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**NORTH CAROLINA**

## Community Support and Collaboration

Working together to meet a growing need

Community support and collaboration are essential to the continued success of NFP sites in North Carolina – and across the country. To become a site, NFP implementing agencies must demonstrate the presence of community support when submitting an application to the NFP National Service Office.

A diverse network of local and statewide partners is also essential to sustaining sites once they are established. Support for NFP comes in various forms. Whether it's a physician who provides

steady client referrals, a local nonprofit executive who volunteers on an NFP community advisory board, a church that donates baby supplies or a private foundation that funds a nurse home visitor's salary – all forms of support are critical to the long-term sustainability of NFP in North Carolina.

For those who have joined our effort, we are incredibly thankful for your time, energy and/or resources. You are truly making a difference in the lives of vulnerable families and the community.

Even so, demand for NFP still exceeds its current capacity. In this edition of the NC NFP newsletter, we'll share some ways program representatives and NFP advocates are spreading the word about NFP to expand our network and generate even more much-needed support.

Sincerely,  
NC NFP Co-chairs

*Karen McNeil-Miller, President, Kate B. Reynolds Charitable Trust*

*Rosie Allen Ryan, President and CEO, Prevent Child Abuse NC*

## Spotlight: Robeson County Roundtable with NC DHHS Secretary Lanier Cansler

In late September, Robeson County legislators and NC Department of Health and Human Services Secretary Lanier Cansler gathered with NFP sponsors and staff to discuss the success of the program in the area. Program leaders in Robeson County reported on NFP's positive outcomes since its establishment in 2009.

The program has enrolled 167 mothers, welcomed 127 newborns and conducted nearly 3,400 home visits. In

August, the first group of Robeson NFP clients graduated after more than two years of participation in the program. Their accomplishments include: 100 percent of infants up-to-date with immunizations by age 2; 92 percent of babies born full term ( $\geq 37$  weeks gestation); 61 percent of mothers initiated breastfeeding; and maternal smoking during pregnancy was reduced 18 percent.

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*NC DHHS Secretary Lanier Cansler speaks to event attendees. Pictured left, Rosie Allen Ryan, President and CEO, Prevent Child Abuse NC.*

## Spotlight Continued...

“It’s not just the numerical data that tells us Nurse-Family Partnership is working,” said Cindy Herndon, MSN, RN-C, WHCNP, CNE, Robeson County NFP nurse supervisor. “We know it makes a difference by the daily successes we witness, like an expectant mother giving up cigarettes or a healthy child exceeding her developmental milestones. The program helps clients raise a healthy family.”

Sec. Cansler shared his support for implementing programs like NFP and applauded the efforts of the Robeson County NFP team. “I’ve seen first-hand that Nurse-Family Partnership is one of those programs that can have far reaching health and social benefits for families in Robeson County and across the state.”

Bill Smith, director of public health for Robeson County, announced that the Robeson site will expand. This was made possible through North Carolina’s \$3.2 million in federal grants received through the Affordable Care Act to implement evidence-based home visiting



Event attendees listen as Bill Smith, Robeson County Director of Public Health describes the impact of the program in the area and expresses his support for its expansion into neighboring Columbus County. From left to right: Cindy Herndon, Robeson County Nurse Supervisor; Rosie Allen Ryan, President and CEO, Prevent Child Abuse NC; NC DHHS Secretary Lanier Cansler; Bill Smith; Rep. Gaston Pridden (R-Robeson); Senator Michael Walters (D-Robeson).

***“I knew within my heart that I was going to be a good mother,” said Renee Oxendine, NFP client. “I didn’t realize that I could do it by myself and be this successful. Through the encouragement, advice and support of Nurse-Family Partnership I was able to make it through these life-changing events and difficult times.”***

programs like NFP. More families in Robeson County will be served through this expansion, as well as new families in neighboring Columbus County.

Event attendees also heard from a registered nurse and her client, Renee Oxendine, who shared their personal experiences with NFP.

## Faces of NFP: Lisa Reyes

### NFP National Service Office, US Eastern Regional Manager for Program Development

When Lisa Reyes discovered a job was available with NFP six years ago, she quickly jumped at the opportunity because of the nature of the work and the difference it makes in the lives of families and communities.

“This program opens doors to new

momms who may not be aware of the resources that are available to them in the Carolinas and across the United States,” stated Reyes. “Many of us can think back to an influential person who guided us at a critical life transition. I see every NFP nurse as that instrumental person in the life of each new mom

and family she serves.”

Lisa previously was the Northeast/Midatlantic regional manager, and in August 2011, also assumed the responsibility for overseeing program development in the Southeastern United States.

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## Faces of NFP...continued



She supports a team of program developers who work across the East Coast. This team will include the new program developer for the Carolinas who will begin later this year.

“Program developers work closely with state partners and nurse consultant colleagues to support community planning efforts around new NFP implementations,” Reyes said.

“We also focus on developing the relationships and strategies necessary to assure that NFP sites are well-supported and will be sustained.” Prior to joining the NFP team, Reyes worked with children and family service organizations, both as a

social work practitioner and as a researcher. She also worked for the US Department of Health and Human Services as a presidential management fellow.

Reyes credits her previous experience with helping bring stakeholders together to support and sustain successful NFP programs.

Since August, Reyes has enjoyed working with state leadership throughout the Carolinas and is already impressed by the strong network of partnerships involved.

“The partnership with NFP stakeholders and champions is absolutely critical to ensuring NFP’s success,” Reyes said. “I have thoroughly enjoyed getting involved with NFP in the Carolinas and look forward to furthering this important work together.”

## In the News...

From the *Fayetteville Observer*

### Robeson Nurse-Family Partnership a success story

September 29, 2011

The *Fayetteville Observer* ran a story following the Robeson County roundtable event with NC DHHS Secretary Cansler, touting the successes of the program. To read the full story [click here](#).

From the *Robesonian*

### First-time mothers get help with special deliveries

October 17, 2011

An [in-depth story](#) features several Robeson NFP participants and their nurse home visitors. The article highlights their personal growth in the program, as well as NFP’s successes in the community.

The *Robesonian* editorial staff also expressed support for NFP in Robeson County in a [recent editorial](#) on October 24.

From the *Charlotte Observer*

### Infant mortality rates drop in NC

November 2, 2011

A press release from NC DHHS announced that the state had its lowest infant mortality rate ever in 2010. It credits NFP as a successful program contributing to the milestone. To read the full story [click here](#).

## Community Briefs

### NC Academy of Family Physicians Learns More About NFP

On September 26, the NC Academy of Family Physicians (NCAFP) invited Allen Smart of the Kate B. Reynolds Charitable Trust (KBR) to speak on behalf of NFP during a regularly scheduled Advocacy Council meeting in Raleigh. KBR is one of the statewide funding partners dedicated to supporting and expanding NFP in North Carolina. Smart met with a group of approximately 20 physicians and NCAFP representatives to share NFP's role in improving maternal and infant health outcomes. The group discussed NFP's history and presence in North Carolina, current supporters, and expected health outcomes based on national randomized, controlled trial data. Such outcomes include reductions in preterm delivery for women who smoke, fewer subsequent pregnancies and fewer low birth-weight babies.



*Allen Smart, Kate B.  
Reynolds Charitable Trust*

### NFP Urges Congress to Maintain Home Visitation Funding

In late October, the NFP National Service Office joined with other national home visiting programs to urge Congress to maintain funds for the Maternal, Infant and Early Childhood Home Visiting (MIECHV) Program, a five-year funding stream for states, territories and tribes to implement evidence-based home visitation programs like NFP. North Carolina has already benefited, with the NC Department of Health and Human Services receiving \$3.2 million to support home visiting programs in our state that will serve the needs of first-time mothers and their children who are living in poverty.

A joint letter from numerous NC organizations was sent to the Joint Select Committee on Deficit Reduction sharing information about the benefits of the program and urging them to maintain funding for MIECHV. Letters were also sent to members of the Appropriations Committees in the US House of Representatives and the US Senate. Thank you to all the organizations and individuals who supported these efforts. Your support will help ensure North Carolina can continue to help families in need through proven programs.



### Wake County NFP Graduation

*Photo, left to right:* NFP Graduate Shemetris Gales celebrates with daughter Liah and her nurse home visitor Tiffiney McKoy at the Wake County inaugural graduation celebration in July. Keynote speaker and author Donna Ebron presented each honoree with a copy of her book "I Feel Good, I Look Good, I Am Good."

### Reach Out and Read Partners with NFP in Mecklenburg County

Mecklenburg County NFP, operated by Care Ring, recently announced its selection to implement Reach Out and Read, a national, evidence-based early literacy program. It is currently the first and only NFP location in the state to offer Reach Out and Read as part of its services. The program is also offered at other NFP sites across the country.

Through the program, Mecklenburg NFP's four nurse home visitors will be trained to advise their clients about the importance of reading aloud. They will also be able to provide developmentally-appropriate books during their regularly scheduled home visits.



Nurse-Family Partnership is an evidence-based, community health program that uses nurse home visits to help transform the lives of low-income, first-time parents and their children.

## NORTH CAROLINA

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Nurse-Family Partnership is a growing national initiative, located in Denver, Colorado. Currently, the program is serving clients in 32 states across the nation.

For more information, please visit  
[www.nursefamilypartnership.org/locations/North-Carolina/find-a-local-agency](http://www.nursefamilypartnership.org/locations/North-Carolina/find-a-local-agency)  
Call 1-866-864-5226

## What is the North Carolina Nurse-Family Partnership?

The North Carolina Nurse-Family Partnership (NC NFP) is a public-private partnership dedicated to building the Nurse-Family Partnership program in North Carolina and working to sustain its presence in the state. Together, the organizations that make up the NC NFP have agreed to support the program and increase the visibility of the positive accomplishments that are achieved.

Members of the North Carolina Nurse-Family Partnership are:

- ▶ The Duke Endowment
- ▶ Kate B. Reynolds Charitable Trust
- ▶ NC Department of Health and Human Services, Division of Public Health
- ▶ Blue Cross and Blue Shield of North Carolina Foundation
- ▶ Prevent Child Abuse North Carolina
- ▶ The North Carolina Partnership for Children, Inc.

THE DUKE ENDOWMENT

KATE B. REYNOLDS  
CHARITABLE TRUST

BlueCross BlueShield  
of North Carolina Foundation

An independent licensee of the Blue Cross and Blue Shield Association

Smart  
START

The North Carolina Partnership for Children, Inc.

Prevent Child Abuse  
North Carolina

dhhs  
nc department  
of health and  
human services