

2019 MEMPHIS STUDY RESULTS

Social Media Toolkit

This social media toolkit includes key resources, messaging, sample posts, and graphics for you to share with your networks to communicate the recent findings of two studies, “Prenatal and Infancy Nurse Home Visiting Effects on Mothers: 18-Year Follow-Up of a Randomized Trial,” ([Memphis 18-year mom study](#)) and “Prenatal and Infancy Nurse Home Visiting and 18 Year Outcomes of a Randomized Trial,” ([Memphis 18-year youth study](#)) published online by Pediatrics.

We’ve included a few sample posts that you can edit with personalized messaging to use on your social media channels. Feel free to add a personal touch that matches your audience and community. Long-form posts are best used on Facebook, LinkedIn and Instagram. While the short-form posts should be used for Twitter.

Together we can build a future where children are healthy, families thrive, communities prosper and the cycle of poverty is broken.

THIS SOCIAL MEDIA TOOLKIT IS FOR NURSE-FAMILY PARTNERSHIP PARTNERS, ADVOCATES & CHAMPIONS.

OVERVIEW

- **Main hashtags:** #NFPMemphisStudy #HomeVisitingWorks
- **Twitter Account:** NFP_nursefamily
- **Facebook:** @nursefamilypartnership
- **Short URL:** bit.ly/MemphisStudy
- **Long URL:** www.nursefamilypartnership.org/about/proven-results/18-year-follow-up-study/
- **NFP Website:** www.nursefamilypartnership.org
- **Additional Accounts to Tag:** @AmerAcadPeds (Facebook & Twitter)
- **[Access Our Social Media Graphics Here](#)**

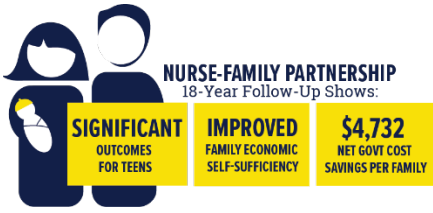
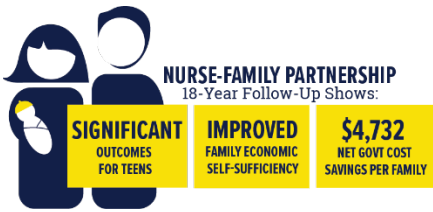
KEY MESSAGES

1. In a rare long-term 18-year study published in Pediatrics, Nurse-Family Partnership estimated the difference home visitation made in the mother’s life course – reducing the impact of poverty and improving her economic self-sufficiency.
2. NFP nurses support mothers in developing goals and implementing actions that move them toward enhanced self-mastery.
3. There’s no better public investment than investing in building stronger families. Families prosper, communities thrive, and our government saves money. This government savings came from reduced costs of Medicaid, SNAP and welfare cash assistance over 18 years.

For social media inquiries contact [Mimi Madrid](#), Nurse-Family Partnership communications content writer.

SAMPLE SOCIAL MEDIA POSTS

[Click here for our social media graphics](#)

<p style="text-align: center;">Long Form Facebook / Linked In / Instagram</p>	<p style="text-align: center;">Short Twitter</p>	<p style="text-align: center;">Suggested Image</p>
<p>Overall Study Announcement</p>		
<p>“We know that mothers participating in Nurse-Family Partnership truly changed the life course for themselves and their children,” said Frank Daidone, president and CEO of @NurseFamilyPartnership.</p> <p>We agree with [our partners] @NurseFamilyPartnership that there’s no better public investment than investing in building stronger families.</p> <p>Families prosper, communities thrive, and our government saves money.</p> <p>A new study published by Pediatrics – a peer-reviewed journal of the American Academy of Pediatrics @AmerAcadPeds, shows the benefits of the program.</p> <p>Learn more about the study here bit.ly/MemphisStudy</p> <p>#NFPMemphisStudy #HomeVisitingWorks</p>	<p>We agree with @NFP_nursefamily.</p> <p>When we invest in building strong families they prosper, communities thrive, and our government saves money.</p> <p>Pediatrics – an @AmerAcadPeds journal, published a study that shows the benefits of the program.</p> <p>Learn more: bit.ly/MemphisStudy</p>	
<p>A study recently published by Pediatrics – a peer-reviewed journal of the American Academy of Pediatrics @AmerAcadPeds, is the largest (over 740 families enrolled) and longest (18 years) follow-up of these outcomes for @nursefamilypartnership.</p> <p>The study measured the cost savings to government in reduced public benefits over an 18-year period of this national early intervention program serving first-time mothers and their children living in poverty.</p> <p>This government savings came from reduced costs of Medicaid, SNAP and welfare cash assistance over 18 years.</p> <p>Learn more about the study here: bit.ly/MemphisStudy</p>	<p>We finally have the findings of the largest and longest study on these specific outcomes for Nurse-Family Partnership.</p> <p>This new study published by Pediatrics – a @AmerAcadPeds journal, shares the findings.</p> <p>Learn more here: bit.ly/MemphisStudy</p> <p>@NFP_nursefamily</p>	

MOTHER FINDINGS

Our partners at @NurseFamilyPartnership believe nurse home visits during pregnancy and a mother's first two years of parenting has a profound effect by laying the foundation for moms to build stronger families.

A **rare long-term study** conducted by Pediatrics, a peer-reviewed journal of the American Academy of Pediatrics @AmerAcadPeds, concluded the **impact @NurseFamilyPartnership makes in course of a mother's life course by reducing the impact of poverty and improving her economic self-sufficiency.**

Government savings came from reduced costs of Medicaid, SNAP and welfare cash assistance over 18 years.

Read about the full study here: bit.ly/MemphisStudy

#NFPMemphisStudy
#HomeVisitingWorks

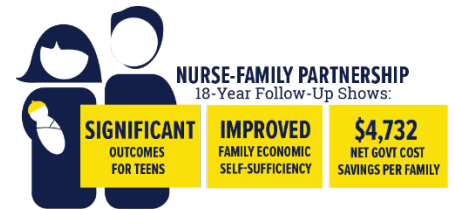
What happens 18 years after @NFP_nursefamily?

- ✔ significant outcomes for teens
- ✔ improved family economic self-sufficiency
- ✔ govt cost savings

Savings = reduced costs of Medicaid, SNAP and welfare cash assistance.

Study published by Pediatrics - @AmerAcadPeds.

bit.ly/MemphisStudy



A study published by Pediatrics – a peer-reviewed journal of the American Academy of Pediatrics @AmerAcadPeds, showed that @nursefamilypartnership, improved maternal outcomes for nurse-visited women (at the 18-year follow-up).

Over the 18-year period, they reported a greater sense of mastery which means improved confidence in the ability to manage the challenges in their lives.

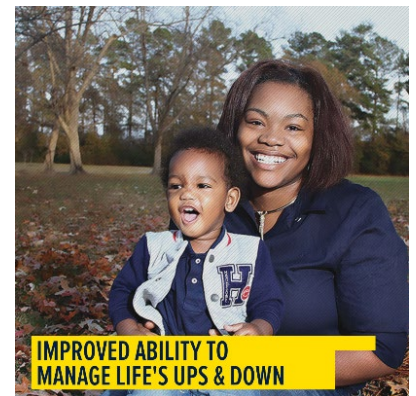
Read more here: bit.ly/MemphisStudy

#NFPMemphisStudy
#HomeVisitingWorks

Motherhood takes confidence. Confidence is built with support.

Pediatrics, @AmerAcadPeds journal, conducted the largest and longest follow-up of these outcomes for @NFP_nursefamily, an early intervention program that supports first-time mothers.

bit.ly/MemphisStudy



Mothers who were visited by @nursefamilypartnership nurses had improved economic self-sufficiency.

They also have greater confidence in their ability to manage life challenges and are more likely to plan for their future and achieve their goals.

A new study published by Pediatrics – a peer-reviewed journal of the American Academy of Pediatrics @AmerAcadPeds, shows the benefits of the program.

Learn more about the study here: bit.ly/MemphisStudy

Mothers visited by @NFP_nursefamily nurses improved their self-efficacy.

Self-efficacy is the belief that you can impact the course of your life.

This new study published by Pediatrics – a @AmerAcadPeds journal, shares the outcomes.

Learn more: bit.ly/MemphisStudy



Teen Findings

Teens with mothers visited by @nursefamilypartnership nurses had **significantly improved cognitive outcomes and academic performance** for youth born to mothers with limited psychological resources - a new long-term study revealed.

Pediatrics, a peer-reviewed journal of the @AmerAcadPeds, conducted the longest evaluation on the national early intervention program.

Visit bit.ly/MemphisStudy

Support for first-time mothers benefit their children long after they grow into adulthood.

Pediatrics, an @AmerAcadPeds journal, just conducted the largest and longest follow-up on these outcomes for @NFP_nursefamily, an two-gen intervention program.

bit.ly/MemphisStudy



Teens whose mothers were visited by @nursefamilypartnership nurses had significantly improved cognitive outcomes and academic performance for youth born to mothers with limited psychological resources. A new long-term study revealed conducted by Pediatrics, a peer-reviewed journal of the @AmerAcadPeds.


These youth were three times as likely to graduate from high school with honors compared to the control group. bit.ly/MemphisStudy

Curious about what happens to @NFP_nursefamily babies once they turn 18?

A recent study by Pediatrics from @AmerAcadPeds, reveals they are 3x likely to graduate high school with honors compared to a control group.

Learn more about the study: bit.ly/MemphisStudy



<p>Teens whose mothers were visited by @nursefamilypartnership nurses had significantly improved cognitive outcomes and performance a new long-term study revealed conducted by Pediatrics, a peer-reviewed journal of the @AmerAcadPeds.</p> <p>Young women whose mothers were visited had fewer convictions at age 18.</p> <p>Visit bit.ly/MemphisStudy #NFPMemphisStudy #HomeVisitingWorks</p>	<p>Curious about what happens to @NFP_nursefamily babies once they turn 18?</p> <p>A recent study by Pediatrics from @AmerAcadPeds, shows that young women with mothers visited by NFP nurses had fewer convictions at age 18 compared to the control group.</p> <p>bit.ly/MemphisStudy</p>	
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FIND OUR SOCIAL MEDIA GRAPHICS HERE

QUOTES AVAILABLE

- “We know that mothers participating in Nurse-Family Partnership truly changed the life course for themselves and their children,” said Frank Daidone, president and CEO of Nurse-Family Partnership. “These nurse home visits during pregnancy and the mother’s first two years of parenting had a profound effect in laying the foundation for moms to reduce the impact of poverty and build stronger families. There’s no better public investment – than investing in building stronger families. Not only does the government save money, but youth and families prosper and communities thrive.”
- “It’s rare for studies of early invention programs to examine early-intervention effects over an 18-year period. This early intervention, Nurse-Family Partnership, produced long-term improvements in the cognitive functioning of 18-year-old youth born to mothers who had limited personal resources to cope with the adversities of living in deep poverty. This new evidence shows promise that Nurse-Family Partnership’s effects may carry over into adulthood.” - David Olds, PhD, professor of pediatrics at University of Colorado and one of the lead investigators of the studies.

ADDITIONAL RESOURCES

- Nurse-Family Partnership [press release](#)
- Nurse-Family Partnership [webpage](#)
- Journal study abstract & video abstracts of the article on Pediatrics website: [Youth Study](#) | [Mom Study](#) (subscription needed to Pediatrics for full article access)

Thank you for being a Nurse-Family Partnership social media advocate and champion.