



EXAMPLE – COMMUNITY ADVISORY BOARD ACTIVITIES

The purpose of setting up a Community Advisory Board (CAB) is to build long-term support for the local NFP program, ensuring program quality and sustainability. Every community is different, and each CAB will determine what outreach tactics fit their needs. Options to be considered include:

General Community Outreach	Description	Examples
Program Launch or Major Milestone Events	CABs can assist local programs in planning and hosting events that celebrate major program milestones. Programs should invite community stakeholders and media.	Sites host milestone events around launch, one- year anniversaries (since enrolling their first client), and client graduations from the program.
Roundtable	Consider holding yearly roundtables with community leaders and legislators to discuss the program, how organizations can get involved, career/personal opportunities for participants, issues related to health and family that affect local businesses (absenteeism, etc.). Panel could include participating nurses, a well-regarded local pediatrician, faith-based leader or small business owner.	Roundtable events host legislators to hear about NFP's progress in the community. Many times, a parent who has benefited from the program will speak about their personal experience. Your Government Affairs Manager or NSO Advocacy Team can provide support for these types of events.
Local Media Engagement	CAB members should be knowledgeable about NFP's work in the community and be prepared and available to help share positive stories of its impact with local media.	CAB chairs and members can write and submit letters to the editor that respond to positive stories in the media published about NFP or other relevant articles related to child welfare, maternal health, etc. CAB members may also be asked to be interviewed for print or broadcast programs. Your Public Relations Department and NSO Public Relations Dept. can provide support.

Speaker's Bureau	Appoint Board Members and/or Ambassadors to participate in community events, speeches and panels, with consistent NFP messaging.	NFP sites can solicit opportunities to give presentations to local rotary clubs, medical society chapters, churches or nursing schools.
NFP Booth/Exhibit	Seek a presence at local health fairs, community celebrations, or business gatherings.	Examples might include the Healthy Living Expos, Women's Health Expos, Youth Council Community Health Fairs, etc.

The following are additional examples of CAB activities outlined by the target audience:

Local Legislators

- Schedule meetings between local legislators and agency representatives to discuss the program, sustainable funding and local statistics.
- Invite legislators to NFP receptions, graduations, site visits, roundtables or other events. Let them know in advance if media will be present.
- Hold a legislative breakfast to update legislative leaders.
- Engage legislators and ask them to advocate on behalf of NFP in county and state-level committees and caucuses.
- Once the program has been in operation for several months, invite local legislators on a home visit with a nurse to get a first-hand look at the program at work.

Business Community

- Ask the Chamber of Commerce to include NFP information in their newsletters.
- Tell business owners or managers about the program and ask them to post NFP information in their break rooms or on bulletin boards.
- Deliver brochures, posters and kits to local business owners.

Faith-based Communities

- Contact local religious organizations to ask if they can help NFP and identify community faith-based leaders to approach to share information on NFP and/or gain support for the program as a community resource.

Mother's Day Auction/Raffle:

- Hold a breakfast or luncheon to collect goods/funding for low- income mothers to prepare for baby's arrival.
- Ask local businesses to donate for a raffle.

Health Care Community

- Ask physicians and clinics to display NFP brochures or posters.
- Engage providers to make referrals to the NFP program.
- Ask providers to participate in and/or donate supplies to sponsor a free prenatal clinic event.