



CEO COLUMN

Dear Friends,

Implementing evidence-based programs is not easy. It never has been. No one knows that more than those of us who are a part of Nurse-Family Partnership.

There is rigorous research to document outcomes as well as rigorous standards for replication to achieve consistent results going forward. It takes a dedicated, committed coalition of practitioners, champions, private funders and government leaders to make it work. Today's page one story highlights the nurse leaders on the front lines of Nurse-Family Partnership practice who have become a force to be reckoned with nationwide. I'd like to use this column to talk about our government partners.

As you know, the new federal home visitation program (part of the Affordable Care Act) is well underway, with states submitting their proposals for the grants to fund evidence-based home visiting programs in communities. The final submissions of state plans are due in July to the U.S. Department of Health and Human Services agencies managing the federal grant program. The Nurse-Family Partnership team has been working closely with states to support their proposals, and we anticipate the results will bring new opportunities for growth in several more states.

continued on pg 2

IN THIS ISSUE...

National News	2
State News	2
Client Success	3
Board News	4
International News	4
Nursing News	5
Policy	6

TOP STORY

NURSE SUPERVISORS: "THE KEystone TO THE SUCCESS OF NURSE-FAMILY PARTNERSHIP"

About 300 nurses embraced their roles as leaders of the Nurse-Family Partnership program during the first Supervisor & Nurse Consultant Annual Education session in May.

NFP President and CEO Thomas R. Jenkins, Jr. delivered the opening address, discussing what makes a great leader in NFP and beyond. "Leader's don't lead – rather, they articulate a vision, and they persuade others to follow them as they pursue their vision together," he said. "Leaders get out of the way, and allow their people to soar...You are the keystone to the success of Nurse-Family Partnership. This is your time to be leaders."

From May 9-12, the attendees from agencies implementing the Nurse-Family Partnership program all across the country shared their challenges, successes and best practices. Two prominent nursing leaders who are on the NFP Board of Directors – Beverly Malone, CEO of the National League for Nursing, and Pat Moritz, Dean of the College of

Nursing at the University of Colorado Denver – addressed the participants. They also heard from experts in government affairs, marketing and public relations, fundraising, and other areas that are important to the success of the program locally.

"The supervisors and nurse consultants have to know the NFP program well, but they also need to develop strong management skills to have a successful



Hands-on exercises fostered learning during the Annual Education sessions.

program in their community," said Elly Yost, NFP Director of Nursing. "This education session was designed specifically to strengthen and reinforce those program and community leadership skills. We are already looking forward to the second annual education session in May 2012."

continued on pg 3



March of Dimes was among the supporters exhibiting at the session.

NATIONAL NEWS

NFP EXPANDS SERVICE IN Q2

Nurse-Family Partnership welcomed one new implementing agency in the second calendar quarter of 2011 (April-June). Nurse-Family Partnership services are now available to families in Chicago. This agency is implemented by Mercy Family Health Center. In addition, several NFP Implementing Agencies expanded their capacity to serve more families. These counties include: Humboldt County, California; Allen, Evangeline, Ouachita and St. Landry Parishes in Louisiana; and Monroe County, New York.

STATE NEWS

DINNER STORK DELIVERS

As producers for NBC News, Mike O'Donovan and Erika Edwards had covered worthy causes. As parents, they knew the last thing a brand new mom needed was to worry about getting dinner on the table. Especially if she has little support and low resources.

Together, O'Donovan and Edwards created Dinner Stork, a Charlotte, North Carolina, program that has partnered with Nurse-Family Partnership to deliver a week's worth of hot meals to a mom who has just given birth. "This allows focus to be directed on the family's new bundle of joy," says Ursula Douglas, RN, NFP program manager at Care Ring in Charlotte. About a dozen NFP moms have been served by the new program. O'Donovan says he'd like to expand: "This is something that could be replicated very easily in other parts of the country." As they say on TV, stay tuned.



CASA DE LOS NIÑOS FINALIST IN TOYOTA'S 100 CARS FOR GOOD

The Nurse-Family Partnership agency in Tucson was voted a finalist in Toyota's 100 Cars for Good national contest by Facebook fans. Toyota's program is rewarding 100 nonprofit organizations over 100 days by donating 100 cars. Five out of the 500 finalists appear on Toyota's Facebook page each day this summer. It is then left in the hands of fans to vote on their favorite organization. As a finalist, Casa de los Niños' chance to win a car is July 25.

A TIME OF CELEBRATION FOR NFP IN FLORIDA, IOWA AND NEVADA

In Florida, the NFP program funded by the Children's Services Council and administered by Palm Beach County Health Department is celebrating its first group of families to complete the program. It is a large group with 81 clients graduating. Louella Lutchi, nurse supervisor, credits teamwork for her agency's high retention rate. Dr. David Olds, founder of NFP, is scheduled as a guest of honor for the July 15 graduation ceremony.

The NFP program implemented by the Visiting Nurse Services of Iowa celebrated its one year anniversary with a luncheon on April 28. Visiting Nurse Services of Iowa NFP is funded by VNS of Iowa, United Way of Central Iowa and Project Launch.

The Southern Nevada Health District, the NFP Implementing Agency in Las Vegas, is also graduating its first group of clients with an event on August 9.



LETTER FROM THE CEO

continued from pg 1

The work for state funding also continues. Coalitions of supporters have been hard at work during state legislative sessions this spring to ensure existing state funding is protected for Nurse-Family Partnership. They have been the key to new or sustained funding for Nurse-Family Partnership in California, Louisiana, Michigan, Pennsylvania and Texas. Imagine – a state as hard hit during the great recession as Michigan has found the way to fund NFP. The message is clearly resonating that this intervention pays documented dividends in stronger communities and better lives for vulnerable young families.

There is still much to be done. There are challenges to all of us when we get involved in evidence-based practice. There are mutual challenges to us and federal and state governments. And NFP is committed to participating in a leadership role within the federal program initiative through regular communication with the federal agencies about how to best ensure effective implementation. I ask for your continued support as we continue this exciting and challenging work.



Thomas R. Jenkins, Jr.
President & CEO

CLIENT SUCCESS SHARLINE'S STORY

"Let's start with Point A, where you are now, and draw a plan to get you to Point B, where you want to be."

This is how Nurse Home Visitor Coydette Binns begins her work with new clients in the Targeted Citywide Initiative, a Nurse-Family Partnership unit uniquely created to address the special needs of pregnant women and teens in homeless shelters, foster care, and Rikers correctional facility. Today she is meeting in Brooklyn, NY, with Sharline, a client like none she has met before.

Sharline's "Point A" is similar to the starting point of other young women in the program – age 19, little family support, abandoned by her baby's father and referred to the program by the group facility in which she is living after a stint of homelessness. But when Sharline starts talking about what she wants from her pregnancy and what she wants to achieve in life – her "Point B" – Coydette can barely take notes fast enough.

"For starters," Sharline begins, "I want to go to school and get an education and I want my child to be able to look up to me and follow in the right footsteps. I don't want the child to want for anything, so I want to be financially stable. Seeing my mother struggle with five kids growing up, I refuse to be in that situation. I don't want to be like that."

To read the rest of Sharline's story, go to www.nursefamilypartnership.org > First-Time Moms > Stories from moms.



NFP Client Sharline and her son, Ajani.

PHILANTHROPY NEWS SINGER JEWEL'S GENEROSITY SPREADS TO NFP

Nurse-Family Partnership moms are the recipient of singer Jewel's generosity. Jewel recently donated 2,600 nursing bras and tank tops to the New York City-based charity Baby Buggy, which is going to distribute the items to NFP clients.

A thank-you on the NFP Twitter page included mention of Jewel's Twitter handle, resulting in Jewel re-tweeting the NFP post to her own 156,000-plus followers.

Check out who else is engaged with NFP at our Twitter (http://twitter.com/NFP_nursefamily) and Facebook (www.facebook.com/nursefamilypartnership) pages.



BESTSELLING AUTHOR DESIGNATES NFP AS CHARITY OF CHOICE

Nurse-Family Partnership was awarded a \$5,000 donation by the USA Network, on behalf of international bestselling author Nicole Krauss. Krauss, who is the author of *The History of Love and Great House*, was honored by the network with its 2011 Character Approved Award, and as part of the honor was asked to select a charity to receive the \$5,000 donation. Krauss recently was named by *The New Yorker* magazine as one of the 20 best writers under age 40.

TOP STORY NURSE SUPERVISORS *continued from pg 1*

The session closed with a tribute to all nurses on National Nurses Day, and a special award. Nurse-Family Partnership honored Amy Wineland with the 2011 President's Award for Nurse-Family Partnership Supervisor of the Year. Wineland was the NFP Supervisor at Summit County Public Health Department in Frisco, Colorado; she has since been promoted.



Chief Operating Officer Kammie Monarch (L) and CEO Tom Jenkins congratulate the 2011 NFP Supervisor of the Year, Amy Wineland.

BOARD NEWS

CHANGES ON NFP NATIONAL BOARD OF DIRECTORS

Nurse-Family Partnership recently welcomed two new members to its national Board of Directors, and bid farewell to two longtime members who announced their retirements. In May, the Board elected Sue Hagedorn, a pediatric and women's health nurse practitioner, emeriti faculty member at the University of Colorado College of Nursing, and founder of Seedworks Films, the largest producer of films about nursing in the United States. Shortly after joining the Board, Hagedorn attended the final day of the NFP Supervisor & Nurse Consultant Annual Education in Denver, and met many NFP nurses there.



Sue Hagedorn

In June, the Board elected Joyce King Thomas, the former chief creative officer at the advertising agency McCann Erickson New York. King Thomas created the award-winning "Priceless" advertising campaign for MasterCard, and also helped create some of the world's leading brands, including Staples, General Mills, Verizon, Weight Watchers and the U.S. Army. In 2009, she received the Mother of the Year Award from Advertising Women of New York.



Joyce King Thomas

Longstanding Board members James Hagedorn (brother of Sue Hagedorn), chairman and chief executive officer of The Scotts Company, and Dr. Richard Krugman, dean of the School of Medicine at the University of Colorado Denver, retired this spring from the Board. Krugman was a founding Board member and helped recruit Dr. David Olds to Colorado years ago. Hagedorn, a Board member since 2005, last year pledged a \$2 million gift to NFP.

INTERNATIONAL NEWS

QUEEN OF ENGLAND HONORS FNP NURSE

Kate Billingham, who was deputy chief nursing officer for England from 2001 to 2007 and is currently leading the Department of Health's Family Nurse Partnership programme (as NFP is known in Britain), received a Commander of the Order of the British Empire (CBE). She was among the recipients of the Queen's 2011 birthday honors in June.

CANADA EXPANDS NURSE-FAMILY PARTNERSHIP SERVICES

Canada's Nurse-Family Partnership is a key part of a \$23 million annual provincial health initiative announced by British Columbia Health Minister Michael de Jong in June. About 11 percent of pregnant women in the province will be included annually in the program, which is set to begin in 2012. "The numbers of families, of mothers, of children who are going to benefit in the years ahead is significant and numbers in the thousands," de Jong said.

British Columbia is the first in Canada to implement a Nurse-Family Partnership provincewide. As part of its implementation, the program will undergo an evaluation led by the Children's Health Policy Centre at Simon Fraser University.

JOURNALS, REPORTS AND NEWS ON NFP

Following is a list of recently published journal articles and news media reports about Nurse-Family Partnership. This list with links to the articles can be found at www.nursefamilypartnership.org > About > News center.

Journal/Reports:

- In an article on what lawmakers should know about foster care, the National Conference for State Legislators' monthly magazine highlights Nurse-Family Partnership's track record of reducing child abuse rates in New York. April 2011.
- The National Institute for Health Care Management Foundation publishes "*The Case for Managed Care to Support Local Nurse-Family Partnership Programs*," an article written by NFP Chief Strategic Relations Officer Peggy Hill. March 30, 2011.

Media:

- June 9, 2011 – *Battle Creek Enquirer* (Battle Creek, MI): Editorial: Nurturing Families
- May 24, 2011 – *The Seattle Times* (Seattle, WA): The Importance of Measuring Whether Government Works
- May 8, 2011 – *The Coloradoan* (Fort Collins, CO): Nurse-Family Program Aims to Change Lives of First-Time Moms
- May 4, 2011 – *Tulsa World* (Tulsa, OK): Children First Helps First-Time Moms
- April 13, 2011 – *The News Journal* (Wilmington, DE): With House Calls, Pregnant Moms Know What to Expect

NURSING

KUDOS TO NFP NURSE AND NFP SUPERVISOR

Dale C. Smith, RN, MPH, MSN, nurse supervisor for Horry County Nurse-Family Partnership, was named the 2011 South Carolina Public Health Nurse of the Year. The South Carolina Public Health Association presented Smith with the award at its Annual Meeting in Myrtle Beach on May 27.

“I have seen first-hand the great leadership Dale brings to the entire Horry County Nurse-Family Partnership team,” says Margaret Mishoe, Horry County NFP site administrator. “The positive impact Nurse-Family Partnership is having on young mothers in Horry County would not be possible without her guidance and commitment.”

Dyan Anderson, RN, nurse home visitor for Valley-Wide Health Services, Inc. in Alamosa, Colorado, won a 2011 Colorado Nurses Foundation Luminary Award for Leadership in Clinical Practice. “Her leadership role has helped her to guide young mothers ... in a positive direction and encourage them to complete their secondary education,” wrote *Colorado Nurse* magazine in May.



Dale C. Smith, RN, MPH, MSN, nurse supervisor

NORTH CAROLINA NFP NURSE WINS NATIONAL HOLLERIN' CONTEST – AGAIN!

Open your mouth wide and let the sound bellow into the microphone. Please do not cup your hands around the mic or stand there hollerin' longer than four minutes. These are rules for the National Hollerin' contest in Spivey's Corner, North Carolina. Rooted in history, the Hollerin' Contest takes place yearly. Shelia Frye, NFP Nurse Supervisor in Wake County, North Carolina, walked away from the 43rd Annual Hollerin' contest as the 2011 Ladies National Hollerin' Champion. This is not the first time Sheila's hollerin' talents have been highlighted. She is now a six-time National Champion. A video of Sheila demonstrating her talent is posted on NFP's Facebook page: www.facebook.com/nursefamilypartnership.

THE NURSE-FAMILY PARTNERSHIP NATIONAL SERVICE OFFICE IS EXHIBITING AND PRESENTING AT THE NATIONAL BLACK NURSES ASSOCIATION CONFERENCE JULY 13-17; AT THE NATIONAL ASSOCIATION OF HISPANIC NURSES CONFERENCE JULY 19-22; AND THE NATIONAL LEAGUE FOR NURSING CONFERENCE SEPTEMBER 21-24. COME BY AND SAY HELLO!

AGENCY SPOTLIGHT

Agency: Nurse-Family Partnership of Greenville County
Implementing Agency: Greenville Hospital System University Medical Center
Location: Greenville, South Carolina
Serving clients since: 2009
Number of families served: 185

Know the Nurses: This agency hosts monthly client outings with nurses, clients and their children. In April, they participated in the March of Dimes March for Babies® (see picture at right). The agency also made Mother's Day a gift-filled celebration for their clients this year. In addition to creating foot molds and framed pictures of all the clients' children, the agency was one of the lucky recipients of donated nursing pillows via the Boppy Mother's Day Support program. All the items were presented to families during a Mother's Day party.

Local Success Story: The agency, now its third year of serving area families, will soon celebrate the agency's first NFP client to become a college graduate. Jennifer Clouse graduated from the NFP program last spring, and this coming December, she will graduate from ECPI University with a degree in Nursing.

Want your NFP agency to be featured in an upcoming Spotlight? Send details to marketing@nursefamilypartnership.org. Please note that due to the volume of submissions we receive, we can't guarantee future publication.



(L. to R): Greenville, S.C., nursing staff Violet Ray, Veronica McCanty, Jill Newman, Lisa Skinner, Grayson Skinner, and Sam Brooks.



Nurses and clients with their new Boppy® Pillows, which were donated to them by The Boppy Company as part of NFP's national Mother's Day Campaign.

POLICY MEDICAID AND NFP: A PRIMER

Nurse-Family Partnership Medicaid Policy Director Karen Kalajjian discusses Medicaid and NFP:

How has NFP worked with Medicaid historically?

K.K: Medicaid recognizes nurse home visiting as an intervention that works for low-income families. Medicaid has covered some home visiting services in various states, but not in all, and it's not a required benefit. There's no specific coverage category for preventive home visiting services. Typically, NFP has been covered as an enhanced prenatal service or as targeted case management. Neither of these allow Medicaid payment for all of the components of an NFP home visit. Fifteen states with NFP programs have been able to access some form of Medicaid to cover NFP services so far.

What's the biggest misperception about Medicaid?

K.K: Some think that because NFP is a health service, Medicaid will automatically cover it – but the Medicaid statutes aren't written that way. To be covered by Medicaid, the service must be included in a state's Medicaid plan and must follow all federal and state Medicaid rules. Some rules, like Medicaid's rule that covered services should be available on a statewide basis, can pose challenges for NFP.

What are some of the goals on this front for the future?

K.K: We have developed some preferred options for Medicaid coverage and are seeking feedback from CMS (Center for Medicare & Medicaid Services) on these. Another important goal is to learn what works well now in states that currently access Medicaid for NFP, so that best practices may be identified and shared among all NFP agencies. Finally, it's important to try to forecast and develop potential new partnerships with other Medicaid providers, such as Medicaid-managed care plans, coordinated care networks, Federally Qualified Health Centers, rural health centers and others.

What's the outlook?

K.K: It's a difficult climate to seek Medicaid coverage expansions; most state Medicaid programs are facing fiscal shortfalls and are being forced to take steps to curtail costs, by reduced provider payments and eliminated or restricted benefits. NFP does have a lot in its favor, though, with its proven outcomes and demonstrated ability to produce short- and long-term savings to Medicaid.

NFP and Medicaid Costs

A 2009 evaluation by the Pacific Institute for Research and Evaluation of the NFP trial in Memphis, Tenn., found that Medicaid costs were an average of 8% lower over five years and 9% lower over 10 years for families served by NFP, compared to similarly-situated families who did not participate.

Savings were attributed to three factors:

1. Decreased Medicaid enrollment of mothers and their children as a result of increases in family income and self-sufficiency;
2. Decreases in Medicaid enrollment as a result of mothers electing to have fewer children; and
3. Reductions in Medicaid expenditures as a result of increased intervals between mothers' first and subsequent pregnancies and births.

Memphis findings were based on a capitated Medicaid system, and similar estimates were derived by Julia Isaacs at Brookings Institution based on a fee-for-service analysis.

Confidence in these projections contributed to the Congressional Budget Office scoring savings from President Obama's FY2009 initial budget proposal for a nurse home visitation program modeled on NFP. Scoring Medicaid savings from a social services program has been described as "nothing short of revolutionary." (Quote from Martha Coven, Domestic Policy Council, from podium at Pew Home Visiting Conference, 2010.)

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