



**Children's Health Fund**



**SCHOOL OF  
NURSING**

University of Medicine & Dentistry of New Jersey



**Webkinz™  
FOUNDATION**

**Media Contact:** Christie Petrone (CHF) 212-535-9400 x244/cell 917-208-7215 [cpetrone@chfund.org](mailto:cpetrone@chfund.org)  
Lynn McFarlane (UMDNJ-SN) 973-972-8539/cell 201-306-0893 [mcfarlld@umdnj.edu](mailto:mcfarlld@umdnj.edu)

---

## **Children's Health Fund, University of Medicine & Dentistry of New Jersey Announce New Mobile Medical Clinic in Newark**

*New Webkinz Foundation-Sponsored Mobile Clinic Brings Medical Services  
to Underserved Children and Families in New Jersey*

**NEWARK, NJ (October 22, 2010)**—Children's Health Fund (CHF) and the University of Medicine and Dentistry of New Jersey-School of Nursing (UMDNJ-SN) will celebrate a new mobile medical clinic (MMC) for the New Jersey Children's Health Project (NJCHP) Oct. 22 with a 1 p.m. ribbon-cutting ceremony at The Leaguers, Inc. Representative Donald M. Payne (D – NJ) will help kick off the event.

NJCHP, a collaboration between CHF and the UMDNJ-SN, was founded to provide access to health care services to New Jersey families regardless of their ability to pay. More than one-third of the 77,000 children in Newark live in households with income levels below the federal poverty line. Often, children who are poor and underserved do not have access to regular health care. Without access, many children go without treatment for common ailments like asthma or dental cavities, which can lead to bigger problems if left untreated.

"Delaying a child's health care can mean a lifetime of consequences," said Irwin Redlener, M.D., CHF president and co-founder. "We are grateful to the Webkinz Foundation for helping CHF expand the NJCHP and continue to provide quality, consistent health care to children and families in the Newark area."

Susan Salmond, Ed.D., R.N., dean of UMDNJ-SN, noted, "Our faculty, advanced practice nursing staff, students and the entire health care team are committed to increasing access to care and fostering better health outcomes in our communities. The Webkinz Foundation and New Jersey Children's Health Project are helping us to make important inroads toward these goals."

The MMC is sponsored by a \$500,000 grant from the Webkinz Foundation, a charitable organization focused on supporting programs for children worldwide. The grant allowed for the design, construction and equipping of the new clinic and will help fund operations in the first year.

"Webkinz Foundation is proud to be associated with Children's Health Fund, and to have had the opportunity to contribute to their fleet of mobile medical clinics," said Mindy Ganz, Webkinz Foundation executive director. "Every child in the U.S. deserves consistent high-quality medical care, and we are happy to partner with CHF to provide these services to children and their families in Newark."

The new state-of-the-art mobile medical clinic expands the NJCHP's ability to serve the grave needs of children and families in Newark and Elizabeth, New Jersey. During regularly scheduled stops at community sites like The Leaguers, Inc., an interdisciplinary team of nurse practitioners, pediatricians and other health professionals will provide services to children.

The clinic will offer physical examinations, vision and hearing testing, and immunizations, as well as screenings for lead poisoning and diseases like asthma, diabetes, hypertension and cancer. A built-in dental chair will allow professionals to examine patients for oral health problems. The NJCHP ensures a "medical home" for patients, providing ongoing health education, primary care, treatment, referrals and follow-up to improve health outcomes.

### **Children's Health Fund**

Founded in 1987 by singer/songwriter Paul Simon and pediatrician/advocate Irwin Redlener, M.D., Children's Health Fund (CHF) is the nation's leading pediatric provider of mobile-based health care for homeless and low-income children and their families. CHF's mission is to bring health care directly to those in need through the development and support of innovative medical programs, response to public health crises, and the promotion of guaranteed access to health care for all children. CHF currently has 50 mobile medical clinics serving hundreds of locations across the country. Over the past 23 years, the organization has supported more than two million health care visits for disadvantaged children, often in places where doctors and health care providers are in short supply. For more information about CHF, visit [www.childrenshealthfund.org](http://www.childrenshealthfund.org).

### **University of Medicine and Dentistry of New Jersey - School of Nursing (UMDNJ-SN)**

UMDNJ-SN is one of eight schools at the University of Medicine and Dentistry of New Jersey--the nation's largest freestanding public health sciences university with more than 6,000 students on five campuses. In addition to its schools, UMDNJ operates University Hospital, a Level 1 Trauma Center in Newark, and the University Behavioral HealthCare network. The School of Nursing offers bachelor's, master's, post-master's and doctoral degree programs on UMDNJ's Newark and Stratford, NJ campuses. Its clinical community service programs include the New Jersey Children's Health Project in northern New Jersey and the Camden Health Center in the southern part of the state. For more information about the School of Nursing, visit <http://sn.umdnj.edu/>. To donate to the NJCHP, please contact the Foundation of UMDNJ at (973) 679-4685 or visit [www.FoundationofUMDNJ.org](http://www.FoundationofUMDNJ.org).

### **Webkinz Foundation**

Webkinz Foundation works with partners who share their vision of a world where all children are educated, well nourished, and have access to quality health care. The Foundation was established by Ganz, to develop programs and donate funds to programs that benefit children worldwide.

###