



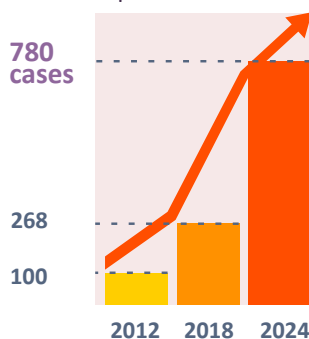
Addressing Perinatal HIV & Congenital Syphilis in NJ

Building Capacity to Improve Health Outcomes During Pregnancy

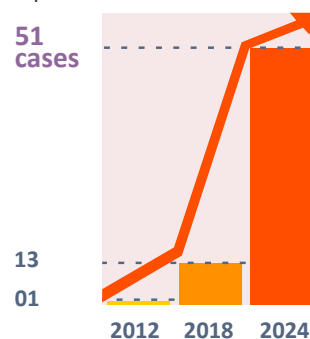
Syphilis is a growing concern in NJ

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 2012-2024 | Source: NJDOH & CDC

Why is this critical?



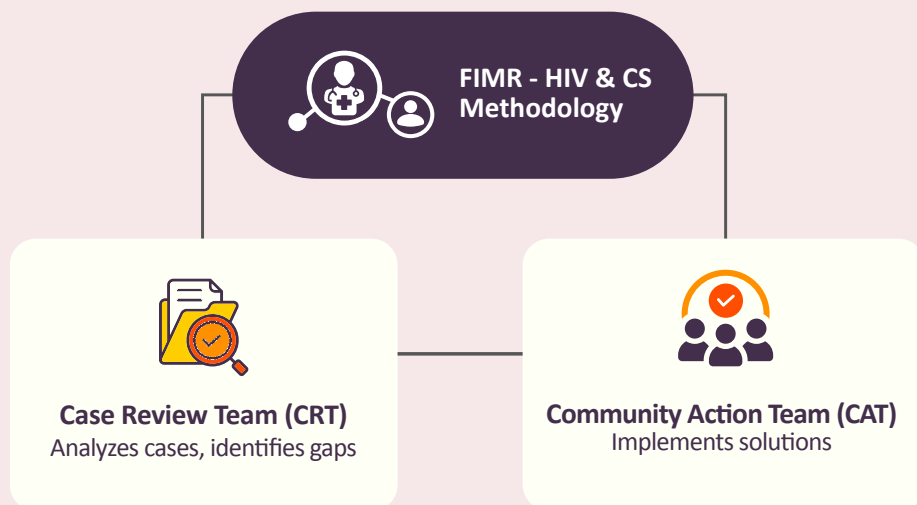
Serious Health Issues
may result if syphilis left untreated.



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.

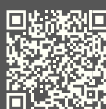


What is the goal?

Improve perinatal HIV and congenital syphilis prevention systems.



RUTGERS HEALTH
School of Nursing
François-Xavier Bagnoud Center



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for more information

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



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 3rd trimester syphilis testing.



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