



## Post-Election Toolkit for NFP Graduates

Effective advocacy in person and through social media begins with strong relationships with local community influencers and legislators at the local, state and federal level. Wondering what's the best way to effectively reach your legislators and to advocate for Nurse-Family Partnership? Read on for some advice!

As an NFP Advocate, your expertise is incredibly impactful for legislators and their staff! Review this toolkit and join us as a partner in advocacy. **For questions or more information please contact [advocacyteam@nursefamilypartnership.org](mailto:advocacyteam@nursefamilypartnership.org)**



- Are you ready to advocate in your state? Follow the link to [Sign-Up for Action Alerts](#) or Text NFP or Child First to 50457.
- Already on the advocate action center? Make sure your profile is up to date including **your mobile number**.
- Share the link (or Text NFP or Child First to 50457) with your colleagues.

### What's included in the toolkit?

- NFP & Child First Advocacy Strategy
- 2023 Policy Priorities—Coming soon!
- Post-Election Outreach: Action Steps
- Additional Advocacy Actions You Can Take Anytime!

## What is Our Advocacy Strategy?

- Mobilize advocacy nationwide through both digital and in-person campaigns
- Train NFP moms, nurses, and supporters to be advocates for themselves and NFP & train Child First clinicians, coordinators, and caregivers to be advocates for themselves and the Child First program
- [Parent Ambassador](#) (NFP) and [Advocate Leader Programs](#) (NFP and Child First)
- State Education and Advocacy Days in state capitols (*During State Legislative Sessions*)
- Policy and Advocacy Summit in Washington, DC (*May*)
- Coordinated Member Outreach Month (*August*)

## 2023 National Public Policy Priorities

**2023 Public Policy Priorities are in development and will be shared with our advocates soon!** The National Service Office (NSO) for Nurse-Family Partnership and Child First is committed to serving more families and children with a holistic approach focusing on the highest need communities by providing evidence-based services that improve physical and mental health, child welfare, educational success, and family self-sufficiency. This shared multi-generational focus has demonstrated a clear and measurable return on investment by effectively using community resources and maximizing the impact of public and private funds. The NSO is focused on advancing bipartisan, evidence-based policy solutions that improve the health and well-being of families and promote economic mobility for communities.

## Post-Election Outreach

Post-election outreach to your elected officials is a key part of Nurse-Family Partnership's advocacy work. As elections results are finalized, now is the time to begin building relationships with legislators.

- Find your legislators & their contact info on our [Advocate Action Center](#); familiarize yourself with their biography and priorities by visiting their websites.
- Do you have an established relationship with a current or incoming legislator? Let the advocacy team know at [advocacyteam@nursefamilypartnership.org](mailto:advocacyteam@nursefamilypartnership.org)
- Send Your Federal Legislators a Welcome Email! Here is a template for you to use:

Congratulations on *your (re)election to the <118<sup>th</sup> Congress, XX General Assembly>*. I wanted to introduce myself, I am constituent and 20XX graduate of the Nurse-Family Partnership program. Nurse-Family Partnership (NFP) empowers first-time moms to transform their lives and create better futures for themselves and their babies. Over more than four decades, research consistently has proven that NFP succeeds at its most important goals: keeping children healthy and safe and improving the lives of moms and babies.

NFP works by having specially educated nurses regularly visit young, first-time moms-to-be, starting early in the pregnancy and continuing through the child's second birthday. I joined the program in 20XX and gave birth to my son/daughter on \_\_\_\_\_. *(Include personal story – how did you hear about NFP and why did you decide to enroll in NFP).*

As a participant in the program, I gained a close relationship with my nurse, (insert name), who became a trusted resource I could rely on for advice on everything from safely caring for my child to taking steps to provide a stable, secure future for both of us. *(Insert personal story on how you worked with your nurse – include how you worked to set goals, any other highlights of your time in NFP).*

After graduating from the program, I have continued to be a supporter and advocate for NFP and home visiting. My life and my child's life were positively impacted by NFP. *(Insert details on where you are in your life, sharing highlights about education/work and your baby's development).*

As a constituent, I am looking forward to working with your office and educating you and your staff on the life-changing impact of Nurse-Family Partnership and important policies regarding maternal and infant health. I am happy to meet with you or a member of your staff to discuss my experience with the NFP program and will send you periodic information through the session. Thank you for your time and attention and I will continue to be in touch. If you have any questions or would like any additional information, I can be reached at (email) or (phone) .

- If you need assistance personalizing your letter or finding the correct contact information to send it to, please contact [advocacyteam@nursefamilypartnership.org](mailto:advocacyteam@nursefamilypartnership.org)
- Please BCC [advocacyteam@nursefamilypartnership.org](mailto:advocacyteam@nursefamilypartnership.org) on your email or complete this [form](#) after sending your letter.

## Social Media & Advocacy

Follow Nurse-Family Partnership's social media accounts and share/retweet the content.

o [Facebook](#)      o [Twitter](#)      o [Instagram](#)

### Engage with Elected Officials on Social Media!



**SOCIAL MEDIA IS A MAJOR  
COMMUNICATION TOOL FOR MANY  
LEGISLATORS. STATE LAWMAKERS  
POSTED ON SOCIAL PLATFORMS  
ROUGHLY 1.6 MILLION TIMES  
IN 2022.**

Virtually every elected official uses social media to communicate directly with their constituents to better understand the issues that are important to them. Please remember that while communicating with elected officials via social media it is important to remain courteous and professional.

**Social Media & Federal Legislators** Members and their staff check social media multiple times a day and the more content they see on a particular issue, the more likely they are to understand its importance.

### Social Media & State Legislators

High volume on Twitter, Facebook or Instagram can be difficult to monitor with limited staff and verifying who is a constituent can be a challenge. For state level use social media to learn about your legislators and encourage fellow constituents to support the work of Nurse-Family Partnership and Child First.

# State Advocacy

Advocate leaders are an important part of our work at the State level. Throughout the year there will be opportunities for our advocate leaders to engage with legislators. These are advocacy strategies you can expect to see this year. →



## Effective State Advocacy Strategies

### Use Personal Stories

Legislators want to hear from constituents, and not just because they represent votes. In order to justify policy positions and persuade colleagues, legislators need anecdotes—real stories involving real people. Personal stories from back home are common in floor speeches because they are compelling. Smart advocacy campaigns provide those stories.



### Start With a Meeting

Legislators appreciate learning about an issue directly. Expect the meeting to be short—perhaps 15 minutes—and keep your briefing tight. Know exactly what you are going to ask for and be prepared for questions.



### Bring Information

Most legislators don't have the staff to conduct policy analysis on a regular basis. Nurse-Family Partnership and Child First have the data legislators need. Providing data and analysis relevant to their state and district is often appreciated.



### Cultivate Allies

State officials talk among each other. When you ask for support from a state legislator, consider asking mayors, council members and other officials in that legislator's district. It is easier for politicians to stand as part of a coalition than it is to stand alone.



### Support Your Issues

When a legislator signs on to your issue, give them the support they need to do so with confidence. Support that position with op-eds, letters to the editor, petition campaigns and other activities that explain why yours is the right approach.





## ADVOCATE ACTION

*From Anywhere!*

### Follow and engage with NFP & Child First on social media.

Find us on Twitter, Facebook, Instagram, or LinkedIn. Share the posts with your networks and help us expand our reach.



### Follow your elected officials on social media.



Following your elected officials helps you get to know their values and what they share with their community.

### Subscribe to your elected officials' newsletters.

Be sure you are in the know about what they're doing in the community!



### Share your story!

Record or write your story and share it with us! Your story is powerful and can help move the hearts and minds of elected officials.

### Email, call, or text 5 friends to encourage them to join our Advocate Action Network!



Anyone can join by texting "NFP" or "Childfirst" to 50457)

### Speak up for Nurse-Family Partnership & Child First on social media!



Share why you support NFP or Child First and use these hashtags:  
#nfp #childfirst #nfpadvocate  
#childfirstadvocate

### Attend a town hall of your local, state, or federal elected officials.

Check your elected officials' websites regularly for updated events. Be in the know and use that information to build future relationships.



### VOTE!

Vote in every election! Did you move recently? Make sure your voter registration is up-to-date.