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Media Contact:
Fran Benton
303.865.8408

fran.benton@nursefamilypartnership.org

NURSE-FAMILY PARTNERSHIP AWARDS HOPELAB WITH THE ROBERT F. HILL AWARD FOR EXCEPTIONAL IMPACT

Hopelab's innovative use of technology helps Nurse-Family Partnership to better serve moms

NASHVILLE, TENN (September 18, 2019) — Nurse-Family Partnership® (NFP) – a national program serving first-time moms and their children living in poverty – has awarded [Hopelab](#), a social innovation lab, with the Robert F. Hill Award for Exceptional Impact.

Hopelab's leadership and vision led to the creation of [Goal Mama](#), the first mobile app of its kind developed exclusively for Nurse-Family Partnership moms. Nurse-Family Partnership partnered with Hopelab – a social innovation lab that designs science-based technologies to improve the health and well-being of teens and adults – to identify how technology could boost the impact of the program. Hopelab co-designed the new mobile goal-setting platform, known as Goal Mama, which provides a HIPAA-compliant app and accompanying nurse dashboard.

“Hopelab's drive to use innovative technology to improve health outcomes made them the perfect partner for us to better engage with our moms,” said Frank Daidone, president and CEO of Nurse-Family Partnership. “Their commitment – working with our nurses and moms at every step – successfully positioned us to best meet the needs of moms and nurses. Goal Mama is a truly transformative project that will amplify the impact of Nurse-Family Partnership for years to come.”

“It is an honor to receive the Robert F. Hill Award for Exceptional Impact from Nurse-Family Partnership,” said Margaret Laws, president and CEO of Hopelab. “When we embarked on this project together, we believed our co-creation process could significantly improve the lives of vulnerable families across the country. We are excited to see our vision come together with the roll-out of Goal Mama.”

The Exceptional Impact Award celebrates individuals and organizations who have made a momentous impact on Nurse-Family Partnership’s mission and vision for the future. Named for Robert F. Hill – our inaugural board chairman and one of the first recipients of the award – this award is given to those that have championed efforts to provide better opportunities for first-time mothers and their children. The award honors those who tirelessly advocate for Nurse-Family Partnership to change the lives of vulnerable families across the country and end the cycle of poverty.

The Goal Mama app builds upon the trusted relationship between a mom and her NFP nurse to improve her engagement in the program – throughout pregnancy and until her child’s second birthday. Nurse-Family Partnership and Hopelab worked closely with moms and nurses to gain insights as to how to amplify the program’s impact. The digital connection created through the Goal Mama app strengthens the partnership between mom and nurse and enhances their work together, potentially improving program retention and boosting a young mom’s confidence in setting and achieving her goals. Goal Mama was developed on Empower, the behavioral-science based software platform from [Ayogo](#).

Since May, Goal Mama has been introduced to more than 735 Nurse-Family Partnership nurses across seven states and will continue to be shared with all Nurse-Family Partnership nurses in all 41 states through 2020.

Over 40 years of research show that Nurse-Family Partnership is successful in improving maternal health and birth outcomes, preventing child abuse, reducing childhood injuries, increasing children's school readiness and reducing juvenile crime. Nurse-Family Partnership currently serves over 38,000 moms in 41 states, the U.S. Virgin Islands and many Tribal communities.

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About Nurse-Family Partnership

[Nurse-Family Partnership](#) ® changes the future for the most vulnerable babies born into poverty by giving a first-time mom trusted support from her own personal nurse throughout the first 1,000 days, from pregnancy until her child's second birthday. Nurse-Family Partnership is headquartered in Denver, Colorado. Follow NFP on Twitter [@NFP_nursefamily](#), Facebook at [facebook.com/nursefamilypartnership](#) and Instagram at [www.instagram.com/nursefamilypartnership/](#).

About Hopelab

[Hopelab](#) is a social innovation lab focused on designing science-based technologies to improve the health and well-being of teens and young adults. Hopelab's unique approach to driving positive health outcomes combines motivational psychology, socially focused design, and strategic partnerships to achieve broad impact. Hopelab is founded by [The Omidyar Group](#), a collection of organizations that supports the vision of Pierre and Pam Omidyar. Learn more at [www.hopelab.org](#).