



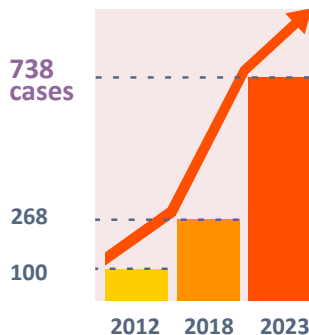
# Addressing Perinatal HIV & Congenital Syphilis in NJ

## Building Capacity to Improve Health Outcomes During Pregnancy

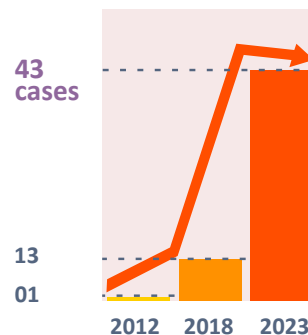
### Syphilis is a growing concern in NJ

Cases of syphilis among women in NJ have been on the rise leading to a resurgence of congenital syphilis cases in our state.

**Increase in acquired syphilis**  
(with a sharp incline since 2016)



**Increase in congenital syphilis**  
(despite decreases in 2022-2023)



Among 15-44 Y.O. Females 2012-2023 | Source: NJDOH & CDC

### Why is this critical?



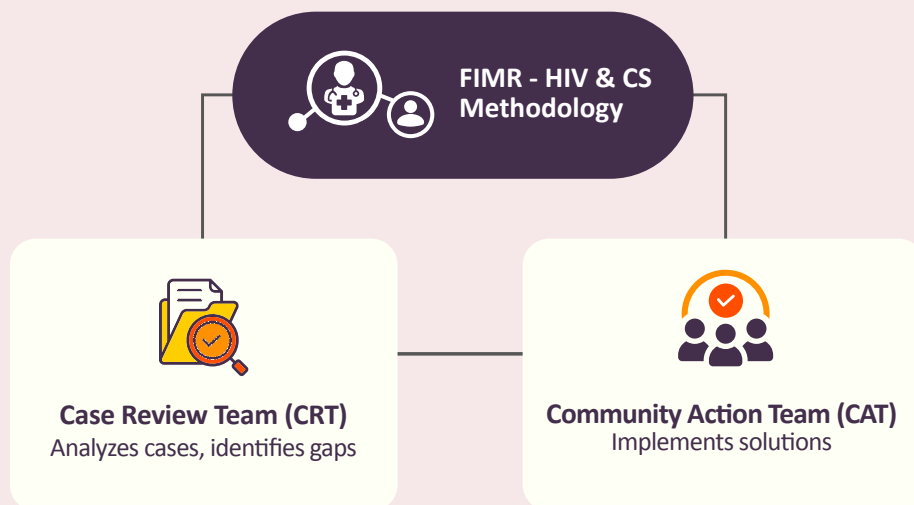
**Serious Health Issues**  
may result if syphilis left untreated.



**Severe Infant Health Complications**  
when transmitted during pregnancy.

### The Fetal and Infant Mortality Review - HIV & Congenital Syphilis (FIMR - HIV & CS) Methodology

This methodology is designed to improve perinatal HIV & congenital syphilis prevention systems. It is a community-driven process to improve care. The Case Review Team and Community Action Team help to facilitate this process.



### What is the goal?

Improve perinatal HIV and congenital syphilis prevention systems.



RUTGERS HEALTH  
School of Nursing  
François-Xavier Bagnoud Center



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# FIMR - HIV & CS Methodology

## Activities & Impact (2023 - Present)

### Key Collaborators

Work to expand and amplify messages to target audiences.

30+

#### Multidisciplinary Team

Providers, institutions, advocates, organizations, and agencies

60+

#### Stakeholders

from 25+ agencies & organizations influencing maternal & child health

The FXB Center coordinates the methodology in partnership with key collaborators.

### Training & Education

Facilitate presentations on congenital syphilis and perinatal HIV trends.

16+



Webinars/Trainings

3



National/Statewide Conferences

+



Multiple Grand Rounds at Birthing Hospitals

Reaching NJ clinical providers & public health professionals serving people most at risk of syphilis.

### Resource Development

Develop provider and multilingual community information tools.

#### Provider/Patient Resources

Scan to access



883k+



#### Community Awareness Campaign

Ads in 4 high-incidence cities



Billboards  
17m+ Impressions



Bus Ads  
2m+ Impressions

Facebook & Instagram

883k+ Impressions  
4.7k+ Clicks

Featured ads from 9/19/24 - 1/12/25

### Policy Advocacy

Advocate for change in the syphilis screening law to ensure timely diagnosis and treatment.



Meeting held with NJ senate staff.



Recommended law include 3<sup>rd</sup> trimester syphilis testing.



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