

**THE
FUTURE
BEGINS WITH
BABIES**

Unlocking Potential

Unlocking Potential: A Roadmap to Making New Jersey the Safest, Healthiest and Most Supportive Place to Give Birth and Raise a Family

The plan articulates a strategy to unlock the potential of every New Jersey child to grow up healthy, safe and educated and to unlock the potential for every parent, guardian, educator, or service provider to be the best they can be in their role in the lives of infants and toddlers.



PRITZKER
Children's Initiative

Campaign partners helping to make New Jersey babies a state priority!

**THE
FUTURE
BEGINS WITH
BABIES**

Unlocking Potential

Goal 1: By 2023, 8,750 more infants and toddlers from low-income households will have access to high-quality subsidized child care.



1. Require all child care centers and family child care homes to be rated at Level 3 or above by GNJK in order to continue participating in the subsidy program.
2. Develop more high-quality licensed slots for infants-toddlers from low income households in child care centers.
3. Increase the supply of high-quality family child care in low- income and under-served communities with limited or no access to regulated child care.
4. Fully utilize opportunities to expand Early Head Start to reach more infants and toddlers.
5. Improve the credentials and compensation for infant-toddler educators in child care settings.



PRITZKER
Children's Initiative

Campaign partners helping to make New Jersey babies a state priority!

THE FUTURE BEGINS WITH BABIES

Unlocking Potential

Goal 2: By 2023, 9,867 more families with infants and toddlers from low-income households will have access to evidence-based home visiting.

1. Increase service capacity and program completion rates within the current system of evidence -based home visitation.
2. Expand the capacity of the current evidence- based programs to provide intensive home visiting supports to additional families.
3. Reframe and develop home visiting as inclusive of all families who want to participate.



PRITZKER
Children's Initiative

Campaign partners helping to make New Jersey babies a state priority!

**THE
FUTURE
BEGINS WITH
BABIES**

Unlocking Potential

Goal 3: By 2023, 7,247 more infants, toddlers and their parents from low-income households will have access to mental health services.



1. Expand the availability of infant mental health consultation in child care settings.
2. Provide intensive mental health services for infants and toddlers and their families identified by the child care consultant.
3. Build the capacity to offer infant mental health consultation services in pediatric settings.
4. Increase availability/ access of infant mental health treatment services.
5. Increase the supply of well-trained infant mental health professionals.
6. Improve documentation to demonstrate the need for mental health supports and services for infants and toddlers.



PRITZKER
Children's Initiative

Campaign partners helping to make New Jersey babies a state priority!

**THE
FUTURE
BEGINS WITH
BABIES**

Unlocking Potential

Goal 4: By 2023, 3,000 more women from low-income households will have equitable access to maternal and infant care supports and services to ensure a healthy birth.

1. Coordinate and align activities with the Healthy Women Healthy Families Initiative to ensure equitable maternal and infant care among women and children of all races and ethnicities.
2. Support the Nurture NJ campaign.
3. Establish metrics to assess birth outcomes, monitor progress and promote positive practices among health care community.



Campaign partners helping to make New Jersey babies a state priority!

Unlocking Potential

Goal 5: By 2023, a system is in place to enable more families with infants and toddlers from low-income households to be connected to critical services to ensure healthy growth and development.

1. Strengthen the county-based Central Intake Hubs in their role as the system connection between families and critical maternal and child health and early childhood services.
2. Maximize parent voice and leadership. Ensure the voice of under-served and minority parents are intentionally included in leadership.
3. Support the NJ Council for Young Children (NJ CYC) as the coordinating entity to align services, assist families and inform the system of needs, gaps and opportunities.
4. Continue to convene the PCI Leadership Team and NJ Think Babies Coalition.



Campaign partners helping to make New Jersey babies a state priority!