



COMMUNITY ADVISORY BOARD RECRUITMENT TALKING POINTS

MODEL OVERVIEW

- Nurse-Family Partnership® (NFP) is an evidence-based community health program.
- NFP partners registered nurses with first-time moms beginning early in pregnancy and continuing until the child turns 2 years old. Moms who enroll face social and economic barriers.
- Nurses visit weekly, biweekly or monthly.
- The primary goals are to improve birth outcomes, child health and development and economic self-sufficiency of the family.
- NFP currently serves over **[# - check National Snapshot¹]** families enrolled in **[# - check National Snapshot]** states.
- In **[State]**, NFP currently has **[#]** programs serving **[list communities/counties served²]** and has served over **[#]** families to date. **[Insert state specific outcomes here]**

RETURN ON INVESTMENT

- NFP is cost-effective.
- Independent evaluations by the Washington State Institute for Public Policy, the RAND Corporation, the Brookings Institution, and the Pacific Institute for Research and Evaluation found that investments in NFP lead to significant returns to society and government.
- Specially, a 2005 RAND study found a return on investment of \$5.70 for every dollar invested in NFP.
- **[Insert state-specific cost-benefit/return-on-investment data. ² Contact your Government Affairs Manager for more resources.]**

RESEARCH-BASED

- The NFP program was developed by Dr. David Olds.
- Over the past 45 years, NFP has been rigorously evaluated in randomized controlled trials in Elmira, New York (1977); Memphis, Tennessee (1988); and Denver, Colorado (1994)
- Clients who participated in the NFP program have shown:
 - **Improvements** in prenatal health; birth outcomes (including greater intervals between births); child development, school readiness, and academic achievement; and maternal employment
 - **Reductions** in child abuse and neglect; early childhood injuries; mental health problems, and crime

¹ <https://www.nursefamilypartnership.org/about/>

² <https://www.nursefamilypartnership.org/public-policy-and-advocacy/states-with-nfp/>

DATA-DRIVEN

- After each home visit, NFP nurses prepare data reports to submit to the NFP National Service Office—over 2,000 data points are collected for families over the duration of the program.
- Data tracking and on-going evaluation are built into programmatic funding and directly inform continuous quality improvement efforts to ensure continued positive outcomes.

LOCAL NETWORK PARTNER

- In **[local community]**, **[local NFP administering agency]** has implemented the NFP model using **[# of nurses]** to serve **[# of families]** since **[starting year]**. **[Describe how the NFP program model became established at your agency and how the model has impacted your community – tell your story/experience!]**

FUNDING

- Funding to support NFP sites comes from a variety of sources – our agency utilizes **[list funding sources]** to fund the NFP program.
- Our NFP program needs sustainable public funding to continue to serve expectant mothers and children facing social and economic barriers.
- Public funding is needed to expand our services to more pregnant parents, children, and families in need across the state.

LOCAL COMMUNITY SUPPORT

- Here is where you come in and we need your support!
- Local community support is a key component to the long-term sustainability and success of our program here in **[community]**.
- We are building/expanding a Community Advisory Board (CAB) to improve our ability to do the following:
 - increase community awareness and engagement,
 - advocate to sustain and expand NFP services,
 - strengthen referral networks to ensure that moms have access to the program, and
 - connect our moms to community resources.
- We are looking for community representatives to help us actively engage and mobilize community partners, funders, and advocates to identify and pursue opportunities for financial support and resources to meet the needs of our program and our families.
- We are also looking for partners to help us build strategy and advocate on behalf of NFP among elected officials, policymakers, and other political leaders at the local, state, and national levels.