



COMMUNITY ADVISORY BOARD GUIDE

THE NATIONAL SERVICE OFFICE FOR



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Nurse-Family
Partnership
Helping First-Time Parents Succeed®

child
first

INTRODUCTION

INTRODUCTION

This is a guide for Nurse-Family Partnership ® (NFP) programs to provide tools, tips and resources to help you develop, strengthen and maintain your local Community Advisory Board (CAB) for your local site. For questions or assistance with utilizing this guide, please contact your Manager, Nursing Practice or Volunteer Engagement Team.

WHAT IS A COMMUNITY ADVISORY BOARD (CAB)?

Community Advisory Boards or “CABs” are a valuable tool that are critical to the success and sustainability of your NFP program. Strong CABs include a wide variety of community leaders including (but not limited to) representatives from healthcare, business, law enforcement, government, social services, program graduates etc. that support your program from different perspectives. By building a strong, reliable group of community stakeholders and champions that support your program, your site will be able to promote program successes, address challenges, develop solutions, and raise awareness across a diverse group of potential supporters. Nurse home visitors, clinicians, coordinators, supervisors, and site administrators should then be able to focus on providing high quality services. High functioning, empowered CABs can alleviate the pressure to accomplish many of the activities outside of implementation.

WHAT DOES “ADVISORY” MEAN?

Advisory means that CAB members will provide a relevant perspective and guidance based upon their site's local context. CABs are not limited to one activity (i.e., advocacy or in-kind contributions). CAB members should bring their varied strengths to the table to support your site. Some members may be able to offer advice on how to navigate the local health care system and secure a stronger referral pipeline, while others may know a local elected official or board chairman who is influential. CABs are a support system for the program—potentially serving as a group of consultants, advocacy, program developers, marketing experts, etc. that offer their areas of expertise to support the success of your program. Not all CAB members should be frontline staff, social service providers, health care representatives etc. Diverse membership representing many different facets of the respective model will be crucial to the success of your CAB.

MODEL ELEMENT AND REQUIREMENT

The NFP model has years of research validating the importance of regular communication with a community support system to the program to ensure program quality and sustainability.

In the development of the model elements, Nurse-Family Partnership ® (NFP) founder Dr. David Olds recognized that NFP programs cannot survive or grow without buy-in and support from the local community. Successful implementation of the model is dependent on ongoing funding, linkages for our families to other needed services, strong referral pipelines and nurse recruitment strategies, as well as political champions at the local, state and national levels.

Need more information or want to share the benefits of developing or strengthening a CAB with others?

Check out this great tool:

- [CAB 101 PowerPoint](#)



COMMUNITY ADVISORY BOARD (CAB) DEVELOPMENT

NETWORK PARTNERS (NP) NEEDS

Whether you are developing a new CAB or strengthening an existing CAB, the first step is to identify the needs of your program. Identifying specific needs and what resources your community has to offer will help facilitate conversations around what your CAB's purpose should be and is helpful in determining the types of members you may need to recruit for your CAB. Defining what is necessary for success given your local context is crucial.

Tip: Once established, effective CABs can take some of the burden off your team. As you are developing your list of needs, think through what aspects the CAB can take on to help address the needs of your site and the families your serve.

DEVELOP LIST OF NP NEEDS (e.g. referrals, concrete supports, community outreach, community resources, advocacy)

_____	_____
_____	_____
_____	_____
_____	_____

CAB FUNCTION

Defining your CABs purpose should be thoughtful and deliberate, as it will be the driving force behind many more important decisions. A CAB that consistently drives to fulfill its intended purpose will keep members engaged, increasing its probability for being successful and likelihood of meeting the evolving needs of the program. The CAB and its members should serve specific functions and roles that are intentional in meeting the overall purpose identified. Types of functions include, but are not limited to:

- Acting as a creative sounding board
- Acting as a conduit for community input and information-sharing
- Advocating for program funding
- Generating unidentified referral sources
- Generating and driving in-kind resources from the community
- Serving as community ambassadors by promoting visibility of program success
- Advising on issues important to the local program
- Building and maintaining community partnerships
- Coordinating services to address client needs
- Providing and sharing resources for clients, nurses home visitors and clinicians
- Serving as a community support system
- Identifying issues around diversity, equity and social justice that are experienced in the community
- Ensuring equitable access to services
- Organizing opportunities for client celebration and recognition
- Educating local, state, and federal policymakers on the work and benefits of the model

These functions are examples of specific actions that create individual roles for each CAB member.

These roles translate to obligations and responsibilities expected of an appointed member of the CAB. Roles are extremely important; they help maintain the level of engagement of the members and drive the development of future efforts and needs. Fulfilling responsibilities will often help to re-evaluate the needs of the program and lead to identifying new functions and roles for members.

CAB MEMBERSHIP

All CABs are unique, and each should be reflective of the community and site that it serves. Organizing a diverse group of individuals with an understanding of the community and needs of the intended population is a critical piece of your CAB development and on-going work.

Important factors to consider when seeking CAB members may include:

- Shared mission as your program to support families experiencing the greatest adversities
- Appreciation for issues of historical trauma, social justice, and equity, and an understanding of how it may currently impact the community and families served
- Experience and success in working collaboratively
- Expertise in key markets for growth and sustainability
- Knowledge of and access to, community resources
- Ability to influence others and their organization

DEVELOP A CAB MEMBERSHIP LIST

Developing a new CAB? Identify community partners in a variety of the following categories in the table below. Work with your teams, colleagues, leadership, and the National Service Office for Nurse-Family Partnership and Child First (NSO) to identify potential members, as well as the best person to make the initial contact and introduction to the program. Personal connections are helpful, but cold calls are also an option (see [recruitment guideline chart](#) below).

Strengthening an existing CAB? Input existing CAB members and identify gaps in the table below. Develop a list of potential members and work with your teams, colleagues, leadership and the NSO to identify potential members, as well as the best person to make the initial contact and introduction to the program. Personal connections are helpful, but cold calls are also an option (see [recruitment guideline chart](#) below).

MEMBER RECRUITMENT GUIDELINE CHART

Community Partners	Do you have a member from this group? (Yes or No)	Name(s) and Title	Existing or Potential	Initial contact person (Who can help make the introduction to NFP?)
Advocacy Group				
Child Care				
Criminal Legal System				
Domestic Violence Shelters				
Early Childhood Education Centers				
Faith-based Organizations				
Health Care (hospitals, clinics, primary care, pregnancy testing, centers, health plans)				
High Schools or School Districts				
Higher Education				
Housing Organizations				
Infant Mental Health Provider / Adult Mental Health Provider				
Law Enforcement				
Librarians				
Local Business				
Local legislator or Elected Official				
Other Home Visiting Program				
Press or Media				
Program Graduate / Former Participant				
Substance Use Disorder Provider or Organizations				
Women, Infant and Children (WIC)				
Other				

OUTREACH PLAN

New or existing CAB? Create an outreach plan to recruit new members and track follow-up. See an outreach template plan below:

Name & Title	Organization	Initial Contact (Who/How)	Discussion Contact (date)	Follow-up
<i>Larry Brown, Community Benefit Director</i>	<i>XYZ Hospital</i>	<i>Administrator – email introduction to Nurse Supervisor/</i>	<i>Nurse Supervisor (date)</i>	

TIMELINE

Develop CAB list, outreach plan _(month)_ -_(month)_
 CAB recruitment _(month)_ -_(month)_
 New CAB member orientation _(month)_ -_(month)_
 First CAB meeting _(date)_

Tip: Utilize the full Outreach Plan here: [CAB Handbook Outreach Plan](#).

 Also, see the [Gantt Chart](#) template to support your planning and outreach.

CAB MEMBER RECRUITMENT

You’ve created your list of potential CAB recruits from a diverse range of organizations and individuals in your community, developed an outreach plan and formulated timeline. Now it’s time to engage your list and invite them to join your CAB!

Goals:

- Garner interest and support for NFP
- Highlight the importance of strong community involvement, describe the unique contribution they will bring to your CAB and ask for their help
- Invite them to a CAB meeting to learn more

Whether your initial outreach is by phone or email, we encourage you to schedule time for a longer discussion. If you have existing CAB members, it is often helpful to have them join you in the “pitch” to recruit new members to share their personal stories and commitment to NFP.

Tips prior to recruiting:

- Be mindful of recruiting someone that is already on more than 1-2 community boards
- Consider how you can make the CAB unique to the community and does not become a group of the same people with different titles or advisory boards.
 - CABs that are duplicative of other community boards end up meeting weekly with different organization highlights. Duplication usually means same suggestions and ideas.

Guidelines:

- Engage them in the conversation. Ask what community involvement they currently have, what motivates them, how they like to support/volunteer, etc. Make them an active participant in their own recruitment
- Tell your story (how did you get involved with NFP?) or have your Board member share theirs
- Tell the story of NFP in your community
- Share an NFP success story from a client in your program
 - A great video to share an NFP Story: [Jennifer success story](#)
 - The NFP website is constantly being updated with client stories:
[Meet NFP Parents](#)
- Share key talking points in your own words [Recruitment Talking Points](#)
- Promote a dialogue—ask about how NFP might fit within their interests and connect to those interests (if this is a cold call, do some research on their background, organization and interests)
- Provide additional information about the CAB structure and function, as well as time commitment and expectations [CAB Recruitment One-pager](#)
- Thank them for their time

If they agree to join your CAB, send a written acknowledgement with information about CAB orientation and next steps. If they are not able to make a commitment, ask if they know someone in the community that might be interested and if they would be willing to make an introduction. Also, ask whether there are other ways they would like to stay involved with NFP.

Tip: Are there other ways to involve recruits that don't commit to CAB involvement? Absolutely! Have them sign-up for Action Alerts through [VoterVoice](#), sponsor a family, provide supplies for a graduation, donate money or concrete supports to your site, or engage in another activity that sparks their interest.

CAB MEMBER ORIENTATION

It is important to offer new members an orientation to the NFP model and your local site in preparation for active membership on the CAB. While members will continue to gain knowledge throughout their tenure, a robust orientation serve as a great way to get them up to speed and make them feel welcome.

An orientation can take many different forms depending on the structure of the CAB, meeting frequency and site volunteer policy. For example, if the CAB is new, it might make sense to bring all members together for a group orientation. If the CAB is established and only adding one or two members, it might make more sense for the CAB chair and someone from the local NFP team to sit down with the new member one-on-one. As the CAB develops, an orientation chair could be a great way to offer a leadership opportunity for a member. Another possibility is to designate existing CAB members as mentors to new recruits. This can facilitate cohesion among the CAB and assist in maintaining productivity and motivation over time.

Some things that might be included in a CAB orientation are:

NFP Overview

- History of NFP founder Dr. David Olds, history of evidence, trial outcomes
- NFP Model at its core—voluntary, partnering registered nurses with first-time moms experiencing socio-economic adversities early in pregnancy (ideally before 28 weeks gestation)
- Goals: positive birth outcomes, child health and development, family economic self-sufficiency
- What does a visit look like?

Tip: Looking for resources, news stories, fact sheets or state profiles to include in your orientation? We've got you covered! Visit the NFP website: [Nurse-Family Partnership](#)
Take advantage of the NFP website and explore all the great information and resources online.

Local NFP history

- How did the program come to be?
- How is NFP located within your site?
- How is the program funded?
- What does the team makeup look like?
- If established, what are some highlighted outcomes?

Challenges facing the implementation

- What are the needs of the team?
- How can the CAB help?
- How can the individual Board member contribute?

Network Partner information

- Mission, vision, values, etc.
- CAB member bios
- Review CAB bylaws if established
- How does the CAB member see their role; what are the expectations; do they have the time to take on a leadership role?
- What are their passions and how do they intersect with NFP?
- Can they help recruit other members?

Participate on a Home Visit

- Join in a virtual or in-person home visit with a family

Development of an elevator speech

Work with the CAB members on how to explain NFP in a few minutes so they can tell others what they are now involved in (*see recruitment talking points*). Practice creating an elevator speech for different audiences. Again, your CAB orientation may involve many of these options or may be structured differently. The key is to equip the volunteer with the tools and confidence to hit the ground running as an active member of your CAB. A confident and informed member is a valuable one!



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COMMUNITY ADVISORY BOARD LOGISTICS & ORGANIZATION

TIMELINE AND MEETING SCHEDULE

CAB meetings are generally scheduled once per quarter, but the meeting schedule should be adjusted to the specific needs of your site and CAB activities. In some areas in which distance is a factor for CAB members to attend meetings, video or conference calls can be scheduled in lieu of in-person meetings. Based on experience, face-to-face interactions are more conducive toward strong communication and developing a spirit of collaboration, so making this a periodic priority is important to fostering group cohesion for your CAB. Having a specific agenda for each meeting will focus the efforts and maximize the time together to address concrete situations faced by the program. Sending the agenda in advance helps members to prepare for the meeting and generate ideas or connections in advance. Also, designating a person to send out the meeting notes allows those who couldn't attend to still be engaged and support where needed.

Organizing a CAB can be overwhelming and time consuming and we know it's a daunting task to start from scratch, so we've included some templates and tools to get you started.

- [CAB bylaw example](#)
- [CAB roster template](#)
- [CAB agenda templates](#)
- [CAB work plan template](#)
- [CAB activities examples](#)
- [CAB outreach plan](#)

STAFFING

When staffing a CAB, consider the skill set needed to adequately organize and support the work of the CAB and assess what your staff might need to be successful in this role. Successful CABs have an established chair and/or co-chair who are responsible for ensuring concrete goals/objectives, clear responsibilities and expectations of its members, clear agendas, etc. While NFP administrators and/or supervisors often provide leadership and coordination for local CABs, consider the interest of other community members that could potentially fill this role—could this be a leadership opportunity for a community member looking for experience in facilitation and community engagement? Whether the NFP administrator or supervisor staffs the CAB or assigns this duty to a community member, their support and ongoing involvement is critical to the success of the CAB. Creating a standardized process to manage and facilitate the CAB can help with consistency and continuity of efforts, as well as in managing resources (i.e. staff time, meeting space, etc.).

MANAGING EXPECTATIONS

Bylaws or a charter should include member's roles, expectations and responsibilities. Orienting members to your bylaws and reviewing them at least annually will be helpful in managing expectations. Including CAB members in the development of bylaws will increase engagement and commitment to shared roles, expectations and responsibilities.

It is important to remember that members are in an advisory capacity and their suggestions are very important to the success of the program. However, the CAB should not hold voting rights on the operation of the site. The goal is to generate a productive discussion and questions that result in recommendations.

Expectations (including attendance and contributions) should be clear to members from the onset. Depending on the size of your CAB, it may be beneficial to develop CAB-led work groups that focus in a specific area such as referrals, resources for families, housing, mental health etc.

It is also important to consider how staff will manage requests from the CAB and potential work that may be generated by the CAB's discussions. It is important to promote the CAB as a support to NFP staff and the site and minimize additions to workload, research, etc. As much as possible, the CAB should be empowered to work on the NFP team and site's behalf. This can also support their commitment to the group and sense of accomplishment as a CAB.

NEWLY DEVELOPED CAB: EARLY MEETINGS

As with the CAB orientation, the structure of initial CAB meetings will vary by site. Below are some suggestions of key components to consider when convening your first several meetings.

- Prepare an orientation packet including a roster with contact information and short bio of each member
- Name tags/cards are helpful—have each member introduce themselves and why there are there
- Have a structured agenda
- Provide a brief NFP overview (formal or informal)
- Review purpose of CAB and needs of NP
- Discuss purpose, mission and vision of CAB
- Bring a nurse home visitor to share a client story
- Review bylaw templates and jointly agree to roles, expectations and responsibilities
- Nominate/vote on a chair or co-chairs to co-lead meetings with NP staff
- Identify who is missing and ask current members for recommendations
- Identify 2-3 focus areas for the year and develop a work plan
- Include time for CAB members to socialize, which can lead to better cohesiveness and board integration

ON-GOING ACTIVITIES: HOW TO UTILIZE YOUR CAB TO YOUR ADVANTAGE

Regular meetings should include (but not be limited to) program updates and interactions with your staff (mock case conferences, client stories, data review, etc.). Keeping CAB members engaged will require the facilitation of meaningful activities that leverage the skills, experiences and relationships of your CAB members with the broader community. Care should be taken to avoid having the CAB simply function as a body to hear a report from staff without engaging in any other contributions or helpful activities.

Some sample activities include:

- Plan and host NFP launch and/or major milestone events, inviting legislators and/or other community stakeholders to attend
- Hold issue-specific roundtables with community leaders
- In coordination with NSO staff help facilitate interactions between local lawmakers and site representatives to discuss the program and sustainable funding
- Write and submit letters to news outlets /the editor that respond to positive stories about NFP or other relevant articles
- Write and submit op-eds on NFP, home visiting or maternal and infant health policies in your state

- Participate or attend in community events, speeches and panels as a representative of the CAB
- Staff a booth or exhibit at local health fairs, community celebrations, or business gatherings
- Invite local lawmakers on a home visit with a nurse home visitor or host them on a visit to the NFP program as part of Member Outreach Month
- Participate in an NFP State Education and Advocacy Day (SEAD) at your State Capitol



COMMON CHALLENGES

MULTI-FUNCTIONING BOARDS: SHARING YOUR CAB

Many NFP sites across the country receive support and guidance from multi-functioning CABs. These CABs tend to have broad missions that support one or more priorities (e.g. early childhood, home visiting, community services, etc.) within a community and generally provide guidance to multiple programs, models or services. Multi-functioning boards are often the structure “of choice” in rural communities, as they can function effectively when relevant community providers are at the table at the same time covering a broad array of overlapping issues.

Examples:

- Population focused CAB: The Children’s Leadership Council. This board is focused on multiple issues that impact their intended population—children. NFP is one of several programs supported and guided by the council. The Board is made up of “heavy hitters” who are extremely invested in the success of the programs they support.
- Existing board, committee or leadership group: Some NFP agencies also elect to utilize an existing advisory body as their NFP CAB in the effort to be efficient within their community leader’s time and reduce duplication efforts. These often include advisory boards for public entities or organizations such as a public health, social service or community health boards that support a wide array of child and family support services. These Boards provide opportunities for problem solving across programs.
- Multiple NFP programs in the same city on one CAB. For example, San Antonio, Texas has three separate NFP agencies, yet they have combined their CABs into one.

Multi-functioning boards can generate efficiencies, enabling coordination among programs and services, and collective problem solving from a communitywide perspective. However, they also come with a number of challenges that are important to consider.

Some specific challenges in utilizing multi-functioning boards as your NFP CAB include:

Challenges	Suggestions to Overcome Challenges
An existing ‘personality’ of the group that might make it difficult to include NFP concerns and/or priorities in agendas or work activities. If the group is made up primarily of service providers, it may not be realistic to expect that the CAB will dedicate much time to advocacy or sustainability efforts of a specific program.	<ul style="list-style-type: none"> - One-on-one meeting with the chair/co-chairs to share NFP needs and discuss ways in which the CAB may help to address them? - Consider leveraging the service providers’ network to identify additional CAB members that may have more expertise/interest in sustainment? - Nurture relationship with Chair of the Board and revisit the purpose of the CAB).
Limitations on time dedicated to NFP	Be intentional about getting on the agenda and having your topic prepared. Prepare in advance with any handouts and have your call to action ready, if needed.

Competing program priorities	When you have competing program priorities, you may want to consider asking members to be on an NFP workgroup committee. Create a subgroup.
CAB members may not have the level of expertise to provide the necessary guidance for NFP—particularly when there is oversight for multiple programs	If you are able, review the CAB development list, and plan to conduct outreach to specific expertise to join the multi-functioning CAB.
Structural limitations—members of multi-functioning boards may be constrained from advocating for a specific program or highlighting the benefits of a program like NFP. They may also be restricted from conducting legislative advocacy, which is a tremendous asset to NFP agencies and families. It is very important to consider how and who you will need to rely on in your community for organized advocacy efforts if this is the structure of your CAB.	Educate members of the board about “education” vs. “advocacy” Most organizations who are under “advocacy” restrictions can educate their policymakers but are not able to make specific legislative or funding asks. Also, create an advocacy subgroup where individuals who are less restricted can participate fully.

STAFFING

It is important to recognize that developing and effectively managing a CAB requires a significant time commitment, particularly on the front-end as the structure is being developed. It is critical that your site clearly articulate the goals of the CAB, plan for how and when recruitment activities will occur, and set deadlines for milestones to occur. These planning activities will help those staffing the CAB to effectively manage the multiple demands of implementing NFP in your community.

Ideally, NFP leadership (in partnership with CAB leadership) should transition key components of organizing and managing the CAB (meeting planning, agenda setting, minutes, etc.) to members over time. NFP leadership should be intentional in the development of the CAB and take steps to help ensure that their CAB is lessening the overall workload for the sites staff and supporting the team.

If CAB leadership retires/leaves it is important to have a transition plan in place to ensure no lapse or loss of momentum occurs. To maintain the CAB’s momentum and members motivated to support your program, consider revisiting leadership, goals, and purpose every 2-3 or 5 years.

Tip: Utilize a SMARTIE Goal Worksheet to revisit your priorities and set relevant goals.

- [SMARTIE Worksheet](#)
 - [Provided by The Management Center](#)

GOAL SETTING AND MAINTAINING PURPOSE

Considering your CAB primary purpose in your community and for your team is a critical and often difficult question on the front end of CAB development, but it is worth the time and effort long-term. This primary purpose can and should drive other decisions such as whether a multi-functioning CAB will meet your site's needs and what

type of members you need to recruit. Failing to answer these questions early on can result in the development of a CAB that doesn't operate efficiently and membership that isn't adequate to meet your tasks and goals.

REBOOTING A NON-FUNCTIONING CAB

Never be afraid to go back to the drawing board. A CAB should not be a static group and it's always beneficial to build in routine self-examination and priority setting by the group. A few suggestions for improving the functionality of existing CABs include:

Conducting a check-in with the existing members. This can be done individually or at one of the meetings. Possible questions include:

- What do they see as the CAB's purpose and is the CAB meeting that purpose?
- What's going well? What is not?
- Are there things/activities they would like to focus on that are not currently being addressed?
- Who is not at the table?
- What types of things would they like to change about the CAB?

Assess whether you have the right people at the table and, if not, develop a strategy to identify and recruit who is missing (see CAB membership section). Can goals be set for adding 1-2 members every six months until the right balance is achieved? At the same time, are there individuals that are not contributing fully and/or getting what they need from this work? Have a conversation about whether their participation is the right fit.

Assess whether the purpose and activities are meaningful to the CAB members. It is critical that the CAB not only meet the needs of your site, but also the needs and priorities of its members. CAB members are most engaged when they feel they are contributing in a tangible way and that their specific experience and expertise positively add to the work. An ideal CAB becomes a priority and source of fulfillment for its members while assisting and supporting the NFP team and families.

Tip: Are you fully utilizing your CAB to your advantage? If CAB meetings consist of routine report outs and updates, empower your CAB to leverage their skills and meet the needs of your site. CAB members sign up to contribute, so keep them engaged by supporting meaningful activities and helping you at the same time!

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SUCCESS STORY PROFILES

SUCCESS STORIES

We have several sites whose CABs are supporting the NFP site well. We have much to learn from each other to building, utilizing and engaging champions. This next section uplifts a few agencies and their leadership as examples of meaningful community partner engagement. We encourage you to read their profiles and click the links for further information to learn more.

[Kitsap/Jefferson County NFP](#)

[Oakland County NFP](#)

[Le Bonheur Children's Hospital NFP](#)



KITSAP/JEFFERSON COUNTY NFP WASHINGTON

The NFP Bridge Partnership is comprised of a team that covers three counties (Kitsap, Jefferson and Clallam), covering suburban and rural areas connected by the Hood Canal Bridge. Their team of 7 nurse home visitors is supported by a CAB that operates with a community member leading the way as chair. Members of the CAB include individuals from state nursing accreditation agencies, public health departments, nonprofits, former NFP graduates, the sheriff's department, pediatric clinics and more.



The NFP Bridge Partnership CAB provides an opportunity for the community to participate and support the services that NFP provides in helping families. Supported by many members experience advocating at local, state or national levels, this CAB is heavily engaged in advocacy and understands the importance of public funding. Regular updates on funding from the NSO's Northwest Government Affairs Manager continue to spur opportunities to strengthen relationships with and recognition from elected officials.

In 2019, in celebration of 20 years of the local NFP program, the NFP Bridge Partnership CAB organized a Baby Brunch, sponsored by the local hospital. This event celebrated the hospital's achievement of Baby Friendly status, and brought community leadership together to share the importance of the NFP program while encouraging community participation. The CAB was responsible for planning, decorating and inviting the community and elected officials. Senator Christine Rolfe, Chair of the Washington State Senate Ways and Means Committee, spoke at the Baby Brunch after participating in a home visit and talked about the importance of home visiting. There are hopes that there will be continued conversation about more funding for NFP through CAB members ongoing relationship with elected officials.

FOR MORE INFORMATION VISIT HERE:

<https://www.kitsapsun.com/story/news/2019/06/28/program-pairs-nurses-new-moms-celebrated/1566076001/>



- TIP #1** – Consider the unique strengths of each individual whose passion for children and families leads them to participate in a CAB.
- TIP #2** – Recognize the importance of CAB member voices in the community, and their role as leaders. No one should underestimate the use of their voice.
- TIP #3** – Recruitment should be an ongoing process. As people move on, new members bring new connection and conversation opportunities.



OAKLAND COUNTY NFP MICHIGAN

Oakland County NFP is a large urban provider for Oakland County, Michigan. Their CAB operates as a maternal and child health CAB called Best Start for Babies Oakland County (BSBOC). Their CAB is a multi-functioning CAB that partners with Oakland County's Fetal and Infant Mortality Review (FIMR) team to prevent infant deaths through education and community partnership. BSBOC has over 20 community partners including the Oakland County NFP, managed care plans, schools, college sororities, and more. Oakland County NFP is a standing agenda item every meeting. The CAB has been successful in helping advise the NFP team of client services that are available in the community. During COVID, the CAB presented information about direct funds support for clients, and the NFP program applied and received funds to help clients with groceries, travel, and IT services. Also, the NFP team presented to the CAB sharing that they need to build their caseloads up and the CAB members helped raise awareness of the NFP program.

FOR MORE INFORMATION VISIT HERE:

[BSBOC Summary Flyer](#)

TIP # 1 – It is important to use the CAB to share community data.

TIP #2 – Put your energy and effort into your CAB, it is worth it!

TIP # 3 – Use your one-to-one contacts to invite new CAB members and add them to your list serve newsletters.

Le Bonheur NFP is a large urban provider that is connected to Le Bonheur Children's Hospital, part of the Methodist Le Bonheur Healthcare system. Le Bonheur NFP is located in Memphis, TN, and it is comprised of two Nurse Home Visitor teams. Serving families since 2010, Le Bonheur NFP has served over 1,100 families in Shelby County. The NFP Community Advisory Board (CAB) functions as a standalone program CAB. The CAB is run by the Clinical Manager (NFP Administrator) along with a co-chair who is the CEO and founder of a local nonprofit and an assistant co-chair who also heads a local nonprofit. This collaboration works well as they refer clients to each other's programs. The CAB has several members who participate in their meetings such as: former NFP graduates, epidemiologists, healthy home assessors, private funders, OBGYNs, and more. The purpose of their CAB is to connect with community partners by engaging stakeholders who share the importance of supporting NFP families. During their CAB meetings, the CAB members collaborate on how NFP can better serve families in Shelby County, for continuous quality improvement of the program, and also to celebrate their successes. The CAB has been successful in supporting the NFP program in showing a strong united community partnership. Le Bonheur NFP partnered with the NSO's Government Affairs Manager to host a site visit for the Tennessee Department of Human Services Commissioner Clarence Carter. At this site visit, CAB members attended, represented their organization, and shared how they partner alongside NFP to support the nurses and clients. Additionally, two NFP graduates attended and shared about their experiences in the program. The Commissioner pointed out that the partnerships that NFP has are strong and it is something that he wants to support. As a result, there are continued conversations about funding.

The CAB has continued to promote Le Bonheur NFP by signing on to support letters to increase state funding for home visiting which would greatly support NFP.

This CAB and the Methodist Le Bonheur Community Outreach organization are quite unique to NFP. The NFP site began 13 years ago and has longevity of leadership on which they are able to lean. The first-ever NFP Nurse Supervisor now is a Senior Director who oversees all outreach programs within the Partnerships for Wellness department and the Clinical Manager (NFP Administrator) was one of the original Nurse Home Visitors. The relationships and trust they have built with the community are very relevant to the success of their CAB.

Another unique aspect to their CAB is that they have a NFP graduate who is the Community Home Visitation Program Educator (NFP Ambassador) whose primary role is to provide community outreach and client recruitment. This special voice adds to the depth of the CAB by sharing pertinent information and recruitment efforts at the CAB meetings.

TIP # 1 – Community partnerships give insight and offer resources to clients.

TIP # 2 – NFP team members join the CAB and share what they are facing within their caseload. This allows the CAB members to provide suggestions that later turn into value add where they see their input in team changes.