

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 add the NFP handle when mentioned in a tweet. ([@NFP_nursefamily](https://twitter.com/NFP_nursefamily))

Tweets for Twitter:

What is NFP?

- NFP is a nationally-recognized, evidence-based home visitation program partnering nurses w/ 1st time low income moms <http://bit.ly/1JSGw99>
- NFP works to improve: pregnancy outcomes, child health & development, and economic self-sufficiency of families #NCGA #homevisiting
- NFP is backed by more than 37 years of research, so we know it works. Learn more about NFP in this infographic! #NCGA #NCPOL - (attach INFOGRAPHIC)

How did NFP come to NC?

- See how NFP transformed the lives of 1 woman & her son by providing the support she needed <http://bit.ly/1bBmVLF> #homevisiting
- Public & private partners decided to invest in NFP. Contact your state representatives & let them know you support NFP in NC. #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? (INFOGRAPHIC)
- Only 8.2% of moms in NFP had premature births, compared to 17.3% of non-participants. Learn more about NFP here: 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: 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: www.preventchildabusenc.org/nfp

What is the need for NFP in NC?

- DOUBLE TWEET...Tweet one, and the next right after:
 - Annually in NC, 21,000 children are born to 1st time, low-income mothers who are at risk of health, education & economic disparities.
 - Contact your state representative & ask them what they're doing to make sure NFP stays in NC so families are supported! #NCPOL #NCGA
- DOUBLE TWEET...Tweet one, and the next right after:
 - Nearly 60 children are born to low-income, first-time mothers each day in NC. NFP supports these children & their mothers. #evidencebased
 - NFP is at risk for losing \$675,000 in the proposed state budget 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 study found a benefit of \$34,148 per family served, or a \$5.70 return on every dollar invested in NFP. Learn more: <http://bit.ly/1bBnLYR>

What is NFP's role in NC?

- Without NFP, 3,928 mothers wouldn't have received the support they need. See how NFP supported one mom in Guilford County: (GUILFORD COUNTY VIDEO LINK)
- NFP serves families in these 24 NC counties. <http://ow.ly/i/aIZc9>

NFP Advocacy Facts:

- DOUBLE TWEET...Tweet one, and the next right after.
 - The '13 state budget appropriated \$675k in state funds for NFP in NC. But we need the House to renew \$675k in their '15-'17 proposed budget.
 - You can help! Ask your legislator if they're willing to stand up for families in NC & support including the NFP appropriation in the budget!
- NFP of NC needs \$675k state appropriation renewed to continue & expand. How do you think our state would be impacted from losing NFP?
- NFP can offer critical services to as many families as the legislature will support. Do u think the leg should renew the NFP appropriation?
- We can make sure NC's low-income moms & their children continue to receive the support they need! Ask your legislator if they support NFP.