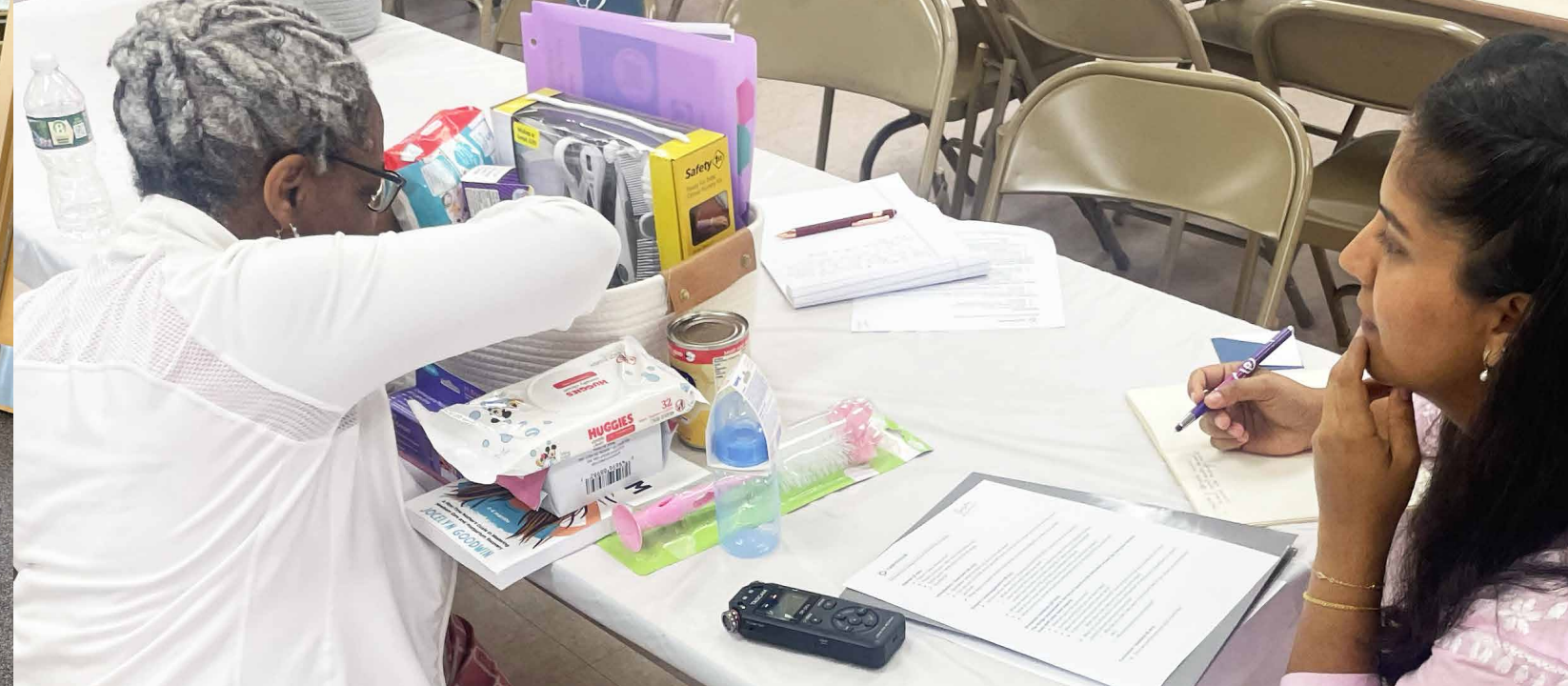
b. Stakeholder Analysis: We worked with the DCF team to identify and map crucial actors in the child welfare system, adjacent systems, and the community to determine key

stakeholders to engage with during this project.

2. Prototyping. We recognize that to deliver the best solutions, we must fully engage and collaborate with people with lived experience. Therefore, the ChiByDesign team along with the co-designers designed prototypes to initiate discussions with lived experience and system workers to test the viability of the prototype and create criteria for the successful development and implementation of the kit. To achieve this purpose, we conducted two week-long sprints.

The sprints provided an opportunity to learn from the experiences of lived experts and system actors within the child welfare system and also about other interventions needed to keep families together and build communities.

a. Sprint 1: We co-created an all-in-one kit with essential items for both the mother and baby and community resources to be given during her pregnancy.



METHODOLOGY (CONT.)

b. Sprint 2: We iterated on the kit based on the learnings from the first sprint. The kit evolved into two kits- one to be provided in the second trimester (pre-birth kit) and the other during the third trimester (post-birth kit). The pre-birth kit focused on essentials and resources for the mother's health and well-being. The post-birth kit focused primarily on the baby's essentials along with resources for the mother.

c. Synthesis. We review all of the primary data collected during the sprints and cluster data points that are similar or are connected to synthesize into actionable insights.

3. Research Data. During the sprint we engaged with 21 participants (breakdown to the right) consisting of:

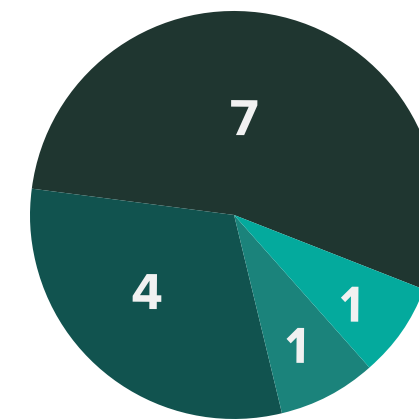
- a. Lived experience:** Biological parents and foster/kinship parents who had been involved with the system within the last 5 years.
- b. System workers:** Workers/volunteers within community organizations, corporations, and government institution

General Breakdown



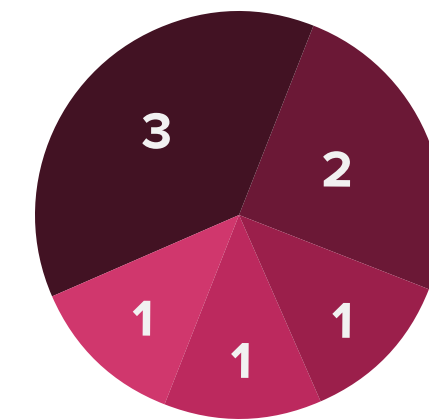
- Lived Experience
- System Actor
- Both

Lived Experience Breakdown



- Biological Mother with DCP&P Interaction
- Biological Mother without DCP&P Interaction
- Biological Father with DCP&P Interaction
- Foster Parent with DCP&P Interaction

System Actor Breakdown



- Family Resource and Advocacy
- Healthcare
- DCF Employee
- Funder
- Law Enforcement



SHVETS PRODUCTION // PEXELS

03

Maternal Success Kit

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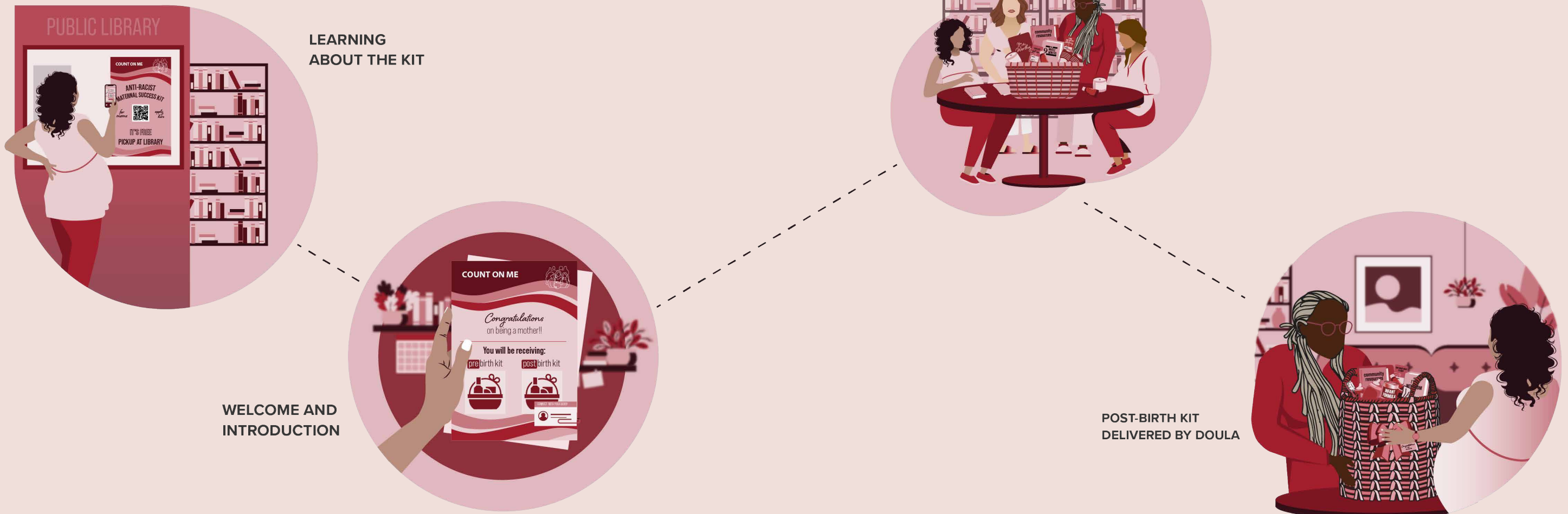


03a

Kit Creation

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Engagement Journey



Patricia, a Black woman, is pregnant with her first child. She is a trusted and well-known hairdresser in the community. Patricia is excited but nervous about what the journey holds for her. She has seen other Black women in her neighborhood struggle to find resources and feel supported, so she is unsure what the support system for her and her baby will be like. On one of her regular visits to the library, she sees a flyer about a Maternal Success Kit for new moms in New Jersey. She scans the QR code on the flyer to see how she can access the kit for herself. The QR code pulls up a webpage with initial information about the kit. After signing up, Patricia receives a Welcome

Letter congratulating her and providing information about the kits she will receive during her pregnancy journey. There is also a Count on Me resource list with information about different people in the network, known as buddies, she can connect with based on her needs for support throughout her pregnancy journey.

As Patricia approaches her second trimester, her buddy sets up a time to meet her. The buddy congratulates her, checks in with her and gives Patricia her present, the kit. Her buddy shares that there will be a workshop led by doulas for new/expecting moms to learn

more about the items and resources in their pre-birth kits and connect with other moms. Patricia decides to attend the workshop and is greeted by her buddy when she arrives. The buddy brings Patricia and the other three moms she's supporting to a station to facilitate introductions before the workshop begins. During the workshop, a doula explains the content of the kit and the resources included, and how to access them. She demonstrates how to use particular items in the kit and answers any questions the moms have. Patricia and the other moms seemed excited about the kit. They connect with each other and look forward to what will come next.

It's Patricia's third trimester, and her delivery is due in two weeks. Her doula pays her a visit to deliver the post-birth kit and also discuss her birth plan. The kit has a QR code that leads to youtube videos that Patricia could scan to learn more about the kit's contents. She is happy to receive all the basic essentials. As Patricia explores the kit, she finds the medical advocacy resource particularly helpful because of Black women's higher maternal mortality rate and the fears that come with that. She feels supported to start her journey of motherhood.

Overview



Considering the system key learnings, **we recommend the kit to be developed based on the following themes.** Each theme is broken down into goals which detail what needs to be achieved within that theme. Each goal includes supportive examples of items and resources that can be included in the kit to achieve the goal. These criterias ensure longevity of the kit instead of a one-time solution for the mothers. Based on our learnings, the kit will be divided in three parts:

1. Welcome and introduction of the kit
2. Pre-birth kit provided during pregnancy
3. Post birth kit provided after child birth

**The themes and goals are very much connected to each other but for simplicity reasons, they are shown as separate elements.*

Safety and Well-being	<ol style="list-style-type: none"> 1. Allow mothers to practice self-care 2. Support mothers to prioritize safety for themselves and their babies 3. Motivate mothers to understand their self-worth and be more confident 4. Help mothers and their families identify emotions and seek healthy ways to process them 5. Provide resources and spaces to help support mental wellbeing 6. Encourage physical activity and well-being
Financial Support	<ol style="list-style-type: none"> 1. Provide mothers with financial assistance such as gift cards, vouchers, checks, debit cards, etc. 2. Educate on financial literacy to better understand their finances and move towards self-reliance
Basic Essentials	<ol style="list-style-type: none"> 1. Identify and provide essential items for mothers that support their healing 2. Provide moms with essential items to take care of their newborn
Building Communities	<ol style="list-style-type: none"> 1. Create a network of trusted individuals where mothers feel safe to foster connections and seek support
Easy Access to Resources	<ol style="list-style-type: none"> 1. Provide information about all resources in one place 2. Customize information about community activities along with peer support
Education and Awareness	<ol style="list-style-type: none"> 1. Equip mothers to be more self aware about their health, safety and wellbeing 2. Educate mothers to understand their and baby's needs and milestones
Advocacy	<ol style="list-style-type: none"> 1. Provide information about free legal resources 2. Enable mothers to advocate for themselves while engaging with systems (medical, children services, etc.)

Kit Prototype

Pre-Birth Kit



Pre-Birth Maternal Success Kit

Encouragement and self-led success

- You are Worthy Book
- The Whole 9 Months book
- Affirmation cards
- How are you feeling magnet

Self Care

- Slippers
- Tummy Butter for stretch mark
- Belly mask
- Face mask
- Bath Bomb/ Body wash set
- Muscle ache bath soak
- Foot treatment mask
- Candle

Mental health support

- 6 months meditation app subscription
- 6 months therapy support service subscription

Community resources

- QR code keychain for resources
- Free law service contacts
- Count on Me resources

Financial Literacy

- Financial literacy overview supported w/ budget sheet

Financial support

- 80% Laundry product and services
- Coupons for Pampers

you are worthy

MFAMA
2D
58%
Dm R 60
P Low
HRes

EXFOLIATING
FOOT TREATMENT MASK

EXFOLIANT
MASQUE DE TRAITEMENT DES PIEDS

HYALURONIC
Acid
Belly
Face Mask
TREATMENT

TUMMY BUTTER
STRETCH MARKS

TUMMY BUTTER
STRETCH MARKS

Parents Bill of Rights

When social service shows up on your door, you don't have to open the door unless they have a court order or if someone consents to let you in their house.

When asked for a substance abuse test postpartum by social services, a court order can also be requested by the mom.

The Pregnancy Discrimination Act prohibits an employer with 15 or more employees from discriminating against a pregnant employee, including in hiring, firing, pay, job assignments, promotions, training and benefits such as leave and health insurance.

The Pregnant Workers Fairness Act gives workers the right to receive reasonable accommodations, like light duty, breaks, or a stool to sit on, for pregnancy, childbirth recovery, and related medical conditions, including lactation, unless it would be an undue hardship on the employer. It ensures pregnant and postpartum workers are not forced off the job, and get the accommodations they need, without facing discrimination or retaliation in the workplace. The law goes into effect on June 27, 2023. Workers interested in learning more about their rights or seeking help can call A Better Balance's free, confidential legal helpline at 1-833-NEED-ABB (1-833-633-3222) or visit our Get Help webpage.

Domestic Violence awareness sheet and Domestic Violence support: <https://www.nj.gov/dcf/women/hotlines>; <https://www.nj.gov/dcf/women/hotlines>

9 THE WHOLE MONTHS

A Week-By-Week Pregnancy Nutrition Guide with Recipes for a Healthy Start
JENNIFER LANG, MD
with recipes by Dana Angila White, MS, RD, ATC
FOREWORD BY JESSICA ALBA

YOU CAN COUNT ON ME
LEENA
PHONE: 856-962-4550
EMAIL: leena@countonme.com

I AM WANTED

You can Count on Me

Item	Amount	Total
Employer	\$ 2,500.00	\$ 2,500.00
Spouse	\$ 2,000.00	\$ 4,500.00
Child/Adult	\$ 500.00	\$ 5,000.00
		\$ 1,000.00
		\$ 6,000.00

\$150 LYFT GIFT CARD

6 MONTHS FREE MEDITATION APP

1 YEAR FREE COCAINE DELIVERY

I AM BEAUTIFUL

Kit Prototype

Post-Birth Kit



Community Resources

ancient song
900 Montgomery St. 3rd Fl.
Doubala

I need information about

- Health and Medical Care
 - HEAR: Pregnancy and Postpartum Care
 - Medical Transportation
 - medicare
- Mental Health Support
 - better help
 - Free Support Groups
 - Call for the free
- Breastfeeding and Lactation
 - WIC: Breastfeeding Support
 - Checklist for New Mom
- Substance Use
 - Domestic Violence

QR code



- Post-Birth Maternal Success Kit**
- Baby Essentials**
 - Diaper rash paste
 - Baby formula
 - Baby bottle
 - Bottle cleaner
 - Diapers
 - Wipes
 - Mom essentials**
 - Nipple cream
 - Nursing pads
 - Healing ointment
 - Overnight pads
 - Encouragement and self-led success**
 - Affirmation cards
 - Help! I'm a new mom book
 - How are you feeling magnet
 - Self Care**
 - Bath shower fizzers
 - 6 months free gym membership
 - Financial support**
 - Free childcare for 2 years
 - 30% off baby formula
 - \$500 ViaWa gift card
 - Community resources**
 - QR code for resources
 - Count on Me resources
- Safety for Mom and Baby

ONE-YEAR FACE THERAPY COURSE

6 MONTHS FREE GYM MEMBERSHIP



YOU CAN COUNT ON ME

HRM
PHONE: 856-331-4420
EMAIL: hr@countonme.com



I'M WORTHY OF LOVE



I'M WORTHY OF A GREAT LIFE

I BELONG HERE



- Legal Services of New Jersey - 1-888-576-5529
- Camden County bar association lawyer referral service - 856-482-0620 x113
- South Jersey Legal Services - 1-800-496-4570

How to Read Criteria

The following pages elaborates on the themes for the kit. Here is a simple diagram to explain how to process this information.

THEME
Defined category for the kit

DEFINITION
Providing explanation of the theme

INSIGHT
Learning to support the above definition and reasoning for the theme.

SUPPORTIVE QUOTE
Quote(s) directly from the participant(s) to support the insight.

GOALS
List of goals as a way to actualize the theme.

IMAGE
An image from the sprint/kit to provide an visually depict an example for the theme.

CAPTION
A voice to explain the image.

Financial Support

Providing Black and Brown mothers with financial tools and resources to help them transition into this new life stage and support their journey towards self-reliance.

DCP&P penalizes families if they lack adequate housing, access to food, finances, etc. However, even though the DCF can provide and connect with various financial and other resources to support families, families are not made aware of those resources.

"She stopped sending her kid to the school because she was afraid that he will accidentally say something and DYFS will come and take him. For me, it was like let's figure out how to get her electric and pay her bills."

Goals:

1. Provide mothers with financial assistance such as gift cards, vouchers, checks, debit cards, etc.
2. Educate on financial literacy to better understand their finances and move towards self-reliance

EXAMPLE. Budgeting resource included in the prototype kit

Budget Plan MONTH: July

INCOME SOURCE	PAY PERIOD	GROSS INCOME	NET INCOME
Work	Jul 1 - 15	\$5,636.89	\$5,013.42
Work	Jul 16 - 31	\$5,633.92	\$5,008.34
Hair Braiding		\$900	\$900
TOTAL		\$12170.81	\$10821.76

FIXED EXPENSES	BUDGET	ACTUAL	OTHER EXPENSES	BUDGET	ACTUAL
Rent	1439.23	1439.23	Heating/cooling	80.00	79.81
Phone Bill	70.40	70.40	Eating out	200.00	250.71
Internet	63.21	63.21	Entertainment	200.00	123.92
Garbage	32.10	32.10	Groceries	400.00	419.22
Medication	27.90	27.90	Gas	190.00	134.39
Health insurance	115.00	115.00	Credit card payment	1250.00	1009.21
Hulu	66.03	66.03	Car maintenance	130.00	0
			Household supplies	100.00	85.32
			Other maintenance	100.00	0
			Personal Care	200.00	85.30
			Medical/dental bills	1000.00	210.00
			Other expenses	500.00	323.89

DEBT	PAYMENT	BALANCE
Student loans	123.67	7439.22
Credit Card payment	1009.21	698.20
Car loan payment	248.10	10390.22

SAVINGS	AMOUNT	BALANCE
Savings	\$789.00	\$42240.23

BUDGET RECAP		
	PAYMENT	BALANCE
INCOME	\$10821.76	\$10821.76
FIXED EXPENSES	-\$1813.87	\$9007.89
SAVINGS	\$789.00	\$9796.89
DEBT PAYMENTS	-\$1380.98	\$8415.91

\$8415.91

Safety and Wellbeing

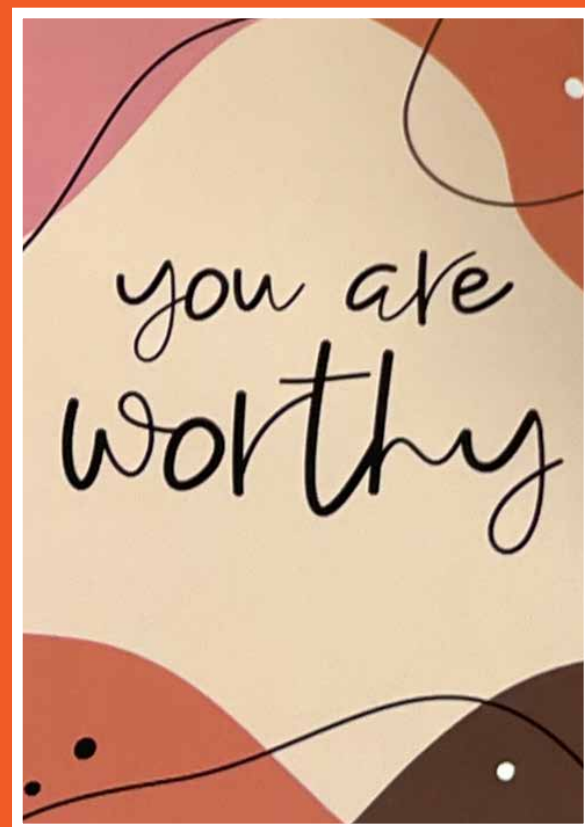
Equipping Black and Brown mothers with tools and resources to care for their physical, emotional, and mental well-being so they can feel secure and empowered.

Mothers often feel neglected during pregnancy as the priority shifts towards the baby and their needs. Providing items and services that prioritize mothers and their well-being is crucial for them to better care for themselves, their child(ren), and families.

“If you feel alone and unloved, and this baby that you have is going to love you unconditionally, but there is so much of a struggle that is attached to it. You are just so desperate to want to feel noticed, loved, needed, appreciated, not abandoned, and you want to do better because you know how horrible it was and growing up like that.”

Goals:

1. Allow mothers to practice self-care
2. Support mothers to prioritize safety for themselves and their babies
3. Motivate mothers to understand their self-worth and be more confident
4. Help mothers and their families identify emotions and seek healthy ways to process them
5. Provide resources and spaces to help support mental wellbeing
6. Encourage physical activity and well-being



EXAMPLE. ‘You are Worthy’ book included in the prototype kit

Financial Support

Providing Black and Brown mothers with financial tools and resources to help them transition into this new life stage and support their journey towards self-reliance.

DCP&P penalizes families if they lack adequate housing, access to food, finances, etc. However, even though the DCF can provide and connect with various financial and other resources to support families, families are not made aware of those resources.

“She stopped sending her kid to the school because she was afraid that he will accidentally say something and DYFS will come and take him. For me, it was like let’s figure out how to get her electric and pay her bills.”

Goals:

1. Provide mothers with financial assistance such as gift cards, vouchers, checks, debit cards, etc.
2. Educate on financial literacy to better understand their finances and move towards self-reliance

INCOME SOURCE				PAY PERIOD		GROSS INCOME		NET INCOME	
Work		Jul 1 - 15		\$5,636.89		\$5,013.42			
Work		Jul 16 - 31		\$5,633.92		\$5,008.34			
Hair Braiding				\$900		\$900			
TOTAL						\$12170.81	\$10821.76		

FIXED EXPENSES			OTHER EXPENSES		
BUDGET	ACTUAL		BUDGET	ACTUAL	
Rent	1439.23	1439.23	Heating/cooling	80.00	79.81
Phone Bill	70.40	70.40	Eating out	200.00	250.71
Internet	63.21	63.21	Entertainment	200.00	123.92
Garbage	32.10	32.10	Groceries	400.00	419.22
Medication	27.90	27.90	Gas	190.00	194.39
Health insurance	115.00	115.00	Credit card payment	1250.00	1009.21
Hulu	66.03	66.03	Car maintenance	130.00	0
			Household supplies	100.00	85.32
			Other maintenance	100.00	0
			Personal Care	200.00	85.30
			Medical/dental bills	1000.00	210.00
			Other expenses	500.00	313.89

DEBT			BUDGET DECAP		
PAYMENT	BALANCE		PAYMENT	BALANCE	
Student loans	123.67	7439.22	INCOME	\$10821.76	\$10821.76
Credit Card payment	1009.21	698.20	FIXED EXPENSES	-\$1813.87	\$9007.89
Car loan payment	248.10	10390.22	SAVINGS	\$789.00	\$9796.89
			DEBT PAYMENTS	-\$1380.98	\$8415.91

SAVINGS		
AMOUNT	BALANCE	
Savings	\$789.00	\$42240.23

\$8415.91

EXAMPLE. Budgeting resource included in the prototype kit

Basic Essentials

Providing Black and Brown mothers with essential items to care of their baby and themselves from pregnancy to postpartum.

Families often end up in the system because economic barriers are construed as neglect. To keep families together, Black and Brown mothers can benefit from the support provided to them at the very beginning of their motherhood journey: knowledge, resources, items, etc.

“If you don’t have the resources like a baby shower or family or even the money to go get it like you can go and get diapers, formula, etc from all the social service agencies as well as like the Family Success Centers. But nobody gives, not least not that I’ve seen the baby kits with the thermometer. First thing [you need] when baby gets sick.”

Goals:

1. Identify and provide essential items for mothers that support their healing
2. Provide moms with essential items to take care of their newborn



EXAMPLE. Basic essentials for the mother and the baby included in the prototype kit

Building Communities

Cultivating safe spaces to unite Black and Brown mothers in communities and re-establish a village to support them without putting their families at risk of entry into the system.

Based on research, over-policing, surveillance, and disproportionate involvement in the children’s services system has led to family and civic support networks being frayed, particularly in Black and Brown communities. Subsequently, diminishing the amount of non-system support Black and Brown mothers can receive. Therefore, the kit needs to focus on building community and creating a support system that will sustain beyond the physical kit.

“How do you think people can well themselves? Just being kind, seeing a challenge, being the solution. And that’s how you start. Whatever the challenge you see, come that solution. That’s what starts a village. And we need a village of healing right now with our parents.”

Goals:

1. Create a network of trusted individuals where mothers feel safe to foster connections and seek support

EXAMPLE. Mock ‘Count on Me’ resource list to visualize access to a vast network included in the prototype kit

Count On Me Resource List

Ask me about: Domestic and Sexual Violence Support		
Name	Phone	Email
Tamika Sown	+1 (930)-405-3805	tamjs@countonme.com
Whitney Sanders	+1 (815)-652-8904	sandywhit@countonme.com
Priscilla Miller	+1 (930)-659-2308	miller.gawn@countonme.com
Kai Lennard	+1 (930)-532-9085	kai.241@countonme.com
Sharon Levy	+1 (930)-234-1454	sjl@countonme.com

Ask me about: Postpartum Depression		
Name	Phone	Email
Tamika Sown	+1 (930)-405-3805	tamjs@countonme.com
Priscilla Miller	+1 (930)-659-2308	miller.gawn@countonme.com
Sharon Levy	+1 (930)-234-1454	sjl@countonme.com

Ask me about: Substance Abuse		
Name	Phone	Email
Asad Washington	+1 (930)-094-3598	asad.wash29@countonme.com
Diamond Sterling	+1 (351)-534-3590	N/A
Patt and Patricia Thomas	+1 (930)-145-7892	p.thomas22@countonme.com
Jamal Johnson	+1 (930)-358-5290	N/A
Diego Gutierrez	+1 (930)-523-5423	diegogutierrez21@me.com

Easy Access to Resources

Consolidating resource information for Black and Brown mothers and their families, and providing peer support through *Count on Me*.

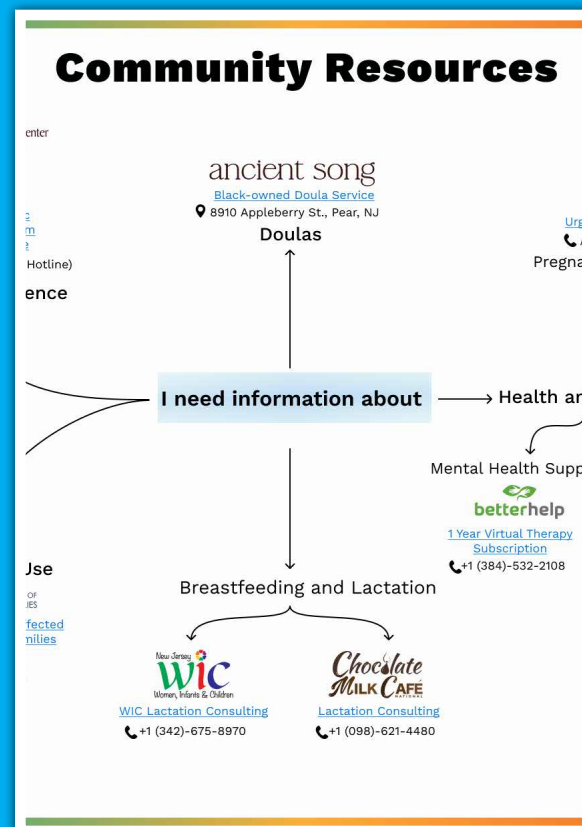
Families have limited knowledge of and access to resources because the information is dispersed and not kept up-to-date. Furthermore, for a family that is involved in the system, receiving adequate resources depends on how much effort their caseworker is willing to put into seeking and sharing relevant resources.

“A lot of the resources that are available, you almost have to be a magician to access them.”

“Here in New Jersey, where we’re at, there’s lots of different things available to people, but they’re not connected and people don’t know about them. So this kind of gives them a manual of all the things about specifics, I was on WIC, as well as snap too Oh, wow. I love this. This is really cool” - on QR code resource folder in the kit.

Goals:

1. Provide information about all resources in one place
2. Customize information about community activities along with peer support



EXAMPLE. Mock one-stop community resource page included in the prototype kit

Education and Awareness

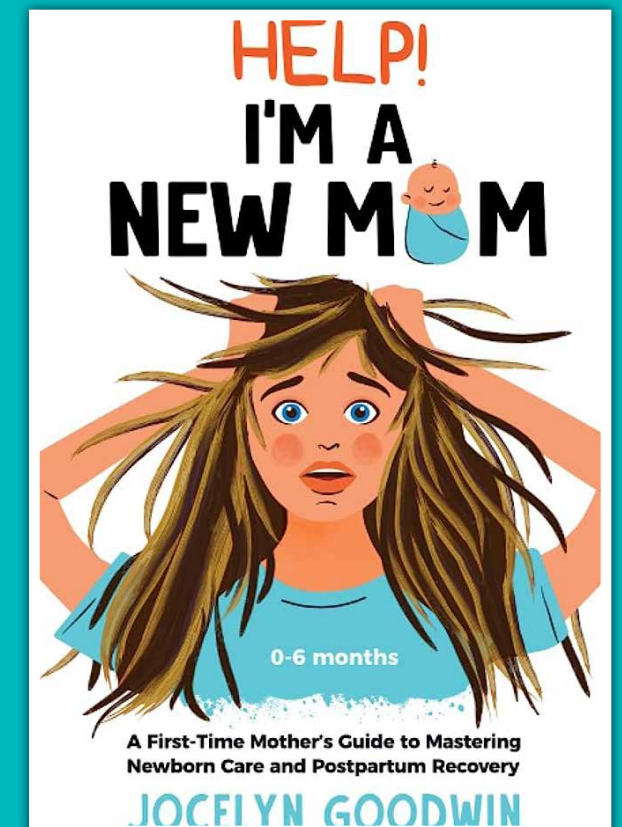
Educating Black and Brown mothers about changes to their bodies during pregnancy, identifying and rectifying unsafe, unhealthy, or dangerous situations that put their or the baby’s well-being at risk.

Black and Brown mothers who lack a support system in their pregnancy journey tend to need resources and tools to support them and address any challenges they face during their pregnancy journey.

“Your body is being invaded. It’s not just you. And once you have that being in you, some people naturally love something. I had to learn to love myself. I didn’t love that baby. And even though it was growing inside me and stuff like that. I got the education, did all that. I was in an abusive relationship and I stayed because I wanted the father to be there with. I had the fairytale love dream and I’m having all these children, thinking, okay, we got this us against the world. But in reality I was taking a lot of hits unnecessarily when I didn’t have to. I just didn’t know no better.”

Goals:

1. Equip mothers to be more self aware about their health, safety and wellbeing
2. Educate mothers to understand their and baby’s needs and milestones



EXAMPLE. ‘Help! I’m a New Mom’ book included in the prototype kit

Advocacy

Teaching Black and Brown mothers to advocate for themselves and ultimately preserve their families during children services or adjacent system interactions.

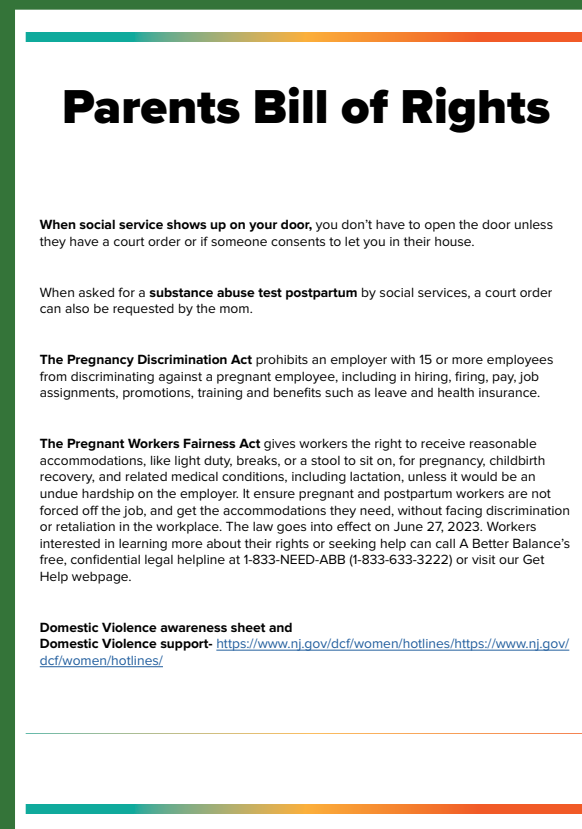
Parents and families are at a disadvantage when interacting with DCP&P and adjacent systems (e.g., healthcare). Under the threat of removal, misinformation, and lack of knowledge, parents feel deceived and cannot exercise their rights and are forced to engage with DCP&P.

"I wish I would have known my rights. I mean, I really wish I would have known what the whole process was."

"Felt rights violated while interacting w/ DCP&P, every time. Literally. Every time."

Goals:

1. Provide information about free legal resources
2. Enable mothers to advocate for themselves while engaging with systems (healthcare, children services, etc.)



EXAMPLE. Mock of 'Parent Bill of Rights' included in the prototype kit

Focused Themes

The diagram highlights the key themes for the creation of the **pre-birth kit**. The following pages go deeper in each theme through goals and supportive examples.



How To Read Goals

The following page elaborates on the goals for each theme for the kit with supportive examples. Here is a simple diagram to explain how to process this information.

THEME
Defined category for the kit

GOALS
List of goals as a way to actualize the theme.

EXAMPLE
Supportive examples from the kit or from conversations to exemplify items or resources to achieve the goal

IMAGE
An image from the sprint/kit to provide an visually depict an example for the theme.

CAPTION
A voice to explain the image.

Financial Support

Provide mothers with financial assistance

Financial assistance. Gift card, coupons and vouchers for transportation, childcare, laundry, physical and mental wellbeing, grocery and food delivery

Educate on financial literacy to better understand their finances and move towards self-reliance

Financial literacy. Overview supported with budget sheet or access to classes to learn about financial literacy



EXAMPLE. Gift vouchers included in the pre-birth prototype kit

Safety and Wellbeing

Encourage mothers to practice self-care

1. **Comfort.** Slippers, compression socks, microwavable slippers (warmies), scalp massager, foot massager, spa vouchers, foam rollers, foot treatment mask
2. **Relaxation.** Belly mask, face mask, candle
3. **Bath and Body.** Bath bomb/ body wash set, muscle ache bath soak, tummy butter for stretch mark, body wash and lotions
4. **Combating nausea.** Peppermint roll

Help mothers and their families identify emotions and seek healthy ways to process them

1. **Identifying emotions.** *How are you feeling* magnet
2. **Parent network.** Information and access to parent support groups, *Count on Me* network

Motivate mothers to understand their self-worth and be more confident

1. **Affirming.** You are Worthy Book or related audio/video materials, affirmation cards

Provide resources and spaces to help support mental well-being

1. **Supports.** Meditation app, therapy support service subscription
2. **Parent network.** *Count on Me* resources

Encourage physical activity and well-being

1. **Nutrition and wellness.** The whole 9 months book or related audio/video materials
2. **Mom groups.** Access to Mom's walking groups, yoga classes or other parent support groups



EXAMPLE. Self-care items included in the pre-birth prototype kit

Goals: Pre-Birth Kit

Financial Support

Provide mothers with financial assistance

Financial assistance. Gift card, coupons and vouchers for transportation, childcare, laundry, physical and mental wellbeing, grocery and food delivery

Educate on financial literacy to better understand their finances and move towards self-reliance

Financial literacy. Overview supported with budget sheet or access to classes to learn about financial literacy



EXAMPLE. Gift vouchers included in the pre-birth prototype kit

Goals: Pre-Birth Kit

Building Communities

Create a network of trusted individuals where mothers feel safe to foster connections and seek support

1. **Peer support.** *Count on Me* network, cooking classes or other related workshops for moms
2. **Digital.** Bright by Text services provided with peer support



EXAMPLE. Gift vouchers included in the pre-birth prototype kit

Easy Access to Resources

Provide information about all resources in one place

1. **Digital.** QR code (maybe on a keychain) leading to a website (a one stop solution to access resources)
2. **Analog.** A folder of physical copies of all the resources accessible to mothers



EXAMPLE. Mockup of scanning QR code from the key chain to access community resources

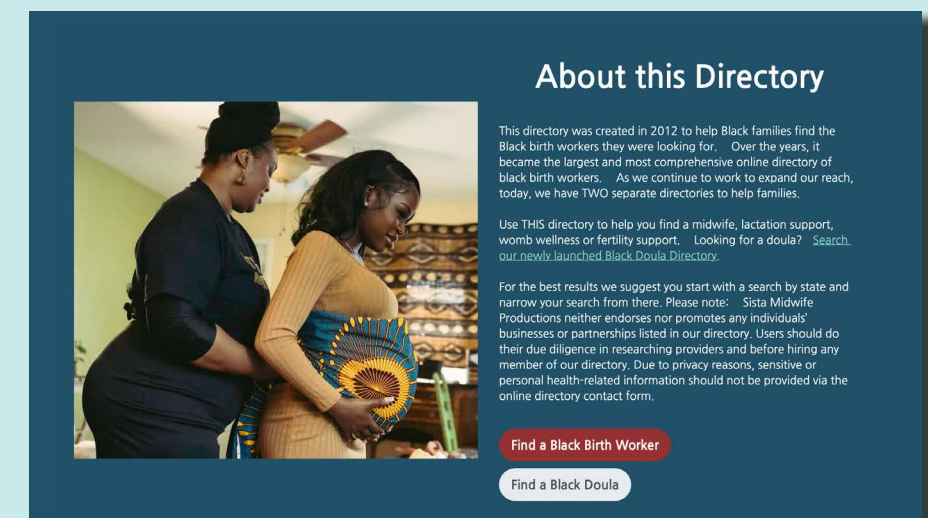
Education and Awareness

Equip mothers to be more self aware about their health, safety and wellbeing

1. **Awareness.** Parents bill of rights, access to doulas, various programs to support parents to get jobs, access housing, etc.
2. **Identification of symptoms and access to resources.** Domestic violence, substance abuse, postpartum, pregnancy loss, WIC, SNAP and other qualified resource benefits, etc.
3. **Mindfulness.** 'What to do when overwhelmed' resources/tips for moms (for e.g., listening to music, talking a walk, etc.)

Educate on financial literacy to better understand their finances and move towards self-reliance

1. **Educate and affirm moms.** Books or other audio/visual tools to identify mom and baby milestones (e.g., *What to expect when you're expecting* book)
2. **Educate siblings.** Books or other audio/visual tools to help educate sibling about welcoming new baby
3. **Educating and building connection.** Birthing classes



EXAMPLE. Referenced resource for Doula services included in the pre-birth prototype kit

Advocacy

Provide information about free legal resources

1. **Law firms.** List of lawyers or firms providing free/pro-bono law services in low-income communities for mothers who experience adverse life events as well as interacting with DCP&P.

Enable mothers to advocate for themselves while engaging with systems

1. **Advocacy resources.** Parent Bill of Rights, HEAR your symptoms to advocate with child welfare, healthcare and other systems

You know your body best
If you experience something that seems unusual or is worrying you, don't ignore it.

HEAR
HEAR HER CONCERNS

Learn about urgent warning signs and how to talk to your healthcare provider.

During Pregnancy
If you are pregnant, it's important to pay attention to your body and talk to your healthcare provider about anything that doesn't feel right. If you experience any of the urgent maternal warning signs, get medical care immediately.

After Pregnancy
While your new baby needs a lot of attention and care, it's important to remain aware of your own body and take care of yourself, too. It's normal to feel tired and have some pain, particularly in the first few weeks after having a baby, but there are some symptoms that could be signs of more serious problems.

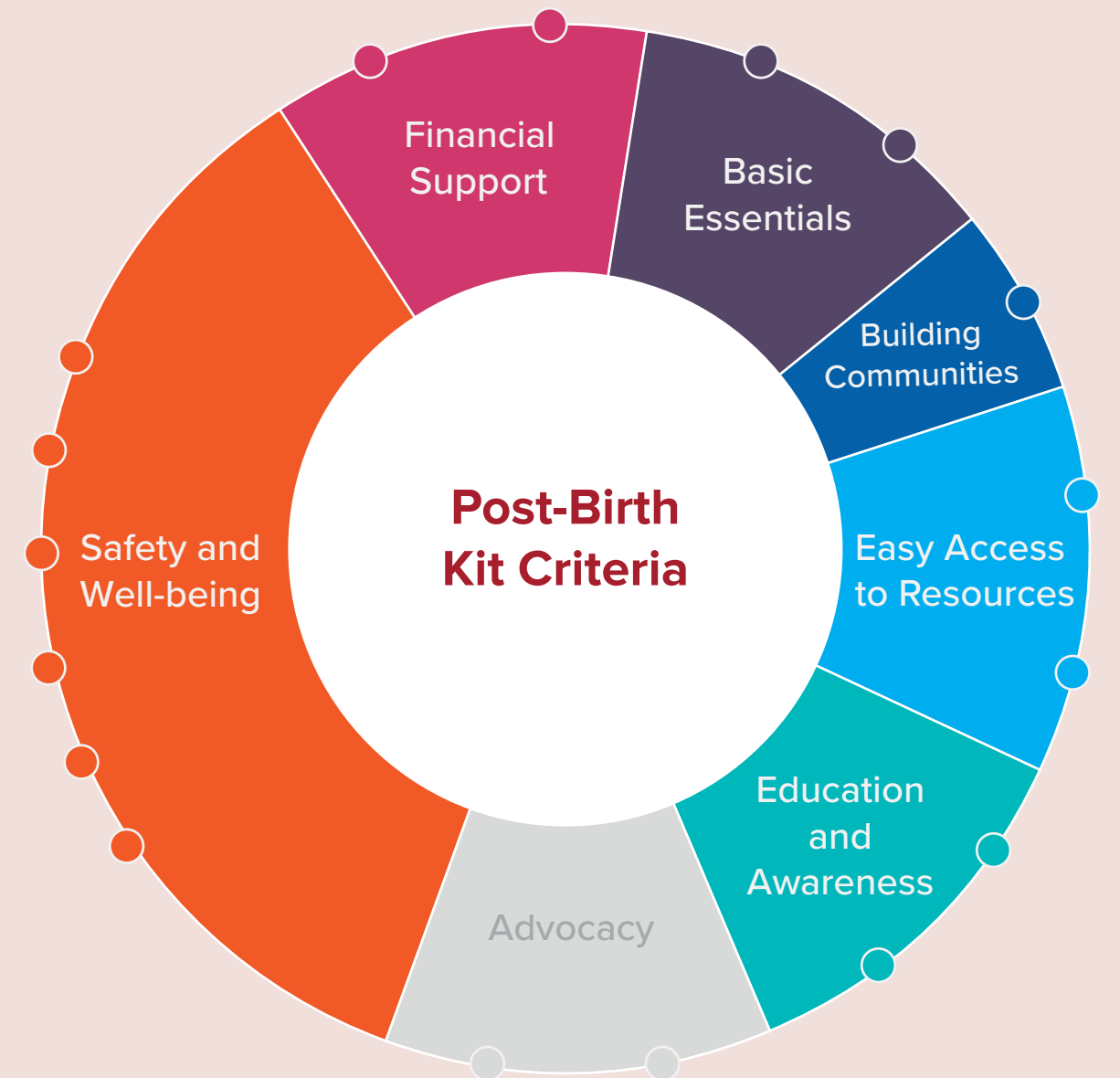
Tina:

- Bring this conversation starter and any additional questions you want to ask to your provider.
- Be sure to tell them that you are pregnant or have been pregnant within a year.

EXAMPLE. 'CDC's Hear Her Campaign' included as a resource in the pre-birth kit

Focused Themes

The diagram highlights the key themes for the creation of the **post-birth kit**. The following pages go deeper in each theme through goals and supportive examples.



Safety and Wellbeing

Allow mothers to practice self-care

1. **Relaxation.** Bath fizz, diffuser
2. **Healthy body, healthy mind.** Gym membership, yoga classes

Help mothers and their families identify emotions and seek healthy ways to process them

1. **Identifying emotions.** *How are you feeling* magnet
2. **Parent network.** Information and access to parent support groups, *Count on Me* network, Sisterhood birthing project

Motivate mothers to understand their self-worth and be more confident

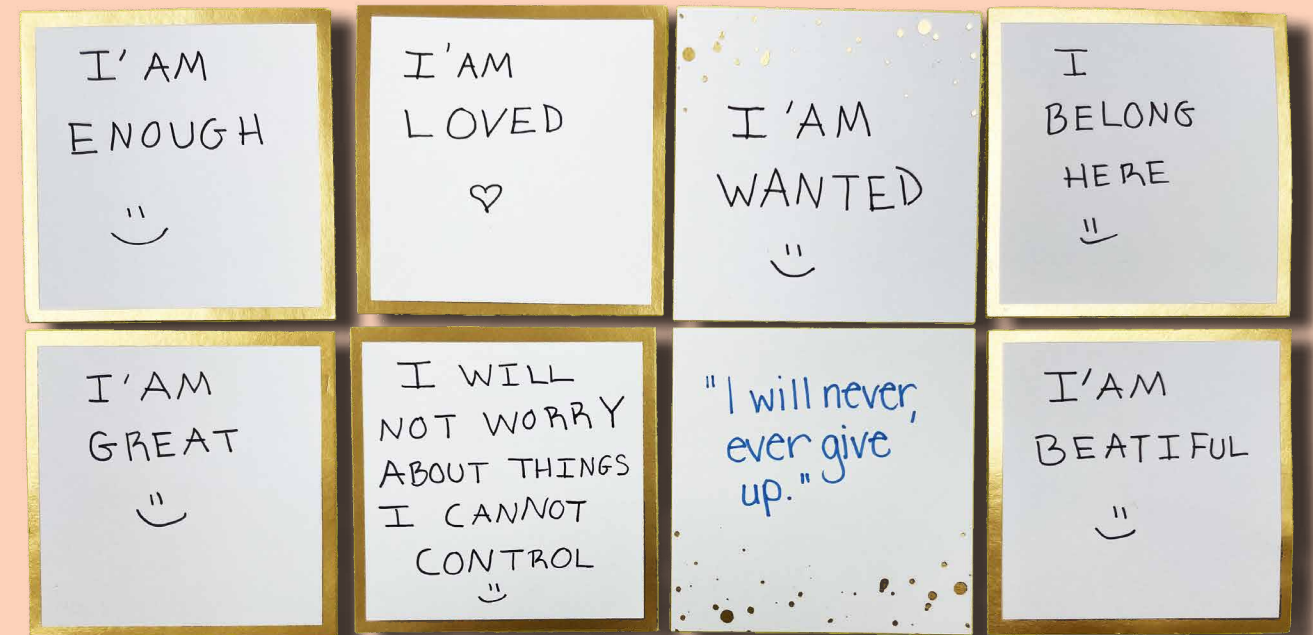
1. **Affirming.** You are Worthy Book or related audio/video materials, affirmation cards

Provide resources and spaces to help support mental wellbeing

1. **Supports.** Meditation app, therapy support service subscription, resources for postpartum care
2. **Parent network.** *Count on Me* resources

Support mothers to prioritize safety for themselves and their babies

1. **Safety.** First aid kit, baby safety kit, CPR classes, heartbeat monitor machine
2. **Wellness.** Universal Home Visiting Program
3. **Home care.** Electrical outlet covers, or maybe a gift card for like securing the home



EXAMPLE. Affirmation cards added by the co-designers and participants in the prototype kit

Financial Support

Provide mothers with financial assistance

Financial assistance. Gift card, coupons and vouchers for transportation, childcare, laundry, physical and mental wellbeing, grocery and food delivery



EXAMPLE. Gift vouchers included in the post-birth prototype kit

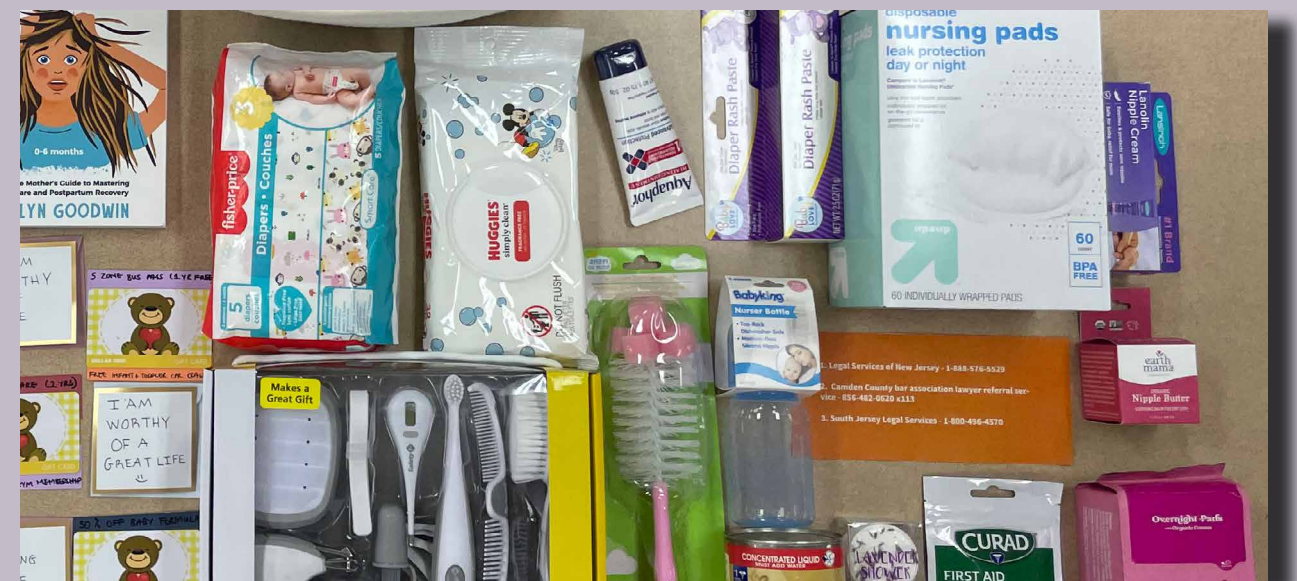
Basic Essentials

Identify and provide essential items for mothers that support their healing

1. **Healing.** Stretch mark cream, nipple butter, nursing pads, overnight pads, healing ointment, Peri Bottle
2. **Assistance.** Childcare assistance

Provide moms with essential items to take care of their newborn

1. **Essentials.** Baby bottle, bottle cleaner, diapers, diaper rash cream, baby formula, hand sanitizer, barrier cream, pacifier, soothers, onesie, socks, baby thermometer, informational resource for various types of formulas, etc.



EXAMPLE. Essential items for both mom and the baby included in the post-birth prototype kit

Building Communities

Create a network of trusted individuals where mothers feel safe to foster connections and seek support

1. **Peer support.** *Count on Me* network, cooking classes or other related workshops for moms
2. **Digital.** Bright by Text services provided with peer support



EXAMPLE. Concept Recommendation 'Count on Me' pin mock up

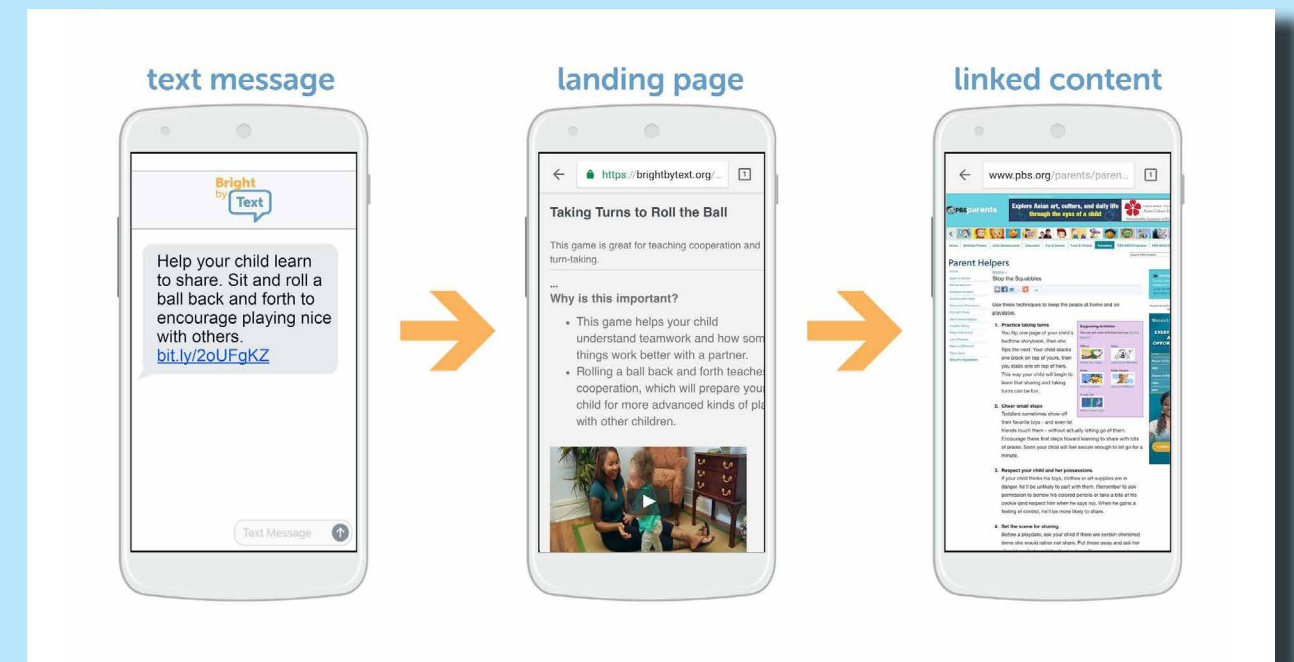
Easy Access to Resources

Provide information about all resources in one place

1. **Digital.** QR code (maybe on a keychain) leading to a website (a one stop solution to access resources)
2. **Analog.** A folder of physical copies of all the resources accessible to mothers

Customize information about community activities along with peer support

1. **Financial literacy.** Bright by Text services
2. **Peer support.** Bright by Text coupled with peer support through *Count on Me* network



EXAMPLE. 'Bright by Text' service resource included in the prototype kit

Education and Awareness

Equip mothers to be more self aware about their health, safety and wellbeing

1. **Awareness.** Parents bill of rights, access to doulas, various programs to support parents to get jobs, access housing, etc.
2. **Identification of symptoms and access to resources.** Domestic violence, substance abuse, postpartum, pregnancy loss, WIC, SNAP and other qualified resource benefits, etc.
3. **Mindfulness.** 'What to do when overwhelmed' resources/tips for moms (for e.g., listening to music, talking a walk, etc.)

Educate on financial literacy to better understand their finances and move towards self-reliance

1. **1. Educate and affirm moms.** *Help! I'm a new mom* book or related audio/video materials to help mothers with newborn care, milestone tracking, and postpartum recovery)
2. **Educate siblings.** Books or other audio/visual tools to help educate sibling about welcoming new baby



EXAMPLE. Referenced resource for Lactation support included in the post-birth prototype kit

Additional Learning

Here, we've provided some additional learning from our conversations during the sprint that are key to developing and distributing the kit.

ACCOUNTING FOR LITERACY LEVELS AND LANGUAGE INCLUSIVITY

Providing people with different ways to engage with the kit by accounting for literacy levels, learning preferences, and languages.

RECOMMENDATIONS

1. Curating the kit with considerations about various literacy levels and language inclusivity.
2. Provide available items and resources in different modes- audio, visual, etc. E.g., resources being added to a presentation with voiceover to account for reading and other barriers. Links to youtube videos explaining items and resources present in the kit. These supportive materials will be helpful if people can't attend workshops (a mode of kit distribution).

SUPPORT NEEDED

1. Audio Visual (AV) team to create content, visuals, videos along with text based resources.
2. Social media and marketing team.
3. Translators and/or translation platforms.

03b

Concept Recommendation: Count on Me

- 70** Concept Scenario
- 72** Concept Overview



Concept Recommendation

Count on Me

“[Raising a child] takes a village. How do you think people can well themselves? Just being kind, seeing a challenge, [and] being the solution. And that’s how you start. Whatever the challenge you see, come that solution. That’s what starts a village. And we need a village of healing right now with our parents.”

Concept Recommendation

Count on Me

An expectant mother, Denise, reaches the salon for her hair appointment with her young daughter. As she enters, the hairdresser, Patricia, sees that Denise looks overwhelmed. Patricia sat the young daughter on the couch, gives her a coloring book, and starts a conversation with Denise. As they are talking, Denise shares that with everything that is going on with her being pregnant, single-handedly managing everything to get ready for the baby to arrive, she missed her bus two times that day and had to wait for a long time before the next bus to come, during which her daughter was also getting uncomfortable and just wanted to go home. Patricia listened to her patiently and offered her some water, a snack for the daughter.

Once she settled in, Patricia felt that Denise could benefit from a community of Count on Me as she has been in a similar situation and has seen other moms benefit from the network. Patricia continued to comfort Denise and shared Count on Me network information. Patricia informed Denise that she is also now a part of the network as a buddy. She shared about an upcoming event they are hosting in the community for moms to connect with other moms and get resources to support each other in their pregnancy journey.

Denise was excited and hopeful to hear about a community that is there to support moms. She immediately kept the flyer Patricia shared and made a note not to miss it.



Count on Me

Count on Me is a trusted network of community members (e.g., mothers, doulas, etc.) with personal experience interacting with various systems and adversities, seeking to support mothers and help them navigate access to needed resources. People who are part of the network will be equitably compensated (both financial and supplemental compensation) for their involvement.

WHAT IS COUNT ON ME?

Due to over-policing, surveillance, and disproportionate involvement in the children’s services system, family and civic support networks are frayed, particularly in Black and Brown communities, diminishing the amount of non-system support Black and Brown mothers can receive. Therefore, the kit needs to focus on building community and creating a support system that will sustain beyond the physical kit itself.

Count on Me is a concept recommendation to provide the community and support that Black and Brown mothers seek during pregnancy and after childbirth.

The network facilitates relationship building between mothers and the people who are part of this network, known as buddies, by creating engagement opportunities, like community events and workshops. This allows for support systems to emerge organically as the community grows and buddies network.

This section elaborates the concept in detail based on our learnings. The recommendation will have to be prototyped and tested to further develop.

HOW DOES IT WORK?

Mothers can connect with the network to be a listening ear, receive knowledge, and/or get connected to needed tools and resources. The buddies will be focused on helping mothers navigate and access resources they need.

The network should include professionals (e.g., therapists) as a resource for the mothers to access if further support is needed, particularly relating to trauma.

Some of the topic areas they can receive support on include but are not limited to domestic violence, substance abuse, postpartum, understanding your body, understanding baby’s needs, lactation, etc.

To facilitate community building, mothers will be able to attend workshops and other organized events while a part of the network to connect with other mothers, have fun, learn varied skills, etc.

HOW WILL PEOPLE LEARN ABOUT THE NETWORK?

Count on Me will be marketed using various modes like social media, commercials, billboards, flyers, collateral etc. to create awareness, education and brand recall about the network.

To help people identify ‘buddies’ within their communities, materials like ‘pins’, will be worn by the network buddies to allow people within communities to easily identify them and strike up a conversation if they feel comfortable. These buddies can also then share their business cards and a list of other

buddies within the network with individuals who want to continue conversations in a more private setting or seek support for a particular topic.

Additionally, a resource list will also be available at kit distribution sites and other trusted locations for public access. For e.g, at barber shops, grocery stores, libraries, churches, etc.

SUPPORT NEEDED

To actualize this concept, DCF needs to:

1

Build a strategy and plan for the creation of the count-on-me network, hiring, training, compensation, etc.

2

Secure additional funding to create community events.

3

Leverage existing partnerships or creating new departments to provide trauma-informed training to the network, and creating the resource list.

03c

Cost Estimates

- 76 Pre-Birth Kit
- 78 Post-Birth Kit

Cost Estimate: Pre-Birth Kit

Below is a cost estimate for the creation of the pre-birth kit. The cost includes items, resources and vouchers included in the Sprint 2 prototype.

PRODUCTS		
Items (Products)	Price Range (low)	Price Range (High)
Basket/Storage	\$20	\$70
You are Worthy book or other inspirational/affirmation book	\$10	\$20
The Whole 9 Months book	\$10	\$20
Affirmation cards	\$8	\$25
How are you Feeling magnet	\$10	\$20
Slippers	\$10	\$25
Tummy Butter for stretch mark	\$10	\$30
Belly mask	\$10	\$30
Face mask	\$5	\$20
Bath Bomb/ Body wash set	\$15	\$35
Muscle ache bath soak	\$5	\$20
Foot treatment mask	\$5	\$10
Candle	\$5	\$20
Scalp massager	\$5	\$15
Peppermint roll	\$5	\$10
QR code keychain	\$5	\$15
Printed community resource list and Count on Me list	\$25	\$35
Frame for ultra sound	\$5	\$15
Total	\$168	\$435

FINANCIAL ASSISTANCE (VOUCHERS)		
Item (vouchers)	Price Range (low)	Price Range (high)
6 months meditation app (ex. Headspace) subscription	\$60	\$100
Free law service contacts	\$0	\$0
80% Laundry product and services	\$100	\$150
Coupons for Pampers	\$0	\$0
1 year free grocery delivery	\$150	\$200
\$250 lyft gift card	\$250	\$250
Total	\$560	\$700

GRAND TOTAL	\$728	\$1,135
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Cost Estimate: Post-Birth Kit

Below is a cost estimate for the creation of the post-birth kit. The cost includes items, resources and vouchers included in the Sprint 2 prototype.

PRODUCTS		
Items (Products)	Price Range (low)	Price Range (High)
Basket/Container	\$20	\$70
Diaper rash paste	\$5	\$15
Baby formula	\$25	\$60
Baby bottle	\$10	\$15
Bottle cleaner	\$5	\$10
Diapers	\$10	\$15 * (price can change depending on size)
Wipes	\$5	\$10
Nipple cream	\$5	\$20
Nursing pads* ((quantity depends on the brand)	\$15	
Healing ointment	\$10	\$25
Overnight pads	\$10	\$20
Affirmation cards	\$5	\$15
Help! I'm a new mom book	\$15	\$25
How are you feeling magnet	\$10	\$10
Bath shower fizzers	\$5	\$15
First aid portable pack safety it	\$2	\$5
Baby deluxe Nursery kit	\$100	\$200
Printed community resource list and QR code	\$25	\$35
Total	\$262	\$495

FINANCIAL ASSISTANCE (VOUCHERS)		
Item (vouchers)	Price Range (low)	Price Range (high)
6 months therapy support service (ex. BetterHelp) subscription	\$1,440	\$2,160 * (on average \$240-\$360 per month- price can depend on therapist availability, user location, and user preferences)
6 months free gym membership	\$75	\$200
Free childcare for 2 years	\$11,000	\$13,000 * (12 weeks)
30% off baby formula		
Free Infant CPR classes	\$80	\$120
5 zone bus pass for 1 year	\$1,200	\$1,300
6 months food delivery service subscription	\$60	\$90
1 year free meal subscription gift card	\$3,400	\$4,400 * (3 meals per week)
WaWa gift card	\$500	\$500
Total	\$16,240	\$19,410

GRAND TOTAL	\$16,502	\$19,905
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03d

Kit Distribution

82

Learnings

Learnings

Learning from our conversations with sprint participants, this section highlights the recommendations for distribution of the kit to Black and Brown mothers. Following the recommendations are the support needed to implement those recommendations.

DISTRIBUTION AT PUBLICLY TRUSTED SITES

Creating opportunities for mothers to convene at spaces intentionally created to connect and access the kit or access kit through publicly trusted locations. If mothers cannot be at these physical locations, this kit can also be delivered to their preferred location.

KIT SHOULD BE INTERACTIVE AND EXPLAINED

Mothers who are receiving the kit want it to be more intimate, intentional, and relational with an explanation of what's in the kit.

Recommendations

1. There is a lack of trust for the kit to be coming directly from DCP&P. Therefore, identifying sites to distribute the kit or creating opportunities to access the kit through trusted community stakeholders.

E.g., distributing kits at faith-based organizations like churches, local businesses, community advocacy organizations, FSC, creating pregnancy-focused workshops or sites, mom support group meetings, etc.

Support Needed

1. Securing sites for assembling the kits to distribute.
2. Partnerships with publicly trusted locations and the Count on Me network.

Recommendations

1. The kit should be distributed by creating intentional spaces through events like cooking classes, workshops, etc., where mothers can have the opportunity to be more connected with each other, build relationships and foster community connection as they learn about resources in the kit.
2. An interactive handoff allows mothers to learn about the kit, ask questions, etc.

Support Needed

1. Audio Visual (AV) team, Count on Me network, training on how to engage mothers while sharing about the kit.

Learnings (cont.)

Learning from our conversations with sprint participants, this section highlights the recommendations for distribution of the kit to Black and Brown mothers. Following the recommendations are the support needed to implement those recommendations.

RELATIONSHIP BUILDING THROUGH MULTIPLE KITS

Foster relationship building between ‘kit distributors’ and mothers by creating multiple touch points within the pregnancy journey where different aspects of the kit are introduced and explained.

Recommendations	Support Needed
<ol style="list-style-type: none">Part 1: Welcome and introduction of the kit and the Count on Me network during the first trimester of pregnancy, giving mothers an insight into what items and resources they would receive during their pregnancy and post-birth.Part 2: Providing the pre-birth kit, probably during the second trimester.Part 3: Providing the post-birth kit during the third trimester.	<ol style="list-style-type: none">Admin support to track the timely distribution of the kit.Create partnerships to bring current healthcare support systems- doulas, home visiting nurses, midwives, etc. to be a part of the network and distribute the kit.

BROADENING MARKETING EFFORTS

Expand marketing efforts to distribute knowledge and awareness about the kit and other related events within the community.

Recommendations	Support Needed
<ol style="list-style-type: none">Utilize a combination of digital and physical marketing such as social media (e.g. facebook) and print marketing (for e.g. billboards).Many mothers are seeking information from multiple sources such as mom fb groups, books, etc. Leveraging different media channels will enable DCF to reach as many mothers as possible.	<ol style="list-style-type: none">Social media and marketing team, customer support.



03e

Kit Packaging

88 Considerations

Considerations

To conceptualize the packaging, the illustrations here represent three potential ideas:

1

Basket

2

Box

3

Hamper

The packaging for the kit will need to be further prototyped to identify the best, most convenient and multi use style. Through our conversations with the sprint participants, the kit should be designed with the following considerations:

1

Celebratory and feel like a gift to the mother

2

Be inviting and uplifting. E.g, use of vibrant colors, inspiring messaging, etc.

3

Function as a reusable container to be used later as a storage



03f

Potential Partners and Resources

- 92 Highlighted Resources
- 93 Potential Partners

Potential Partners and Resources

During our conversations with the sprint participants, they mentioned the following resources that they use to receive needed information or services for themselves and their families.

HIGHLIGHTED RESOURCES

<p>New Jersey 211 Service Hotline. A free, confidential, statewide hotline for New Jersey residents to find services they need.</p>	<p>CDC Milestone Tracker app. Mobile app for parents to track the milestones of their child from 2 months to 5 years old using interactive checklists. The app includes tips from the CDC to encourage child development and how to address concerns.</p>
<p>Eat, Sleep, Console Program. Hospital program that reduces the stay of opioid-exposed newborns in the hospital and involves the mother in the baby's treatment.</p>	<p>WIC. Pregnant women that qualify for WIC can receive or rent a breast pump through WIC.</p>
<p>NJ Head Start and Early Head Start Program. Federal programs that promote early childhood learning for children five and under from low-income families and supports families to be a part of their child's development even before birth-language, literacy, and social and emotional development, etc.</p>	<p>Financial Peace University. An interactive nine-week financial literacy course that teaches learners to budget, invest, and manage debt. This course can be accessed through family success centers.</p>
<p>Acenda. Acenda provides several free programs for new and expectant parents to support them through their journey. Programs include in-home visitations, education, and substance abuse recovery for expectant and postpartum women.</p>	

The sprint participants also listed initiatives and organizations to partner with for the creation and distribution of the kit.

POTENTIAL PARTNERS

<p>A Healthy Mothers, Healthy Babies Coalitions of South Jersey. A group of grassroots organizations that work to improve the health and well-being of pregnant individuals, babies, and children in South Jersey through community-based efforts. There are coalitions in Atlantic, Burlington, Cape May, Cumberland, Gloucester, and Salem counties.</p>	<p>Three Little Birds. Regional community resource that supports families experiencing pregnancy and infant loss in Atlantic, Burlington, Cape May, Camden, Cumberland, Gloucester, and Salem counties. They also provide education and training for medical professionals to support families through loss.</p>
<p>JerseyFresh. An initiative by the New Jersey Department of Agriculture encouraging NJ residents to purchase produce grown by local farms. Creating a partnership through state grants and Community Supported Agriculture (CSAs) during programs to deliver produce to families that don't have accessible grocery stores.</p>	<p>Camden Healthy Start. A Camden community resource that provides mothers health and social services before, during, and after pregnancy to reduce infant mortality and eliminate racial and ethnic disparities.</p>
<p>Cornerstone Women's Resource Centers. Salem-based community resource for women facing unplanned pregnancy.</p>	



04

Children's Services: Key Learnings and Recommendations

96	System Learning Themes
98	How to Read System Learnings
100	System Learnings
104	Supportive Policy Recommendations

System Learning Themes

This section reflects the experiences and perspectives of the 21 sprint participants. The learnings were synthesized from our conversations with lived experts from the community and professionals within the child welfare and adjacent systems. These learnings include systemic barriers, racial disproportionality, and disparate experiences Black and Brown mothers and their families faced during their engagements with the child welfare system. Addressing these themes is critical to the success of the kit and the transformation of DCF into a system of child and family well-being.

Continued traumatization of children through out-of home placement	Lack of due diligence to place children with kin
Culturally insensitive evaluation of Black and Brown families	Compliance as a manipulative tool
Inadequate preventative support by DCP&P	Fragmented system support



LAWRENCE CRAYTON // UNSPLASH

INSIGHT TITLE

SUPPORTING QUOTES

How to Read System Learnings

In this section, you will see key learnings we have about the children’s services system from our conversations with the sprint participants. Here is a simple diagram to explain how to process this information.

INSIGHT

Continued traumatization of children through out-of-home placement

“The system failed them in a sense because when I would go online and look up places where kids can go that were having issues, there were these nice places in the country and they weren’t near anyone else. They couldn’t go far off and go somewhere else. Why is there a difference? My son, you put him in Camden at Capital. His family is there. The one thing about kids that are autistic, they’re smart. He had no idea where Capital was. He had never been there, but he knew how to get from Capital to where his family was. He ended up on the street there, he got into drugs, he was doing things that he shouldn’t have been doing. They would go get him, take him back. And so I went there. So then they told me, well, we can’t keep him here and if he runs, we can’t go get him. So that’s how all the other stuff started. So I’m saying, why would you put him there (group home)?”

Because of DCP&P’s lack of due diligence in vetting homes, Black children are placed in environments that do not serve their behavioral or cultural needs and are not the best for their overall well-being. Additionally, the system does not penalize these families/homes that create traumatizing conditions for children.

Lack of due diligence to place children with kin

“She [caseworker] lied in court that she had tried to contact family members. There is clearly a loophole with not doing due diligence to place children with family members.”



Black and Brown children are more likely to be placed in out-of-home placements because caseworkers do not conduct due diligence to place them with kin. This leads to family separation, and perceived racism in the system by these families.

Continued traumatization of children through out-of-home placement

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Black and Brown children are more likely to be placed in out-of-home placements because caseworkers do not conduct due diligence to place them with kin. This leads to family separation, and perceived racism in the system by these families.

Culturally insensitive evaluation of Black and Brown families

“The counselor doesn’t speak Spanish, the girl doesn’t speak english. The Counselor started asking her about her relationship with her family, she said it was normal. She gets along with her mom and dad and feels comfortable talking with them about things... When asked about relationship with her dad, she expressed that it’s good and she gives him a piquito (little kiss). They then accused the dad of sexual assault.”



Despite the system’s efforts to train system actors to be culturally competent, they continue to evaluate families from a Western, privileged perspective, leaning on stereotypes and biases while interacting and providing recommendations for Black and Brown families.

Compliance as a manipulative tool

“They make you think there’s a possibility of reunification. They won’t tell you your case is connected to your partner. Her son’s partner had to get restraining orders to show they were not in contact with her son so they could get her kids back.”

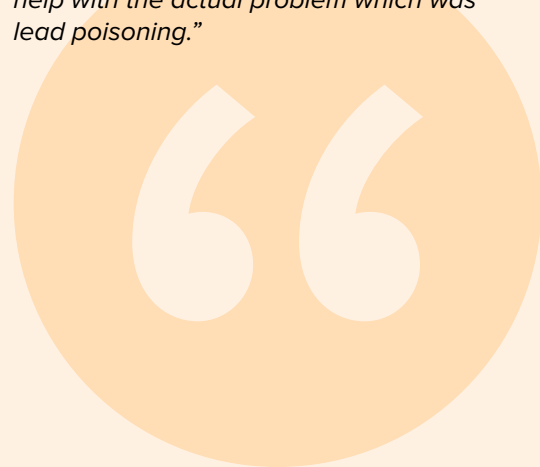


By withholding case information from families, DCP&P caseworkers mislead families into thinking reunification is the end goal even if they know it is not possible. This makes case plans a tool for compliance and separation of families continues to persist, disproportionately so for Black and Brown families.

Inadequate preventative support by DCP&P

“And when I was seeking services, the same thing happened with a DCP&P, I was pretty much told no your not eligible for services. Like even though now, now that I’m working there [on the system side of things], I knew I should be eligible. Why doesn’t anybody want to help the people of Salem County?”

“They were not there to help, they were there to take my kids away - DYFS didn’t help with the actual problem which was lead poisoning.”

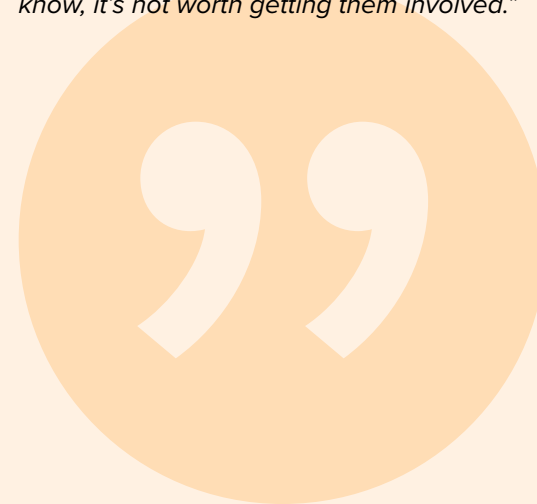


People seeking preventative support from DCP&P continue to be disregarded, disrespected, misled, and, in turn, end up entering the system, which they wanted to avoid in the first place. These interactions add to the historical mistrust in DCP&P and people feeling that they would be better off finding support outside the system.

Fragmented system support

“We [the caseworker and her] didn’t really talk about finances. She said they are very limited on what they can do. It’s kind of a weird conversation as they can’t really do much, unless it was a high threat situation.”

“This is sad to say, but I know now, [from] my interactions with DCP&P that I’m better off resolving it myself. And so as far as you know, it’s not worth getting them involved.”



When mothers seek support from DCP&P, they end up feeling neglected due to the lack of holistic support and being tossed between organizations without a viable solution, resulting in continued involvement with the system. These negative experiences create a desire for mothers to have more connected and sustainable community-based support that would reduce the likelihood of system involvement.



Policy Recommendations

Below is a list of policy recommendations that serve as a foundation/ support for the kit. These recommendations will not fall solely under DCF. They will need inter-agency collaboration as well as legislative courage (state and federal) to address some of the root causes for the disparities faced by Black and Brown mothers in New Jersey. It is vital to enact these policy recommendations in conjunction with the kit.

Connected transportation

Develop tax incentives for rideshare companies to better serve mothers in rural areas. Additionally, create subsidies for organizations with vehicles in rural areas to utilize those vehicles to provide transportation to mothers in rural areas.

Access to healthy food

Create a 'Meals on Wheels' type program to provide free meals to expectant mothers. Further, develop tax incentives and/or subsidize quality grocery stores to put their stores in food deserts, urban and rural.

Establish free childcare

Provide free childcare for Black and Brown mothers of newborns and children age 12 and under in New Jersey.

Mandated reporter policy

Incorporate clearly defined language (e.g. remove "suspect") for mandated reporting to reduce unnecessary reporting of families to the system.

Standardize resource sharing

Mandate caseworkers to share the same information about services and support with all the families they work with.

Language inclusivity for documents

Any documents offered to families should be in someone's native language if they can't read English.



05

Conclusion

109

Conclusion

The Work Ahead

Conclusion

When compared with their white counterparts in New Jersey, there are disparate health outcomes for Black and Brown mothers and their babies. Systemic racism and its effects on social determinants of health have created barriers to healthy pregnancies and births for Black and Brown families [2]. Systemic racism has also created barriers for Black and Brown families to live healthy lives together due to disruption by the child welfare system. Black and Brown mothers face disproportionate surveillance and scrutiny by the system, thus increasing the likelihood of their families being separated [3]. As a part of our anti-racist approach, understanding the nuances of the experiences of Black and Brown mothers who have interacted with the child welfare system was key as we prototyped the kit with them.

Through our co-design process, we developed a kit that focuses on the unique needs of Black and Brown mothers who have interacted with the child welfare system. The process helped us understand that this kit also serves Black and Brown mothers who have not interacted with the system by facilitating a strong and sustainable support system during and after pregnancy,

which is critical for them and their family's well-being.

The criteria defined in this report provide a foundation for the development of the kit and a direction for the kind of support systems desired by mothers for themselves and their families to thrive and avoid entry into the child welfare system because of financial barriers and lack of support. Within the kit, the concept recommendation of Count on Me can act as a stand-alone concept but is also a crucial part of the kit. It must be further co-designed and prototyped with mothers along with other stakeholders to create the needed infrastructure.

We do not imagine this kit to be THE solution for removing disparities for Black and Brown mothers and families. We see it as just a step toward providing support to mothers and families to prevent child welfare involvement. It is evident that there needs to be a deeper systemic transformation to support Black and Brown mothers and their families by creating new policies, practices, and infrastructures that advance equity, prevention, and the well-being of children and families.



06

Appendix

112	Secondary Research
113	Matrix and How to Read Matrix
114	Pre-Birth
120	Post-Birth
126	Sprint Photos
128	Bibliography
130	The Team

Secondary Research

Our team conducted in-depth research to understand the needs of mothers at various stages of pregnancy and policy and structural barriers faced by Black and Brown mothers in the child welfare system, which informed the creation of the kit.

Additionally, we researched government kits and other initiatives around the world that exist to support mothers and their babies. To name a few, we looked into the following baby boxes:

<p>Government Baby Boxes</p> <ol style="list-style-type: none"> Finland's baby box Victoria's baby bundle Scotland's baby box Australia's baby bundle Telangana KCR kit scheme US Newborn Supply Kit 	<p>Medical Kits</p> <ol style="list-style-type: none"> Safe delivery kits Pakistan UNICEF's midwifery and obstetric kits WHO Maama Kit
<p>Informational Resources</p> <ol style="list-style-type: none"> California new parent kit Huggies resource list for new moms Edmonton Public Library welcome baby program Nurse-family partnerships: National Resources For Families 	<p>Financial and resource assistance</p> <ol style="list-style-type: none"> Newfoundland and Labrador Department of Children, Seniors and Social Development Women, Infants, and Children (WIC)

Matrix

The final kit criteria was created from the iterations of the matrix on the following pages.

The matrix outlines the various themes and goals that the team considered for creating the prototypes for the sprints. The features are items and resources that were selected to be in the kit to achieve the determined goals.

How to Read the Matrix

THEME
Defined category for the kit

GOALS
List of goals as a way to actualize the theme.

FEATURES
Items and resources in the kit to achieve the intended goal

Safety and well-being				
	Self care for mothers	Safety for parents	Safety for babies	Encouragement and self-led success
Diaper rash paste				
Baby formula				
Baby formula and bottle cleaning guide				
Baby bottle				

Kit Matrix: Pre-Birth Kit

Goals Features in the kit	Safety and well-being					Financial independence	Building communities
	Self care for mothers	Encouragement and self-led success	Emotional well-being	Mental health support	Improve physical wellbeing	Providing support for mothers to become self reliant	Building and seeking support
Free childcare for 2 years							
Tummy butter							
Candle							
Food treatment masks							
Comfy slippers							
How are you feeling magnet							
Muscle ache bath soak							
Count on Me resources list							
6 month free therapy service subscription							
6 months free meditation app service subscription							
Bath bomb/body wash set							
Face mask							
Belly mask							
Affirmation cards							
You are Worthy book							
The whole 9 months book							
Affirmation cards							

Easy access to resources		Education and awareness		Advocacy	
Providing a one-stop place for access to resource information	Customization of resources based on the need	Identification and Building capacity-each one, teach one	Mothers understanding their baby's needs and their own milestones	Accessibility to legal support	Self-advocacy during system engagement

Kit Matrix: Pre-Birth Kit

Goals Features in the kit	Safety and well-being					Financial independence	Building communities
	Self care for mothers	Encouragement and self-led success	Emotional well-being	Mental health support	Improve physical wellbeing	Providing support for mothers to become self reliant	Building and seeking support
Count on Me pin and business card							
Scalp massager							
Peppermint Oil							
Frame for ultrasound							
Resource book- postpartum							
Black owned Doula org.- Ancient Song							
Chocolate Milk Cafe- Lactation consultancy							
Modivcare (medical transportation) and reimbursement form							

Easy access to resources		Education and awareness		Advocacy	
Providing a one-stop place for access to resource information	Customization of resources based on the need	Identification and Building capacity- each one, teach one	Mothers understanding their baby's needs and their own milestones	Accessibility to legal support	Self-advocacy during system engagement

Sprint Photos

Here are some of the images from the working sessions and the sprint the team conducted in Salem, New Jersey. The images captures the building of the kit with the co-designers, conducting interviews with sprint participants and components of the prototype.



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Appendix

The Team



I
BELONG
HERE

☺ I'AM

I'AM ENOUGH
LOVED

♡ ☺

"I will never,
ever give
up."

I'AM
WORTHY
OF A
GREAT LIFE
☺

To learn more about our work,
visit www.chibydesign.com

