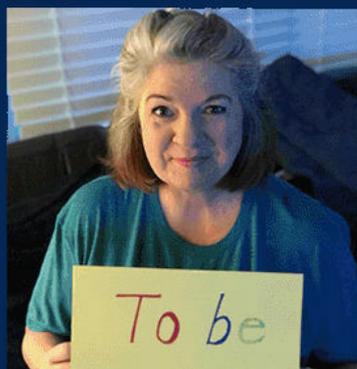


# NEWSLINK

SPRING 2020 EDITION



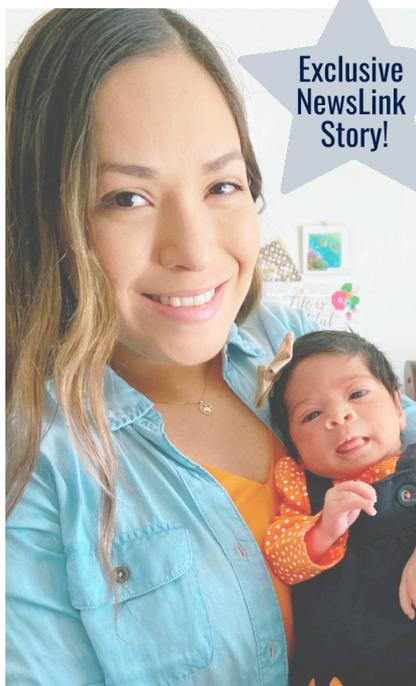
# CONTENT

This issue is dedicated to all of the tenacious nurses and public health workers making a difference in our world during this public health crisis.  
#NursesforGood #NetworkStrong #TelehealthWorks



## 04 PHONES FOR FAMILIES

*A partnership ensures that no mom loses access to her nurse.*



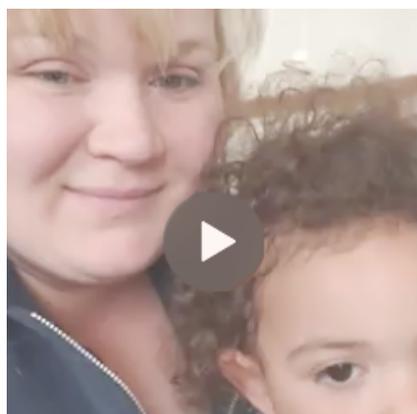
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*Telehealth visits have been critically important-maybe even life-saving.*



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*Nurses protect, defend and care for our public health. We've captured thank you video messages to nurses everywhere.*





## A MESSAGE FROM DR. OLDS

During this unprecedented challenge presented by COVID-19, I find myself inspired more than ever by your dedication to serving those facing the greatest challenges. You worry about and address the needs of the mother who is unable to feed her child, depressed, anxious, or a victim of intimate-partner violence. You are insightful, giving, determined to help those in need, and humble in what you do.

Know that now, maybe more than ever, you are an inspiration to those you serve and to those of us who have the honor of working beside you. There are young mothers observing you today who will take up your calling and who will teach their children to respect and serve because of your example. In all of this, please remember first to protect yourself and those close to you – now more than ever.

Sincerely,

David Olds, PhD

Founder of Nurse-Family Partnership

Professor of Pediatrics at University of Colorado

# KEEPING MOMS AND NURSES CONNECTED

**Phones for Families Initiative ensures that no mom loses access to her NFP nurse when she needs it most.**



In the early days of the COVID-19 pandemic as Nurse-Family Partnership rapidly transitioned in person visits to telehealth, a gap in our ability to serve every client emerged. Based on recent surveys of the entire network, it was estimated that **up to 10 percent of moms lacked access to a telephone**, representing nearly 3,800 expectant and new moms in our program.

The National Service Office moved quickly to ensure that moms would not lose access to her nurse during this challenging time. We are providing smartphones at no cost to these moms thanks to a partnership with Verizon and Action Technologies Group.

**More than 3,000 phones distributed to date in 39 states.**

During this time of isolation, moms are asking for advice on what to do if they or their child gets sick, and how to access resources such as diapers and food banks as they face financial turmoil.

“No mom should lose her close connection to her nurse, especially during a national crisis,” said Frank Daidone, president and CEO of Nurse-Family Partnership. “We thank Verizon and ATG for their commitment to helping moms in poverty when they need it most. Keeping these critical connections with

moms will improve the health and safety of some of the most vulnerable families in our communities.”

Phones for Families was made possible by the **more than \$1 million in free products and discounted services provided** by our corporate partners. Verizon will provide iPhones for thousands of NFP moms at no cost to the moms. In addition, Verizon has supplied technical assistance and data plans, which made it easy for Nurse-Family Partnership to distribute the iPhones and plans for each mom. NFP’s philanthropy department is helping the NSO offset this emergency expense through fundraising, with more than \$150,000 raised to date.

Action Technologies Group, a Telecom and IT solutions company, has donated in-kind services valued at more than \$100,000. This donation included iPhone programming, security and mail distribution, which put phones quickly into the hands of moms to support their telehealth nurse visits.

When the Phones for Families initiative concludes, moms who received a phone can enroll in the phone plan of her choice and the phone is hers to keep.

““””

THROUGH TELEHEALTH, I WAS ABLE TO STAY CONNECTED WITH A CLIENT AND ASSESS HER HEALTH NEEDS. TOGETHER WE DISCOVERED THAT SHE HAD AN INFECTION AND NEEDED ANTIBIOTICS AND HOSPITAL CARE. I’M GLAD THAT WE WERE ABLE TO STAY CONNECTED SO I COULD HELP HER ADVOCATE TO GET THE CARE SHE NEEDED. I’M PLEASED TO REPORT THAT SHE AND HER CHILD ARE BOTH HEALTHY AND DOING WELL.

NURSE SUPERVISOR, INDIANA

## Getting through this time **together.**



**NFP Chief of External Affairs Alison Kolwaite and her children help organize and send packages to hundreds of families.**

# GOAL MAMA CELEBRATES ONE YEAR



Nurse-Family Partnership teamed up with Hopelab and Ayogo to answer the question, 'How can technology amplify the impact of Nurse-Family Partnership?'

The Answer - Goal Mama! Goal Mama is a mobile goal-setting app designed to support improved health and life outcomes for moms and their babies. This is the first app of its kind for a home visiting program and was made exclusively for NFP moms. Goal Mama was launched on May 7, 2019 at the Texas State Conference in Galveston, TX.

## RESPONDING TO COVID-19 WITH GOAL MAMA

COVID-19 has created an unprecedented situation that we are responding to with a range of resources. In the midst of this crisis, Goal Mama is the perfect tool to support connection between nurses and their clients, delivering the resources and information that NFP moms and families need, right to their phones!

The team was able to quickly add app enhancements to provide moms with factual, evidence-based information on COVID-19, healthy practices to prevent illness, and opportunities to share thoughts with other moms on navigating the crisis and managing the added stress.

## ENHANCEMENTS

### Learn Articles

New articles developed and posted in the Learn Section under Caring for My Baby, Health and Habit, and My Life.

## Mom Community

Topics related to COVID-19 and associated social distancing posted weekly.

## Announcements

Thanks to a new user interface, announcements can now be sent. Notifications went out providing moms with links to factual and reliable COVID-19 information, as well as internet and phone resources.

## WHAT'S NEXT

We have gathered feedback and will use to guide app improvements.

The Spanish translation of Goal Mama app is underway.

Stay tuned for more Goal Mama App News!

**21 STATES HAVE PARTICIPATED  
IN GOAL MAMA TRAINING**

**868 NFP NURSES FROM  
226 TEAMS ARE USING THE APP**

**4,402 MOMS HAVE SIGNED UP**

**CLOSE TO 4,000 MOMS SET  
GOALS IN THE PAST YEAR**

# ALLYSON FELIX

## Olympic Gold Medalist Champions Our Cause



BEING A  
FIRST-TIME  
MOM CAN BE  
TERRIFYING.  
I'VE BEEN  
THERE TOO.

ALLYSON FELIX

You might wonder what could scare an Olympic champion. Training your mind and body to compete for the Olympics can be tough and intimidating, even for the most experienced athlete—but so can preparing for motherhood. Allyson Felix, Olympic and World Champion, reflected on what her experience was like preparing to welcome her baby girl Cammy to the world.

"Being a first-time mom can be terrifying. I've been there too. After a scary birth experience—dealing with preeclampsia, delivering my daughter Camryn 2 months early and a stay in the NICU—becoming a mom was an intimidating experience. And now in the face of a global pandemic that fear and uncertainty that many moms face is heightened to unfathomable levels. Nurse-Family Partnership is doing their part to help first time moms out by providing nurses who can offer support during such an unnerving time. I'm so thankful for the work that they do!"

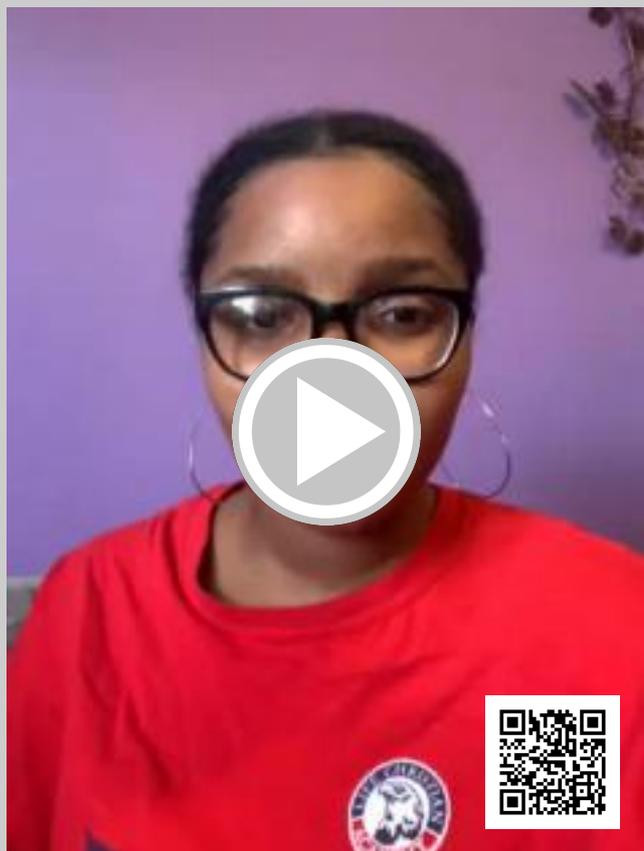
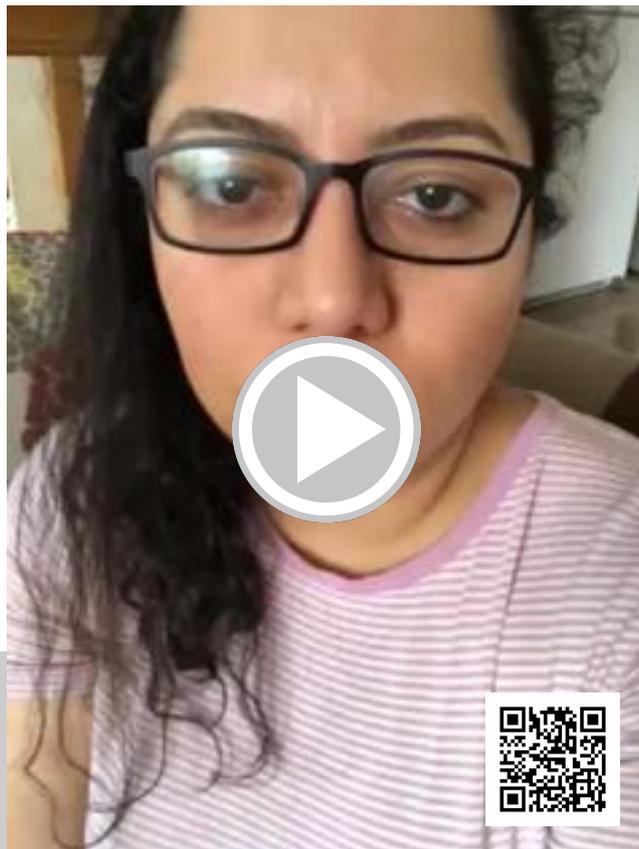
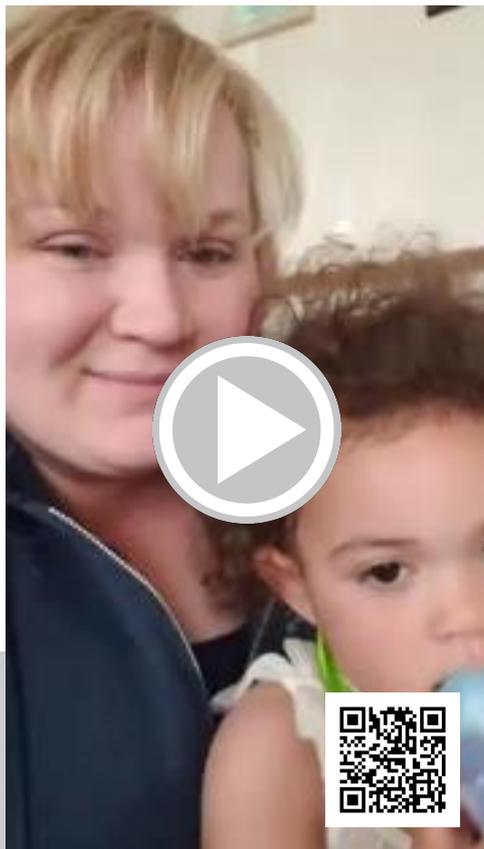
Somewhere in America, a frightened young woman is facing her first pregnancy alone—she may even live in your hometown. Now imagine her anxiety at the thought of giving birth and caring for a newborn during the COVID-19 crisis. As a leader in public health for more than 40 years, Nurse-Family Partnership has successfully helped families and communities and our nurses are uniquely positioned to navigate the immense uncertainty and anxiety brought on by a public health crisis, like the current pandemic.

We are so grateful to Allyson and to every single member of our donor community in this time of uncertainty and great need—because you're stepping up to meet these turbulent times with immense compassion and generosity. Truly, we are all in this together. Thank you!

**DONATE TODAY**

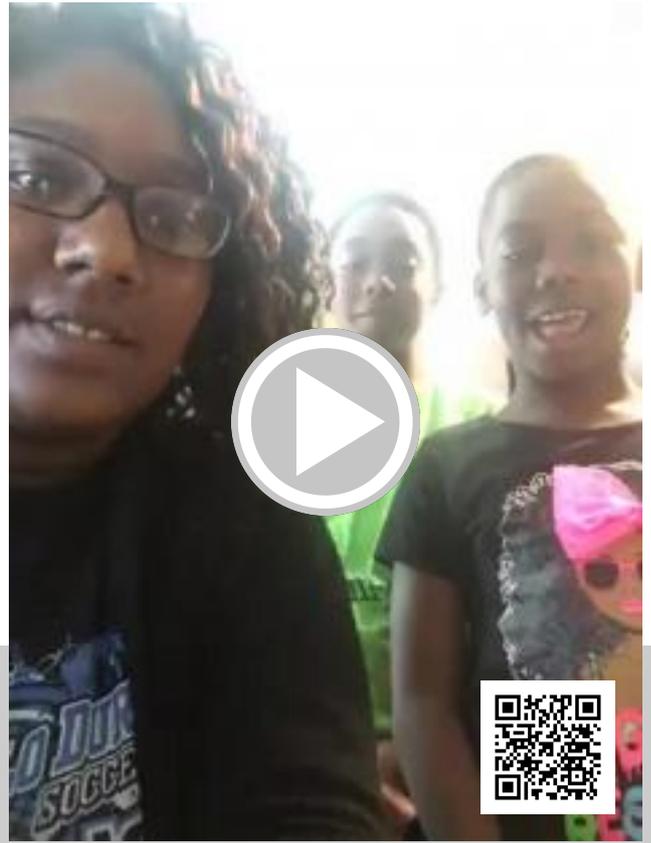
# THANK A NURSE—MES

Nurses protect, defend and care for our public health, especially during this public health crisis. We've created a Thank a Nurse campaign. **ENJOY! SHARE!**



# SAGES OF GRATITUDE

public health. They are here for all of us daily, but we've captured many messages of gratitude in our **SHARE!** and **CREATE** your Thank a Nurse video.



# BETTER CONNECTIONS START WITH BETTER TECHNOLOGY



**BETTER WORLDS  
START WITH  
BETTER  
TECHNOLOGY.**

Nurse-Family Partnership continues to work hard in service to our nurses and families across the nation. The National Service Office is finding creative ways to provide support during these challenging times. We are harnessing the power of technology to stay connected using video with nurses and network partners, onboarding new NFP nurses via remote education, offering the PA state meeting virtually, and providing special edition NFP Live! events to provide crucial information for 1,500 participants over the past two months.



## HARRIET KITZMAN'S LASTING LEGACY

Harriet Kitzman, PhD, RN, FAAN, a renowned researcher whose lifetime of work in pediatrics reshaped how health care is provided to young mothers and their children, died March 11. She was 82.

Harriet was instrumental in integrating NFP into the nursing profession and aligning the NFP program with nursing education and practice that continues to shape program design today. One of Harriett's most impactful insights was dividing the model into a visit-to-visit structure, making it more reliably replicated.

# YEAR OF THE NURSE

## Better Worlds Start With Us

The World Health Organization has designated **2020 as the International Year of the Nurse and the Midwife**. Nurse-Family Partnership is joining many prominent nursing organizations in recognizing the service of the nurses across the country and the world.

To celebrate our workforce, Nurse-Family Partnership will continue to elevate nurses in recognition and celebration of Year of the Nurse.

As always and now in response to COVID-19, our nurses provide much-needed guidance.

NFP nurses are at the front lines of public health and are uniquely positioned to help communities navigate the daily uncertainty. Our nurses play a critical role in helping families stay informed, prepared and empowered to protect themselves and advocate for their health.

Since, 1996, there has been more than 6,200 Nurse-Family Partnership nurses serving vulnerable families across the U.S.



**Our sincerest gratitude to each and every one of our tenacious nurses.**

# TENACIOUS SUPPORT DURING COVID-19

**Telehealth proves to be crucial—maybe even life-saving.**



When Diana got pregnant last fall, there was no coronavirus in Pennsylvania. Nobody was talking about quarantines or social isolation.

Diana, who lives in Lancaster, was thrilled and a bit apprehensive because a previous pregnancy had ended in a miscarriage.

Marlisa, her nurse from Nurse-Family Partnership at Penn Medicine/Lancaster General Health, met her at her home in late-October and talked to her about her anxiety and severe nausea and how to manage them with diet, lifestyle changes and medication from her doctor.

“She was really uncomfortable,” NFP nurse Marlisa said, “but she was committed to making this pregnancy work and we both were crossing our fingers that it would go well.”

The baby was due around April 10, and Diana was excited and happy, despite the nausea.

The 27-year-old mom speaks Spanish primarily and she and her husband live with his family in a supportive multi-generational household. At the time she met Marlisa, a fluent Spanish speaker, Diana was very involved in activities at her church, planning a baby shower and eagerly looking forward to becoming a mom.

Then, just before the COVID-19 pandemic hit and in-person home visits were no longer possible, Diana experienced dangerous complications.

“Diana texted me one day in late February to say that she was itching a lot. I said she needed to contact her doctor immediately,” Marlisa said. When she did, she was diagnosed with cholestasis, a liver condition in which bile



**Exclusive  
NewsLink  
Story!**

diagnosed with cholestasis, a liver condition in which bile accumulates in the body and can cause severe itching.

When Diana saw her doctor on March 16, her blood pressure was high so she was admitted to the hospital and a decision was made to induce labor that day.

“I was worried for her since they were inducing early,” Marlisa said.

The induction didn’t go well and little Luna was finally born on March 19.

Diana’s blood pressure spiked the following day and she was treated for preeclampsia.

Left untreated, preeclampsia is a potentially fatal condition characterized by high blood pressure, seizures and organ damage.

“She doesn’t remember much about that day, her first day of bonding with her baby,” Marlisa said, because the medications she had to take have a lot of neurological effects.

Diana was stabilized and released, but when she went back to the clinic two days later for a checkup, her blood pressure spiked again. When she went home, Marlisa said, “I talked to my supervisor and said that she really needed a home visit but, of course, I couldn’t.”

So, they brought her a device so she could monitor her blood pressure on her own. Marlisa was concerned because Diana wasn’t scheduled to be seen by her doctor for another month.

“We dropped it off in the late afternoon and that evening she called to say her blood pressure was really high – 180 over 108,” Marlisa said. “To test the cuff, she took the blood pressure of the others in her home and everybody else was fine, so I told her to get ready to go back to the hospital.”

Diana said Marlisa’s help “came just at the right time...When I checked my blood pressure and saw that it was very high, I called her. She took my call right away and then called the hospital so that I could go in to get the care I needed. She’s been a huge support for me.”

The doctors examined her and Diana was readmitted.

Marlisa said she and Diana talked about how dangerous preeclampsia is, “how that night she could have seized and died. She didn’t have enough symptoms to realize what was going on – no blurry vision or headache – so it was super that she got the blood pressure cuff. It may have saved her life.”

“Truthfully, I’m so grateful for her help,” Diana said.

[READ MORE](#)

[ESPAÑOL](#)



DIANA SAID MARLISA’S HELP “CAME JUST AT THE RIGHT TIME...WHEN I CHECKED MY BLOOD PRESSURE AND SAW THAT IT WAS VERY HIGH, I CALLED HER. SHE TOOK MY CALL RIGHT AWAY AND THEN CALLED THE HOSPITAL SO THAT I COULD GO IN TO GET THE CARE I NEEDED. SHE’S BEEN A HUGE SUPPORT FOR ME.”

**REFER A MOM TO NFP**

# RESILIENCE & FLEXIBILITY

## Responding to the COVID-19 Pandemic



The COVID-19 pandemic continues to pose significant challenges to communities and has profoundly changed almost every aspect of life for families across the nation, including the more than 38,000 first-time families served by Nurse-Family Partnership. We know that many NFP Families are facing illness, job loss and disruption in critical services alongside fear and anxiety. But, NFP families, and the nurses that support them, are strong and resilient—and the National Service Office is dedicated to ensuring that our network and families have the help and resources they need to get through this crisis.

During this time of uncertainty, we are doing all we can to stay in touch and keep our community of support updated on the impact that the pandemic is having on NFP's families, nurses and operations. In this spirit, we held a webinar on April 15, to give our community—including our network partners, donors, volunteers, advocates, alumnae and other stakeholders—a chance

to hear updates directly from NFP leadership. Speakers included: CEO, Frank Daidone; Chief Nursing Officer, Kate Siegrist; and Chair of our National Board of Directors, Christian Soura.

Throughout the hour-long conversation, leaders shared the latest updates from NFP's national network, including: shifting to 100% telehealth services nationwide within weeks; adapting our enrollment and nursing education services so that we can keep onboarding new nurses and safely enrolling moms in need; and our work to advocate for increased flexibility in public funding streams for NFP to allow for telehealth and help meet tangible needs for families.

ICYMI, you can access the full recording of the live webinar [here](#).

Stay tuned for more virtual events from Nurse-Family Partnership moving forward!

# PUBLIC POLICY PRIORITIES

## NFP Nurses Need Resources and Support Now

Our Policy and Government Affairs team listens closely to feedback from our NFP Network Partners to inform our Federal Policy Agenda. In response to the current pandemic, we reached out to NFP nurses and administrators across the country to ask what they felt Congress needed to hear most. We learned about the unprecedented challenges families are facing with things many of us take for granted like access to broadband, the ability to commute safely and everyday resources.

Overwhelmingly, we heard a call for more support for the nursing workforce, the backbone of the healthcare community. NFP nurses have shown their dedication to families, their communities, and a collective commitment to enhancing the capacity of the health care system through telehealth. Clearly it is time that our country renewed its commitment to nurses everywhere.

NFP proudly supported and was grateful to see the reauthorization of the Title VIII Nursing Workforce Act which passed earlier this year as part of the Coronavirus Aid, Relief, and Economic Security (CARES) Act. We are actively supporting: H.R. 6578 The Public Health Workforce Loan Repayment Act, H.R. 6720 The Student Loan Forgiveness for Frontline Health Workers Act and H.R. 6164 The Perinatal Workforce Act. (see sidebar)

As congress works on another economic stimulus bill, we are asking them to include \$100 million in emergency funding for the MIECHV program, flexibility to use the dollars on an emergency basis to meet a range of needs for families, including phones or tablets, formula, diapers, etc.

**NFP Nurses need resources and support now.**

Ask your Member of Congress to provide NFP Nurses with the funding and flexibility they need to reach families in need.

**TAKE ACTION NOW**

### **H.R. 6578, THE PUBLIC HEALTH WORKFORCE LOAN REPAYMENT ACT**

would establish a partial loan repayment plan for public health workers who have graduated within the past 10 years and make a three-year commitment to work for a qualifying public health agency.

### **H.R. 6720, THE STUDENT LOAN FORGIVENESS FOR FRONTLINE HEALTH WORKERS ACT**

would establish a federal and private loan forgiveness program for student loans held by health care workers who have made significant contributions to COVID-19 patient care and enhancing the capacity of the health care system to respond to this urgent crisis.

### **H.R. 6164, THE PERINATAL WORKFORCE ACT**

would provide funding to establish and scale workforce development programs to grow and diversify the maternal health workforce – including nurses, physician assistants, and other perinatal health workers like doulas and community health workers. These improvements would lead to a larger and more diverse pipeline of nurses available to apply for NFP nursing jobs.

# JOIN THE CONVERSATION WITH US ON SOCIAL

H

 Hopelab  
@Hopelab

5/10/2020, 3:07 PM

[#HappyMothersDay](#) [@NFP\\_nursefamily](#)  We adore you & the work you do with new moms everywhere. Proud + honored to be your partner!  





FROM FRANK DAIDONE

# CELEBRATING THE YEAR OF THE NURSE

This year, designated by the World Health Organization as International Year of the Nurse and Midwife, we are standing with healthcare partners worldwide in reinforcing our commitment to nurses everywhere – celebrating their tenacity, promoting excellence in nursing practice, and supporting and advocating for a larger, more diverse nursing workforce.

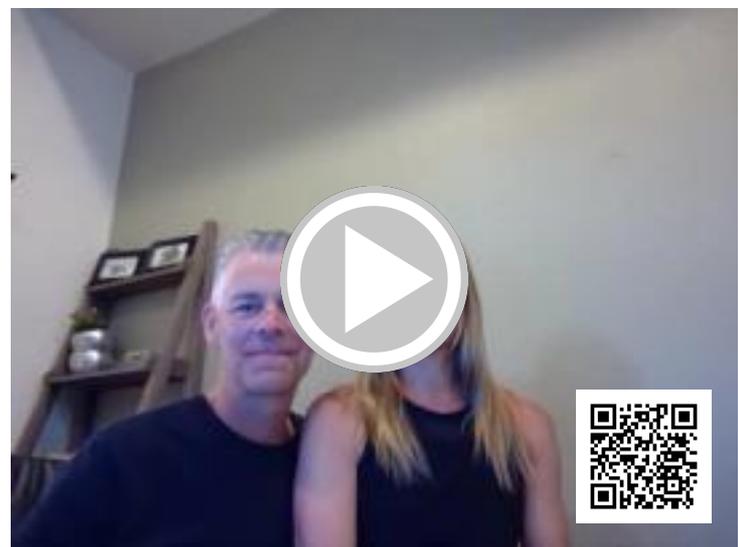
As a nursing-led organization, Nurse-Family Partnership has long recognized and celebrated the strength and tenacity of nurses and the critical role they play in promoting public health and wellbeing. Today, as we face an unprecedented, global public health crisis, it's more important than ever that we lift up nurses everywhere.

I have always been immensely proud of and inspired by NFP's workforce of public health nurses and their dedication to serving families, no matter the circumstances. But never more so than I have been since COVID-19 took hold in communities across the country. I've seen our nurses stand up in the face of challenging circumstances to protect the safety and wellbeing of families and communities. Even after social distancing orders prevented them from visiting families in their homes, NFP nurses have continued to reach and support families, transitioning to telehealth in a matter

of weeks and continuing to virtually enroll new families into NFP every day. Across the country, nurses are using phone calls and Facetime to stay connected to families when they need it most; providing reliable, trustworthy education about the risks of COVID-19; and connecting them to critical resources, from food assistance to diapers to mental health services.

Throughout this issue, you read stories of the impact of our nurses. I hope you will join us as we continue to elevate and celebrate the voices of our nurses – throughout 2020 and beyond.

#NursesForGood #ThankaNurse





# Nurse-Family Partnership

*Helping First-Time Parents Succeed* 

Bobbie Berkowitz Ph.D., RN, FAAN  
Dean and Professor Emerita, Faculty of  
Nursing, Columbia University

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Community Leader  
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Vice Chancellor for Nursing Affairs, Duke  
University

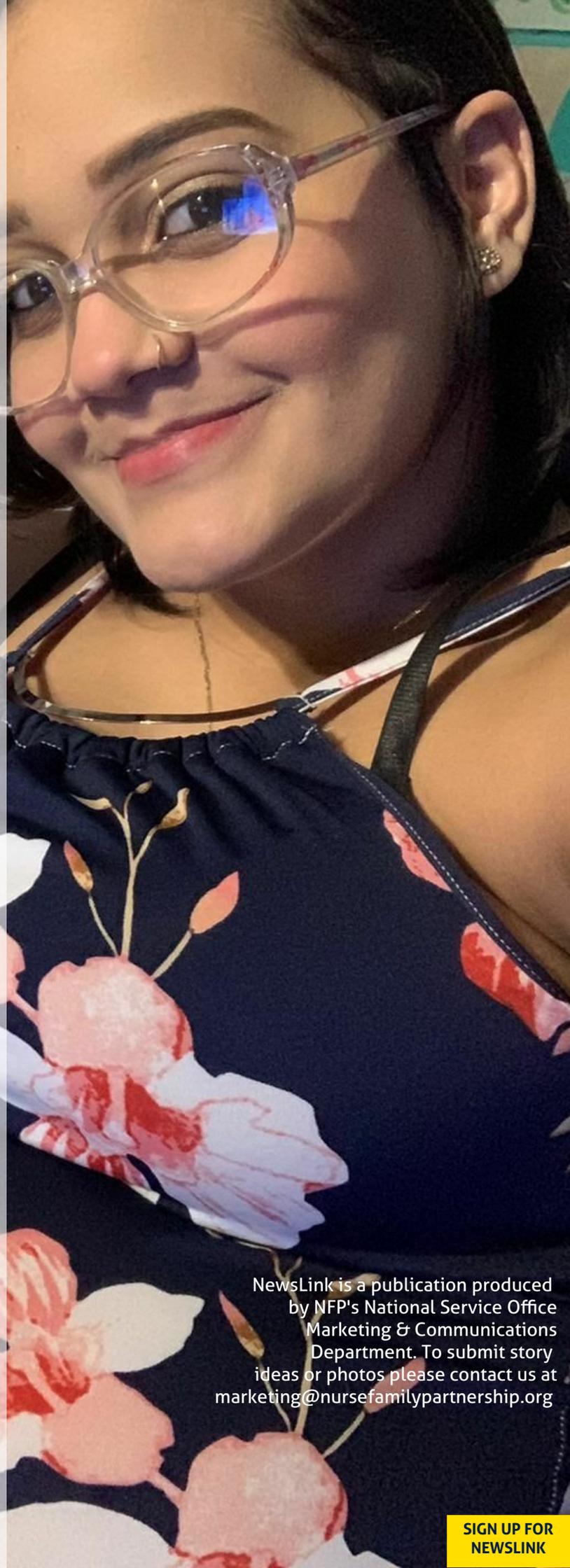
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