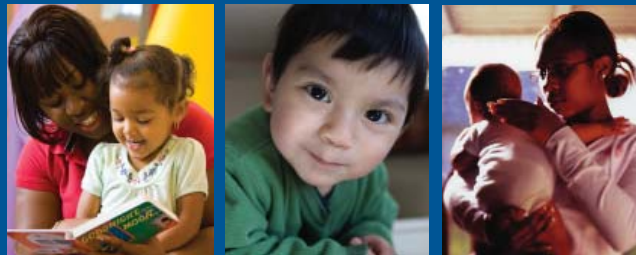


Nurse-Family Partnership® NewsLink

NFP National Service Office

Volume 6 | Spring 2010



CEO COLUMN

Dear Friends,

May is always a special month at Nurse-Family Partnership as we celebrate National Nurses Week, an occasion that is particularly meaningful to us. This month, our celebration is even sweeter because the leadership role of nurses in our country's healthcare system has been elevated to an even higher level with the passage of healthcare reform legislation.

One part of healthcare reform is the historic federal funding for evidence-based home visitation. Our staff and champions throughout the nation, partnering with a coalition of like-minded organizations, successfully advocated for this funding that will make it possible for more nurses to serve more first-time, low-income mothers in the Nurse-Family Partnership program.

Nurse-Family Partnership now is strongly focused on the next steps — working with healthcare leaders at the state and federal levels to implement evidence-based home visitation, in light of this new federal funding. (See story, page 1.) The great opportunity stretching before us is to reach substantially more vulnerable families and see their life trajectories transformed. NFP nurses will continue to be at the heart of that effort.

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TOP STORY NURSE-FAMILY PARTNERSHIP HELPS STATES TO ACCESS NEW FEDERAL FUNDING FOR HOME VISITATION

Nurse-Family Partnership is ready for expansion nationwide, after President Obama signed into law on March 23 healthcare reform legislation that included \$1.5 billion in funding to states over five years for evidence-based home visitation.

“We are aware that many states are planning to include Nurse-Family Partnership in their home visitation strategy,” said NFP’s Chief Strategic Relations Officer Peggy Hill. “We are eager to assist them however we can in our shared goal of serving more vulnerable families.”

State administrators of prevention and health promotion programs, such as maternal and child healthcare or child abuse prevention programs, typically would be at the lead for states that are seeking out the new federal funding for a state implementation of home visitation programs. Many of these professionals already know Nurse-Family Partnership through the National Service Office, which has helped communities in 31 states implement the program.

“We implemented Nurse Family Partnership in 52 of Louisiana’s parishes,” said Joan Wightkin, Director, Maternal & Child Health Program. “NFP has three randomized, controlled trials demonstrating its outcomes and a national office that assists each program in replicating with fidelity to the model. That allows program managers and policy makers to have confidence in spending scarce resources on such a strong intervention.”

Oklahoma also chose NFP to meet its legislature’s directive to implement evidence-based models to reduce child maltreatment and improve child and family functioning. “It was an excellent choice,” said Annette Wisk Jacobi, Chief of Family Support and Prevention Service, Oklahoma State Department of Health. “We have benefited from NFP’s expertise in training, program delivery and evaluation—and NFP has been able to utilize Oklahoma’s ‘real world’ field experiences as an opportunity to fine-tune its program. This partnership has proven to be invaluable, resulting in positive outcomes for thousands of Oklahoma families.”

Nurse-Family Partnership state-based program development experts and policy staff are providing consultation to state administrators and staff that want to access these federal funds, which will be administered through the U.S. Department of Health and Human Services (HHS). NFP’s staff is helping state healthcare agency leaders understand the new law and the statutory requirements for states, as well as explaining how NFP meets all the criteria outlined in the legislation.

“We expect HHS to issue preliminary guidance to states, tribes and territories by June 1 with information about the needs assessment that they must conduct to be eligible for the home visiting funds,” said Erika Bantz, NFP Director of Program Development.

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STATE NEWS

PENNSYLVANIA NFP CELEBRATES 10 YEARS

There are about 14,000 reasons to celebrate the 10th anniversary of the Nurse-Family Partnership program in Pennsylvania.

That's the number of families served by NFP in the commonwealth over the last decade, making it one of the biggest success stories for NFP nationwide.



Attendees gather in the Pennsylvania State Capitol Building Rotunda

To celebrate this outstanding milestone, Public/Private Ventures (which oversees the NFP program in Pennsylvania) hosted an anniversary gala at the state capitol in Harrisburg on Apr. 27, with assistance from the NFP National Service Office. Close to 200 NFP Nurse Home Visitors, Nurse Supervisors, clients, and champions from around the state made the trip to share stories, catch up with old colleagues, and congratulate each other on a job well done.

“The Pennsylvania implementing agency teams are unsurpassed in their excellence,” said NFP President and CEO Thomas R. Jenkins, Jr. during his remarks at the event. “Some of the nursing teams in this state have been together for the full 10 years of this program—that is a remarkable testament to their dedication.”



Guest Speaker Michele Ridge, Former PA First Lady (middle), pictured with the NFP Team from Fayette County, PA (L to R): Emeline Dugan, Nurse Home Visitor; Kim Weber, Administrative Assistant; Mary Kay Swanson, Nurse Home Visitor; Dana Griffith, Nurse Home Visitor; Janet Debolt, Nurse Supervisor; and Wendy Travalena, Nurse Home Visitor. Rita Petrus, Nurse Home Visitor is not pictured, but was in attendance.

said afterward. “NFP has such a storied reputation, but nothing tells the story like the actual moms and nurses. I felt privileged to be there.”

The anniversary gala attracted attention from local media outlets. Video and print coverage of the event can be found at www.nursefamilypartnership.org/about/news/in-the-news.

Q2 MARKS 10-YEAR ANNIVERSARY FOR AGENCIES ACROSS THE NATION

- Baby Steps Nurse-Family Partnership, Fargo, North Dakota - implemented by Fargo Cass Public Health
- South Dakota Bright Start Nurse-Family Partnership, Rapid City, South Dakota - implemented by the South Dakota Department of Public Health
- South Dakota Bright Start Nurse-Family Partnership, Sioux Falls, South Dakota - implemented by South Dakota Bright Start

LETTER FROM THE CEO

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When I pause to look in NFP's rear view mirror, I marvel at where Nurse-Family Partnership has been and how far we have come. Three decades ago, a young researcher named David Olds began Nurse-Family Partnership with a theory, a grant to test that theory, and a handful of dedicated nurses who worked side-by-side with him.

Ten years ago, Pennsylvania made state history by launching a statewide Nurse-Family Partnership initiative. Through the great recession of the past two years, Nurse-Family Partnership programs across the country have maintained strong funding support in the face of very difficult state budget challenges. And today, with new federal funding we have an opportunity to bring this proven program to many more families and communities in need.

On this cusp of opportunity, every success behind us in the rear view mirror feels richer. And the vista ahead looks ever more promising.



Thomas R. Jenkins, Jr.
President & CEO

Jenkins joined the featured speakers at the event, including former Pennsylvania First Lady Michele Ridge (a member of the NFP National Board of Directors); Public/Private Ventures President Nadya Shmavonian; State Representative Phyllis Mundy; Dept. of Public Welfare Secretary Harriet Dichter; Nely, a NFP client from Chester County; and Cumberland County District Attorney David Freed, who served as the event's master of ceremonies.

“It was a true pleasure to attend this wonderful celebration,” Shmavonian

GET TO KNOW THE NSO

BEHIND THE SCENES WITH THE NURSING PRACTICE TEAM

The Nurse-Family Partnership National Service Office (NSO) staff works in a wide variety of functions, but each person and department has one overarching purpose: to deliver value by serving the needs of NFP implementing agencies and nurses. In the fourth of a series on NSO departments, Nursing Practice is profiled:

The program name says it all: Nurse-Family Partnership. Nurses at NFP Implementing Agencies (IAs) are front and center, delivering the program to vulnerable families across the country. And nurses at the National Service Office make up the largest department, called Nursing Practice, to support NFP nurses nationwide.

Nursing Practice responsibilities include preparing nurses to deliver the program; ensuring implementing agencies deliver the program with fidelity to the model; continuous quality improvement of program delivery; and managing the challenges that come with replication of the program.

Nursing Practice develops and implements all of the essential practice elements of NFP: core education, continuing education and program guidelines for supervisors and nurse home visitors. NSO nursing consultants also provide clinical consultation to NFP sites—each nurse consultant works with about a dozen sites in specific geographic regions, and this low consultant-to-site ratio keeps relationships with IAs dedicated and personal.

The National Service Office opens the NFP National Education Center at its national headquarters in Denver in June 2010

“Face-to-face meetings and conversations often shed the most light on how we can best support an implementing agency in reaching its goals,” says Elly Yost, Director of Nursing Practice.

Nurse consultants also use the NFP Community website to keep tabs on trends and topics that frequently arise at IAs by monitoring the online forums. “The forums are specifically for our nurse home visitors and supervisors to talk with each other—and it’s a very valuable way for us to see what’s going on in the field,” Yost says.

Yost also is excited about the new nursing education center at the National Service Office, which will open in June. It was designed specifically for nurse education.

“Every nurse home visitor comes through our education program,” Yost says. “Consistent, standard education is how we ensure implementing agencies maintain fidelity to the program. In addition, having education at the NSO gives each nurse the opportunity to see that they are truly part of a national program, and to build relationships with those of us at the National Service Office and with nursing colleagues around the country.”

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DONOR NEWS

NURSE-FAMILY PARTNERSHIP RECEIVES 4-STAR CHARITY RATING

Nurse-Family Partnership has been awarded the highest rating by Charity Navigator, America’s premier independent charity evaluator. Charity Navigator helps charitable givers make intelligent giving decisions by providing in-depth, objective ratings and analysis of the financial health of America’s largest charities. In earning Charity Navigator’s highest rating, Nurse-Family Partnership demonstrated exceptional financial health, outperforming most of its peers in its efforts to manage and grow its finances in the most fiscally responsible way possible. Only a quarter of the charities evaluated receive the highest rating.

To make a donation to support Nurse-Family Partnership go to <http://www.nursefamilypartnership.org/supporters>.



CLIENT SUCCESS NELY'S STORY

As Holly Poole scans the file of her newest client, Nely, she looks carefully for any red flags. Is Nely using drugs? The report says no. Drinking? Another no. Holly feels a measure of relief, but when she scans further down the page, she sees it: red flag number one. Newly pregnant Nely is just 14 years old.

Driving through the outskirts of Philadelphia to Nely's home, Holly is concerned but optimistic. After seven years with the Chester County, Penn., chapter of the Nurse-Family Partnership, she has a laser focus on her goals for the young clients she works with: to have a healthy pregnancy with a full-term delivery, and begin to develop as confident young women with plans for their future

Holly knows full well that guiding Nely through her pregnancy and the first two years of motherhood will be only part of her assignment. She must also acknowledge that Nely will deal with pressures about continuing her education, relationships with boys, self-image and a host of other issues relevant to young teens. Holly wonders how Nely will handle these issues when also faced with the stresses of pregnancy and motherhood.

Every other week during her pregnancy, Holly and Nely meet for one hour, usually at the same kitchen table. While Nely's self-confidence is building, she is simultaneously preparing for her new role of motherhood. As it turns out, Nely is something of a natural. She begins to come out of her shell when the conversation turns to her baby and is eager to learn everything she can. She is so eager, in fact, that Holly begins to jokingly call the beginning of their meetings "the attack."

"I have so much to tell you!" Nely exclaims the moment Holly walks through the door for a meeting during her third trimester. "The baby is always moving! And I have a new pain. Is it a contraction? What should I do about it?" Holly is thrilled that Nely has become the one asking the questions.



NFP Nurse Home Visitor Holly Poole shows Nely about breastfeeding.



Nely's daughter Bryanna turned 2 years old on April 11.



Nely speaks about her experiences with NFP at the Pennsylvania NFP 10-Year Anniversary Celebration at the State Capitol on April 27.

As the session comes to a close, Holly shares one more tidbit. "Did you know that the baby can hear the music you listen to and hears you when you talk? When your baby is born it will recognize your voice." Nely stares at Holly with wide, amazed eyes. A spontaneous smile bursts onto her young face. Moments like this are the best part of Holly's job.

[Editor's Note: On April 11, 2008, Nely gave birth to a healthy, full-term baby girl. Over the next two years, Holly and Nely continued their visits, building upon Nely's strengths and goals. Nely graduated from Nurse-Family Partnership on May 1, 2010. She recently spoke about NFP before an audience of VIPs and NFP nurses and supervisors from around the state at the Pennsylvania State Capitol. To read Nely's entire story, go to www.nursefamilypartnership.org/first-time-moms/stories-from-moms/nely-s-story.]

NEWS ABOUT OUR FRIENDS

PEW LAUNCHES CAMPAIGN TO SUPPORT HOME VISITING

The Pew Center on the States, a division of the Pew Charitable Trusts, joined two partner foundations in launching a \$5.6 million campaign in April called the Pew Home Visiting Campaign, in an effort to support implementation, advocacy and education for evidence-based home visitation programs such as Nurse-Family Partnership. The launch of the initiative has included grants to organizations in Louisiana, North Carolina, Ohio and Washington for these efforts. These four states were selected because "policy makers and community leaders [in these locations] have voiced a commitment to expanding access to, and the quality of, home visitation services," according to Pew. The campaign will primarily focus on state policy for now, though Pew also plans on advocating for increased federal funding. NFP is included in this innovative national campaign, and NSO staff members have already begun working closely with Pew officials and their state grantees on these efforts. For more information, visit www.pewcenteronthestates.org.

NURSING PRACTICE

KEEPING THE PROMISE

As new agencies are born and existing agencies mature, a promise exists between the agency and its community to provide an evidence-based, high-quality and cost effective intervention. The National Service Office is committed to providing the support necessary to ensure that the program is implemented in accordance with the NFP Model Elements, which in turn ensures that both agencies and clients can reasonably have a high level of confidence that results will be comparable to those measured in the research. Conversely, if implementation does not incorporate these Model Elements, results may be different from the trial outcomes.

We conclude our multi-part series in NewsLink, with the model elements that center around implementing agencies. All of the Model Elements are posted at www.nursefamilypartnership.org in the Communities section.

Element 16

A NFP Implementing Agency is located in and operated by an organization known in the community for being a successful provider of prevention services to low-income families.

DEFINITION: An Implementing Agency is an organization committed to providing internal and external advocacy and support for the NFP program. This agency also will provide visible leadership and passion for the program in their community and assure that NFP staff members are provided with all tools necessary to ensure program fidelity.

Element 17

A NFP Implementing Agency convenes a long-term Community Advisory Board that meets at least quarterly to promote a community support system for the program and to promote program quality and sustainability.

DEFINITION: A Community Advisory Board is a group of committed individuals/organizations who share a passion for the NFP program and whose expertise can advise, support and sustain the program over time. If an agency can not create a group specifically dedicated to the NFP, and larger groups are in place that have a similar mission and role dedicated to providing services to low-income mothers, children and families, it is acceptable to participate in these groups in place of a NFP dedicated group. It is essential that issues important to the implementation and sustainability of the NFP program are brought forward and addressed as needed.

Element 18

Adequate support and structure shall be in place to support nurse home visitors and nurse supervisors to implement the program and to assure that data are accurately entered into the database in a timely manner.

DEFINITION: Support includes the necessary infrastructure to support and implement the program. This includes the necessary physical space and infrastructure to carry out the program. Further, this includes employing a person primarily responsible for key administrative support tasks for NFP staff, as well as entering data and maintaining accuracy of CIS reports. This resource is critical to ensuring administrative support and accuracy of data entry, allowing nurse home visitors time to focus on their primary role of providing services to clients.

FEDERAL FUNDING

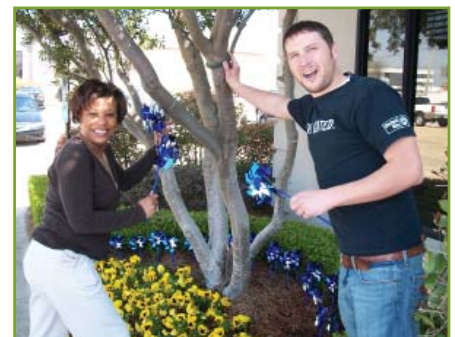
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“The federal guidance will answer a lot of questions, and when it does, our team is ready to assist the states and make this application process as smooth as possible for them,” Bantz continued.

Along with offering personalized, state-specific consultation, the Nurse-Family Partnership National Service Office has created a comprehensive *Federal Home Visitation Initiative Toolkit for States* that will include information on the legislative outline of this new program, elements of the State needs assessment, evaluation guidance and directions for managing a state NFP initiative. More information is available on the NFP website at www.nursefamilypartnership.org/public-policy.

GIFT OF LIFE NFP GETS THE GIFT OF DREW

The Gift of Life Nurse-Family Partnership in Montgomery, Alabama, was recently the recipient of some volunteer work from Drew Johnson, a 31-year-old man who is in the midst of an ambitious project: to volunteer in every one of the 48 continental U.S. states in 48 weeks. During Drew’s week in Alabama, the National Service Office helped coordinate his visit to the Gift of Life NFP to assist Program Coordinator Sandra Kelley in trimming a tree on the grounds with blue ribbons, in honor of National Child Abuse Prevention Month. “Drew was great!” reports Sandra. For more on Drew and his journey of service to others, visit www.48by48.com.



Sandra Kelley and Drew Johnson

NEWS FROM DAVID OLDS NEW MEMPHIS FINDINGS CONSISTENT WITH EARLIER STUDIES

Two new, peer-reviewed studies published by Dr. David Olds find that 12 years after participating in the Nurse-Family Partnership program (NFP), nurse-visited mothers in the NFP 1988 Memphis randomized, controlled trial cost the government less on food stamps, Medicaid and other assistance programs; reported longer relationships with partners; and had a greater sense of “maternal mastery.” The research also shows that the children of these nurse-visited mothers had higher academic test scores; reported less tobacco, drug or alcohol use; and had lower rates of anxiety and depression than control subjects. The papers are published in the May 2010 edition of *Archives of Pediatrics & Adolescent Medicine*, a JAMA/Archives journal.



Dr. David Olds, Founder, Nurse-Family Partnership

These two studies provide “key, actionable evidence of how we can manipulate the early environment of children and make a tangible difference in their health,” wrote Dimitri Christakis, M.D., M.P.H., and Frederick Rivara, M.D., M.P.H., both of the University of Washington and Seattle Children’s Research Institute, in an accompanying editorial. For more information, read the news release at www.nursefamilypartnership.org/about/news/news-releases.

GENERAL NEWS NFP’S FACEBOOK “APP” REACHES MORE THAN 10 MILLION USERS

Ten million people became part of a social media Mother’s Day phenomenon initiated by the NFP National Service Office.

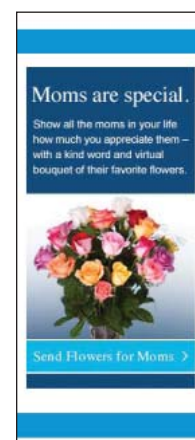
It began slowly, less than a month before Mother’s Day, when the NSO Marketing team launched a “Flowers for Moms” application through the NFP Facebook page. Users were able to select different virtual bouquets of flowers to send to all the moms in their lives. From a few dozen initial users, to hundreds, then thousands, the application quickly spread among Facebook users—and with it, a message about the moms being served by NFP nurses nationwide.

Flowers for Moms usage peaked with more than two million users on Mother’s Day alone.

“The response to ‘Flowers for Moms’ was overwhelming,” said Lauren Baker, NFP’s Chief Marketing and Communications Officer. “Our goal was to spread our organization’s positive message by sharing with all moms how important and appreciated they are. Facebook was the ideal social media communications channel, and the results have far exceeded our expectations. This application enabled us to touch a whole new audience—of millions.”

As Flowers for Moms went viral, it also provided a substantial boost in the number of fans of the official NFP Facebook page. “That’s important because it enables us to continue a conversation with those new supporters through our Facebook page,” Baker said.

Are you a fan yet?  



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Senior management staff at www.nursefamilypartnership.org/about



Nurse-Family Partnership National Service Office – 1900 Grant Street, Suite 400, Denver, CO 80203-4304
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