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Nurse-Family Partnership Announces Senior Appointments

DENVER, CO (Apr. 12, 2010) — Nurse-Family Partnership®, a nurse-led, non-profit organization addressing the needs of low income, first-time parents and their children, has announced three new internal appointments on the senior leadership team at the NFP National Service Office:

Lauren Baker has been named chief marketing and communications officer. Baker will continue to lead the team responsible for managing the Nurse-Family Partnership’s brand and messaging, including marketing materials, public relations, Web site management, tradeshow participation, and executive and NFP implementing agency communications.

Erika Bantz has been named director of program development. Formerly the associate director for field operations in program development, Bantz will be responsible for overseeing the activities aimed at assuring that prospective and new implementing agencies (as well as their various public and private funding partners) are adequately prepared to implement NFP with fidelity to the program model.

Peggy Hill has been named chief strategic relations officer. In her new role with NFP, Hill will focus on developing strategic external relationships and partnerships to promote long-term business interests with national partners and agency administrators; professional associations and competitors; managed care agencies; and national influencers in the health and human services areas.

“Peggy, Erika and Lauren have provided exceptional value and service to our implementing agencies during their tenures at Nurse-Family Partnership,” said Thomas R. Jenkins, Jr., president and CEO. “In their new leadership roles, they will help us grow with quality as we bring our [evidence-based public health program](#) to more communities nationwide.”

About Nurse-Family Partnership

The Nurse-Family Partnership National Service Office (www.nursefamilypartnership.org) is committed to producing enduring improvements in the health and well being of low-income, first-time parents and their children by helping communities implement and sustain an [evidence-based public health program](#) of home visiting by registered nurses. Nurse-Family Partnership is the most rigorously tested [maternal and early childhood health program](#) of its kind. Randomized, controlled trials conducted over 30 years demonstrate multi-generational outcomes that benefit society economically and reduce long-term social service expenditures. Nurse-Family Partnership is headquartered in Denver, Colorado.

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