

## NFP Multi-Media Campaign

**Goal:** Renew the appropriation for Nurse-Family Partnership in the FY15-16 House budget.

**Suggested Tools:** Social media posts (Facebook, Twitter, and YouTube), Prevention Network newsletters articles/blurbs, traditional media articles and shows

**Content:** Videos, photos, infographics, all-text posts, and articles.

**Videos:** Guilford County NFP Video, For the Record NFP Interview, Care Ring video(?), NFP NSO videos?

**Hashtags:** #NCPOL #NCGA #homevisiting #evidencebased

Always tag NFP when mentioned in a post.

### Posts for Facebook:

What is NFP?

- Nurse-Family Partnership (NFP) is a nationally-recognized, evidence-based nurse home visitation program that partners registered nurses with first-time, low income mothers. Watch this interview with an NFP nurse to learn More: <http://bit.ly/1JSGw99>
- NFP works to improve pregnancy outcomes, improve child health and development and improve economic self-sufficiency of families. #NCGA #homevisiting See more of NFP's successful outcomes in NC here: (INFOGRAPHIC from email)
- NFP is backed by more than 37 years of research, so we know it works. Learn more about NFP in this infographic! (INFOGRAPHIC) #NCGA #NCPOL

How did NFP come to NC?

- NFP gives first-time, low-income mothers the support they need to lead healthy pregnancies, raise health children and become active members of society. See how NFP transformed the lives of one woman and her son: <http://bit.ly/1bBmVLF> #homevisiting #evidencebased
- In 2008, a group of public and private partners came together to address maternal & child health challenges in NC. Together, they decided to invest in NFP. Contact your state representatives and let them know you want this great work to continue. #NCGA #NCPOL

What are NFP outcomes in NC?

- Did you know that 3,928 NC mothers have been empowered to help their children get on a healthy path to success thanks to NFP?

## NC NFP outcomes:

- Only 8.2% of women enrolled in NFP had premature births, compared to 17.3% of non-participants. Learn more about NFP here: [www.preventchildabusenc.org/nfp](http://www.preventchildabusenc.org/nfp)
- Only 9.4% of NFP babies were considered to be low birth weight, compared to 19.3% of non-participants. Learn more about NFP here: [www.preventchildabusenc.org/nfp](http://www.preventchildabusenc.org/nfp)
- 4.8% of NFP births resulted in stays in intensive care, compared to 13.1% of non-participants. Learn more about NFP here: [www.preventchildabusenc.org/nfp](http://www.preventchildabusenc.org/nfp)

## What is the need for NFP in NC?

- Each year in NC, 21,000 children are born to first-time, low-income mothers who are at the greatest risk of suffering health, education and economic disparities – disparities that perpetuate a vicious cycle of poverty. Contact your state representative and ask them what they're doing to make sure NFP stays in NC so families like these are supported! #NCPOL #NCGA
- More than 18,000 North Carolinians from age 10 to 19 get pregnant each year – giving the state the 14<sup>th</sup> highest teen pregnancy rate in the nation. Participation in NFP reduces rate of subsequent pregnancies among teen mothers in the program. Learn more here: <http://www.preventchildabusenc.org/nfp>
- Nearly 60 children are born to low-income, first-time mothers each day in NC. NFP supports these children and their mothers to improve their health and well-being. But NFP is at risk for losing funding. Tell your legislator NFP is important in your community!

## What is the return on investment?

- Multiple analyses of NFP's return on investment show a range of benefits for every dollar invested. Learn more here: <http://bit.ly/1bBnLYR>
- A 2005 study from the RAND Corporation found a net benefit to society of \$34,148 per higher-risk family served, equating to a \$5.70 return for every dollar invested in Nurse-family Partnership. Learn more here: <http://bit.ly/1bBnLYR>

## What is NFP's role in NC?

- NFP serves families in 24 counties across the state. Without NFP, 3,928 mothers wouldn't have received the support they needed to be the best mother they could be to their first-born child. See how NFP supports mothers in Guilford County: [VIDEO FROM GUILFORD COUNTY](#)

## NFP Advocacy Facts:

- Partners have worked hard to sustain and expand NFP across our state. The 2013 state budget appropriated \$675,000 in state funds to expand NFP in NC. The House is working on their 2015-2017 budget, but NFP's \$675,000 isn't currently included. You can help change this! Ask your legislator if they're willing to stand up for the health and well-being of families in your community and support including the appropriation in the budget.

Other general posts:

- The NFP of NC needs the \$675,000 state appropriation renewed to continue the program in Mecklenburg, Rockingham, Jackson, Haywood, Macon, and Swain counties. How do you think our state would be impacted from losing NFP?
- Following proven success in the state, NFP of North Carolina is ready to expand. NFP can offer its critical services to as many underserved populations as the legislature will support. Do you think the legislature should support NFP by renewing the state appropriation they approved in 2013?
- Together, we can ensure that NC's low-income mothers and children continue to receive the support they need for healthy and successful lives! Ask your legislator if they support NFP.