



Pennsylvania
Department of Health



Pennsylvania
Department of Human Services



Pennsylvania
Department of Drug and
Alcohol Programs

FOR PLANNING PURPOSES ONLY
Wednesday, April 29, 2026

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MEDIA ADVISORY — TOMORROW IN ALLENTOWN — Shapiro Administration to Highlight \$12.3 Million Investment to Improve Maternal and Child Health in Pennsylvania

Tomorrow, **leadership from the Shapiro Administration** will spotlight the **\$12.3 million** invested over three years to support and improve maternal and child health initiatives in Pennsylvania during a visit to the **Maternal and Family Health Services WIC Center** in Allentown.

Since taking office in 2023, Governor Josh Shapiro made improving maternal and child health outcomes a priority. Earlier this year, the Administration released Pennsylvania's first comprehensive "[Healthy Moms, Vibrant Futures](#)" strategic action plan, which covers strategic goals, data and research, and recommendations to combat maternal health disparities that shape quality of life for both mothers and their children.

The [Governor's 2026-2027 proposed budget](#) allocates an **additional \$7.5 million** to support maternal and child health. A portion of this \$7.5 million budget allocation would be used to assist counties in preventing child deaths and to support education and outreach initiatives that enhance the lives of Pennsylvania families.

WHO:

Secretary of Health Dr. Debra Bogen
Sara Goulet, Department of Human Services Special Advisor
Kelly Primus, Department of Drug and Alcohol Programs Deputy Secretary
Erica Bozentka, Maternal and Family Health Services WIC Director
Marianne Fray, Maternity Care Coalition President and CEO
Brenda Gomez, local mother and Maternity Care Coalition client

WHEN: TOMORROW, Thursday, April 30, 2026; 1:00 PM

WHERE: Maternal and Family Health Services WIC Center
1837 West Linden Street
Allentown, PA 18104

MEDIA RSVP: Media interested in attending must RSVP with the name of the reporter and photojournalist to ra-dhpressoffice@pa.gov.