



## Post-Election Toolkit for Nurses

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
- Education & Advocacy vs. Lobbying
- 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*)

## Advocacy & Education vs. Lobbying

Education is raising awareness about how NFP is impacting your community and explaining how your program operates.

Lobbying is making a specific ask such as supporting legislation or funding requests.

- The majority of NFP local network partners are city or county health departments and the NSO respects the lobbying restrictions that many network partners face.
- The NSO will work with you to help you determine how to engage in advocacy in ways that are meaningful and impactful without lobbying.
- Lobbying is just one type of advocacy. There are other ways that you can effectively advocate on behalf of NFP and the families you serve, while still adhering to lobbying restrictions.
- Those interested in participating in lobbying efforts may do so as private citizens using a personal email address.

## 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:

On behalf of <organization name>, we congratulate your *(re)election to the <118th Congress, XX General Assembly>*. <Organization Name> administers the evidence-based, Nurse-Family Partnership program in your district. We are proud to be a resource and support to moms and babies in your district and are excited to work with you and your staff this year.

Nurse-Family Partnership (NFP) partners first-time moms with the trusted support of registered nurses to build the lives they want for themselves and their children. Each nurse forms a trusted relationship with a first-time mom – partnering with her throughout the first 1,000 days, from pregnancy until the child's second birthday. NFP is backed by 45 years of research and studies have shown that every \$1 invested into the program saves up to \$5.70 in future costs for the highest-risk families served. Additionally, research has shown that NFP is effective at improving pregnancy outcomes, child development and school readiness and reducing child abuse and juvenile crime. These outcomes have been observed from randomized controlled trials – considered the gold-standard of scientific studies.

*Personalize with information about your program – considering adding the following elements:*

- *How many clients you serve per year*
- *How many full-time employees you have*
- *How long your organization has been operating in the community*
- *Specific counties or geographic areas that you serve*



*Offering a site visit in your letter is optional.*

We welcome you or a member of your staff to visit our site, to learn about the work we are doing in the community and to meet our staff and some of the families we serve. Please let me know if you are interested in a visit and we will provide you with potential dates. We understand that your schedules are very busy, and we are willing to work around your schedule. 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).

Thank you,

- 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 welcome emails.

## **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. Below are some advocacy strategies you can expect to see this year:

THE NATIONAL SERVICE OFFICE FOR  
Nurse-Family Partnership | child first  
*Helping One-Stop Parents Succeed*

# 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.