



CEO COLUMN

Dear Friends,

With great privilege comes great responsibility.

We have all heard that saying before, and it is one that I believe is applicable to those of us at Nurse-Family Partnership. Beverly Malone, the CEO of the National League for Nursing and a NFP Board member, said during recent visits to Capitol Hill (see page 6) that “NFP is a program of the future – and the future is now.” As an organization, we are privileged to be in the position to achieve greater growth because of the enactment this year of the federal home visitation program. That comes with a great feeling of responsibility.

It is our responsibility at the National Service Office to ensure the work we do is of strong value to the implementing agencies and nurses who deliver the Nurse-Family Partnership program in local communities across the country. We believe in pursuing our own continuous improvement – as our founder Dr. David Olds reminds us, NFP is a work in progress. To that end, we have been doing critical work reviewing our support services with the help of third-party customer research – in essence, asking implementing agencies and nurses about the value of the support they receive from the National Service Office.

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TOP STORY

NFP KEEPS EMPHASIS ON NURSING

With the passage of federal health care reform legislation earlier this year, Nurse-Family Partnership is poised for growth nationwide – and with this predicted expansion comes a strong focus on NFP nurses, the heart and soul of the program. After all, “to a first-time mother in the program, her nurse home visitor *is* Nurse-Family Partnership,” says Elly Yost, nursing practice director at the NFP National Service Office.

Supporting NFP nurses to be prepared, confident, and able to flourish professionally, Yost says, bolsters the program in NFP-served communities. Among key NFP nursing initiatives:

- Now in use, the new Nurse-Family Partnership National Education Center in Denver (pictured below) offers an enhanced nurse education experience thanks to multimedia capabilities and other amenities.



- NFP is engaging in support of key nursing gatherings over the next year to increase the program’s visibility and aid nurse recruitment. The NSO is sponsoring a speech by Dr. Beverly Malone, National League of Nursing CEO and a member of the NFP Board of Directors, at the 2010 NLN Education Summit. And earlier this summer, NFP nurses participated in the annual conferences for the National Association of Hispanic Nurses (NAHN), the National Black Nurses Association, and others.
- The National Service Office funded a \$1,000 educational scholarship through the NAHN conference. The scholarship was awarded to a Latina student nurse and reaffirms NFP’s commitment to supporting a diverse nursing workforce.
- NFP will be a sponsor of the American Public Health Association (APHA) conference in Denver this November. The National Service Office plans to host a reception for nurses attending the conference.

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STATE NEWS WASHINGTON NFP CELEBRATES 10 YEARS

More than 81,000 home visits later, NFP nurses in the state of Washington celebrated 10 years of serving families at a heartwarming celebration held on March 31. The gathering took place near Seattle at the St. Matthew's Lutheran Church in Renton, with more than 50 NFP nurses from around the state in attendance. Joining them were NFP program founder Dr. David Olds and NSO Regional Nurse Consultant Cheryl Williams. In her remarks, Williams lauded several local organizations for their sustained support over the last decade, including the Council for Children and Families, Children's Home Society, Children's Village, Fight Crime: Invest in Kids, and Our Children, Our Business. Pictured below are nurses and supervisors from across the state with David Olds (center).



Washington State NFP:

Number of Clients Served = 3,324

Number of Children Served = 2,661

Number of Completed Visits = 81,479

Since program inception through 2/28/2010

Elsewhere across the nation, other Nurse-Family Partnership Implementing Agencies are in their 10th year of serving families. These agencies include:

- NFP Partners for Healthy Families, Golden, Colorado - implemented by the Jefferson County Department of Health and Environment
- Mesa County NFP, Grand Junction, Colorado - implemented by the Mesa County Health Department

NATIONAL NEWS NFP REPORTS GROWTH IN SECOND QUARTER

Nurse-Family Partnership welcomed three new implementing agencies in the second calendar quarter of 2010 (April-June). Nurse-Family Partnership nurse home visitors will soon be delivering the program to families in and near:

- Pawtucket, Rhode Island (Agency: Children's Friend and Service)
- Knoxville, Tennessee (Agency: Child & Family Tennessee)
- Buffalo, Minnesota (Agency: Wright County Human Services)

Nationwide, Nurse-Family Partnership currently serves about 22,000 families in 32 states. NFP nurse home visitors are locally employed nurses, and the NFP program is always voluntary for clients. More communities are expected to add or expand NFP sites in the months ahead thanks to the new federal home visiting program's five-year, \$1.5 billion mandatory funding stream for states to implement, expand or maintain evidence-based home visitation programs such as Nurse-Family Partnership.

LETTER FROM THE CEO

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While our customers' feedback has been both gratifying and humbling, we are not satisfied with maintaining the status quo. We are pursuing ways to enhance our value to our agencies, with new or improved offerings. Two examples you can read about are a strategic emphasis on greater nursing engagement (see page 1) and a substantially enhanced new client information database (see page 3).

Our goal is to ensure we deliver strong value through the life cycle of an implementing agency – from initial start-up, to nursing recruitment, education and ongoing consultation, NFP home visit tools, solid community relations and advocacy support.

It is our responsibility to ensure our National Service Office delivers great value with our support services. The NFP implementing agencies, nurses and, ultimately, the moms and babies we are privileged to support, deserve no less.



Thomas R. Jenkins, Jr.
President & CEO



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GET TO KNOW THE NSO

BEHIND THE SCENES WITH INFORMATION TECHNOLOGY

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 fifth of a series on NSO departments, Information Technology is profiled:

When someone thinks of helping vulnerable mothers, Information Technology (a.k.a. “IT”) is probably not the first thing that comes to mind – yet the IT team at the NSO is vital to supporting the work of NFP nurses nationwide, first and foremost by overseeing the gathering of client data and information.

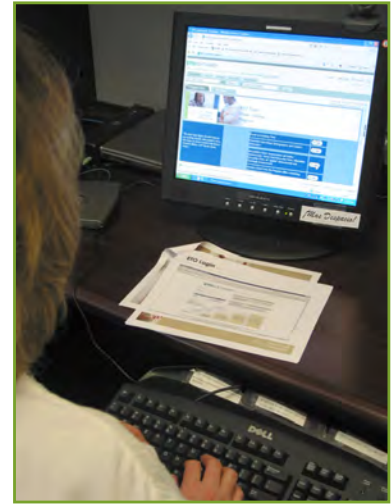
And changes are coming: IT Director Bear Miller and his colleagues are working on a “new CIS” (clinical information system) scheduled to be unveiled to NFP agencies by the end of 2010. CIS is a proprietary system that enables NFP to track and evaluate program implementation by agencies and to provide operating and evaluation reports to them. The new data system, now in development phase, will be known by the software name: Efforts to Outcomes (ETO).

IT has partnered with other NSO departments and NFP nurses from across the country who serve on the project’s steering committee. “I have been very impressed with the value of the steering committee,” says Miller. “The NFP nurses on the team have provided input up-front and throughout the system’s extensive development process; it’s a real partnership with the NSO’s grassroots customer base.”

“ETO will enable nurses to keep track of client data with greater accuracy and efficiency than ever before,” Miller says. How? Accessible from any computer with an Internet connection, ETO allows nurse home visitors to create online profiles and manage their case loads, keep daily schedules and notes for home visits, and much more. ETO also provides better validation tools to prevent common data entry mistakes, and enhanced client demographics so that agencies can better track patterns of NFP clients in their community. That cleaner data “in” will result in more valuable analysis in reports back “out” to implementing agencies.

Data entry steps also will follow the natural progression of a home visit. This should reduce the need to “jump around” from one form field to another when entering client data, Miller says. Because ETO is so intuitive and easy to use, Miller believes it will help reduce the chance of errors and improve departmental efficiency. The NSO will provide enhanced support at the time ETO is launched, including online training courses for nurses, Q&A webinars, user manuals, regular “Tips & Tricks” bulletins, increased technical support and more.

Look for further details in the fall issue of NewsLink, and feel free to send any questions regarding the launch of ETO via email: project.solaris@nursefamilypartnership.org.



A steering committee member tests ETO in its development phase.

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DONOR NEWS

HAGEDORN, WELLPOINT FOUNDATION MAKE MAJOR GIFTS TO NFP

The NFP National Service Office was the recipient of two large donations over the summer. In early June, NFP announced that it had received a \$2 million gift from Jim Hagedorn, Chairman and CEO, The Scotts Miracle-Gro Company and member of the NFP Board of Directors. Hagedorn’s donation is helping NFP’s efforts to create and expand local support of the NFP program nationwide.

In August, NFP received a \$210,000 grant from the WellPoint Foundation and two of its regional affiliates, Anthem Blue Cross and Blue Shield Foundation and Anthem Blue Cross Foundation. The grant will be used to help augment educational and monitoring efforts for reducing low birth-weight rates among NFP clients in 10 states, and should impact close to 400 NFP nurses and 5,000 clients. “Jim and the WellPoint Foundation have provided us assistance at a critical juncture in this program’s evolution, and we are grateful to them,” says NFP President and CEO Thomas R. Jenkins, Jr. “Their generosity will help many vulnerable families in the years to come.”



CLIENT SUCCESS CRYSTAL'S STORY

They say a picture is worth a thousand words. The photo (at right) of Crystal, her partner Kelvin and their son Torrian is worth so much more. That's because the story behind this photo of a happy young family is far from typical. It begins one year earlier, in the small town of Delhi, Louisiana, when Crystal, then a scared high school junior, tells the school nurse that she thinks she is pregnant.

The high school nurse gives Crystal a pregnancy test, which turns out positive. She immediately refers Crystal to her colleague Debbie Dulaney, a registered nurse and a veteran with the State of Louisiana Office of Public Health's Nurse-Family Partnership (NFP) program. Debbie sets up her first meeting with Crystal and drives to where Crystal is living in cramped quarters with her aunt, uncle and their children. She knocks on the door and is greeted by a teenage girl who emanates warmth.



Crystal and her NFP Nurse Home Visitor Debbie Dulaney

"I'm Crystal," she says with a wide open smile, adding "and you're prompt!" Immediately, Debbie can see this young woman is unique. In her experience, most pregnant teenagers aren't very concerned with promptness. The two women bond quickly. While telling Debbie her story, Crystal reveals that she discovered her pregnancy exactly one month after her mother passed away. "I'm an only child by my mom," says Crystal. "When I lost her, it was like I lost a part of myself."

Debbie confides that she lost her mother at a young age, too. "I understand what you're going through," Debbie replies gently. "But it will make you a stronger person."

Each time Crystal and Debbie meet, their bond grows stronger as Crystal's due date approaches. Crystal may be just a growing teenager, but she is an enthusiastic client. She is eager to learn about what foods to eat, how best to sleep with her growing belly and how to build an emotional attachment with the baby.

In October, Crystal gives birth to Torrian and it is no surprise to Debbie that Crystal and Kelvin take quickly to their roles as parents. Crystal remains in high school while Kelvin takes care of the baby during the day. Thanks to Debbie's guidance, they have

learned how to put the baby on a schedule and provide a healthy environment – Crystal allows no smoking in the house and she checks all of Torrian's toys for hazards like chipping paint. By the following May, Crystal and Kelvin have been in the NFP program for a full year, and they are models of the program's success.

Despite this accomplishment, life remains challenging for teenage parents with minimal family support and very little income. In the fall, the family faces yet another crossroad when Crystal decides to enroll in college at Louisiana Tech. This requires a move to Ruston, Louisiana, about 70 miles west of Delhi, where they will have to build a new life in a place where they have no relatives or friends to rely on.

Debbie is still prepared to help, because helping clients set life goals in areas like education and career are part of the NFP model. She assists the couple in planning the move and reaches out to a colleague in Ruston, Debbie Nash, who will take over as the nurse home visitor after the move. It's a natural fit; the two nurses are already part of an NFP team that meets weekly for case conferences, so the "new Debbie" is familiar with Crystal's story.

In their first meeting with Debbie Nash, Crystal and Kelvin are incredibly proud to show off their new two bedroom apartment – they are thrilled that Torrian now has his own bedroom and it's adorable.

When Torrian is 21 months old, Debbie administers a language screening and finds that Torrian is well above average. When Debbie expresses her admiration, Crystal pulls out a little book she has made for her son. Even though she is walking back and forth to school, attending classes and doing homework for her double major in psychology and journalism, she has made time to create a homemade alphabet book for Torrian. "I'm smart," says Crystal proudly, "and I want my son to be smart, too."

When Torrian reaches his second birthday, marking the completion of the NFP program, Debbie drives away with a feeling of tremendous joy, knowing that Crystal and Kelvin have taken advantage of every opportunity provided by NFP, beating incredible odds and accomplishing so much.

NURSING PRACTICE

continued from pg 1

- NFP personnel from both the NSO and implementing agencies continue to be recognized as leaders in the nursing field. Yost was invited to speak Oct. 8 at the Arizona Nurses Symposium, which will also feature nursing luminaries Dr. Linda Burns Bolton and Dr. Patricia Benner. And NFP program manager Cynthia Suire of the Louisiana Office of Public Health and NFP research scientist Lindsay Senter of the New York City Department of Health and Mental Hygiene have been chosen to present at the American Public Health Association annual meeting in November.



New nurse home visitors attend NFP Core Education sessions in Denver in July.

Nursing trade publications have taken note of Nurse-Family Partnership's efforts in recent coverage of NFP in AORN Journal, ADVANCE for Nurses and others. (Visit the NFP in the News section on the NFP website to read the articles.)

"As NFP continues to grow in more communities," says Yost, "all of these efforts will continue to reward both our nurses and the families we serve."

Facts on the Current State of Nursing

2,400,000 Approximate number of employed registered nurses in the U.S.

92% Percentage of registered nurses who are women

623,000 Estimated growth in the number of U.S. registered nurses between 2002 - 2010 -- the largest job growth of any occupation during this time period.

#1 Nursing's rank as the most honest and ethical profession – nurses have held this rank for eight consecutive years.

Sources: U.S. Census, American Nurses Association, Gallop

FEDERAL FUNDING UPDATE

By the July 9 deadline, 38 states had submitted their initial state plans to the U.S. Department of Health and Human Services (HHS) indicating their desire to participate in the federal home visiting program.

HHS Timeline

- ✓ Initial Funding Opportunity Announcement (FOA) released June 10, 2010
- ✓ State initial application for funding deadline July 9, 2010
- ✓ Full Needs Assessment FOA released late June 2010
- ✓ FY 2010 funds awarded to States (restricted) July 15, 2010
- Updated State Plan FOA released mid-August 2010
- State Needs Assessment deadline September 1, 2010
- Updated State Plan deadline Early FY 2011

KUDOS TO LANCASTER'S NFP NURSES

Congratulations to the NFP nurses at Lancaster General Health in Lancaster, Pennsylvania! Their team recently took 2nd prize in an *ADVANCE for Nurses* contest, in the "Empowering Thriving Families" category. To learn more about their submission, go to www.nursing.advanceweb.com and search for "empowering thriving families."



(L. to R): Alice Yoder, NFP Administrator; Mary L. Steffy, Nurse Supervisor; and Nurse Home Visitors Kristen Hollinger, Theresa Whitesel, Mary Mabry, Beverly Lech. Front: Denise Cronley Treier and Beth Cassel.

PROGRAM QUALITY EXECUTIVE JOINS NSO STAFF

Molly O'Fallon has joined NFP as Director, Program Quality.

O'Fallon is a nursing professional with more than 20 years of clinical and quality experience. She comes to the NFP NSO from the Colorado Community Health Network, where she served as Clinical Quality Division Director beginning in 2006.

O'Fallon also served in quality improvement and nursing roles with the Colorado Department of Health Care Policy & Financing, and with organizations in Texas, including Baylor Health Care System, JPS Health System and Texas Woman's University. She has a Master's degree in Nursing and a Family Nurse Practitioner certification.

Board members and senior staff from Nurse-Family Partnership recently visited the Capitol Hill offices of several U.S. Senators and Representatives, to present leadership awards to these legislators for their long-standing support of children's issues and their efforts to help secure federal funding for states to implement or expand evidence-based home visitation programs. Many of these lawmakers were instrumental in championing and enacting the Maternal, Infant, and Early Childhood Home Visitation Program, which provides \$1.5 billion in funding over five years for states to use towards home visiting programs such as NFP. The first round of grants totaled more than \$88 million, and was awarded to states by the U.S. Department of Health and Human Services on July 21.



Senator Robert P. Casey (PA), Former PA First Lady Michele Ridge and Thomas R. Jenkins, Jr.

Representing NFP in thanking these legislators were NFP Board members Michele Ridge, former First Lady of Pennsylvania; Dr. Beverly Malone, CEO of the National League for Nursing; and Robin Britt, former North Carolina Congressman and Executive Director of Guilford Child Development in Greensboro, N.C. They were joined by NFP President and CEO Thomas R. Jenkins, Jr.; NFP program founder Dr. David Olds, University of Colorado Denver's Prevention Research Center for Family and Child Health; and staff from the NSO's Policy & Government Affairs team. Additional awards will be given out to several lawmakers at ceremonies held in their home states during the summer congressional recess. For a complete list of elected officials who were honored, read the NFP press release at www.nursefamilypartnership.org > About > News > News releases.



Robin Britt, Thomas R. Jenkins, Jr., Representative James Clyburn (D-SC), Beverly Malone, and David Olds.



Representative Lois Capps (D-CA) and Beverly Malone.



Robin Britt, Beverly Malone, Karen Howard (NFP), Representative Danny Davis (D-IL), David Olds and Thomas R. Jenkins, Jr.

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