

**Overview:** Meetings with elected officials are an opportunity to tell lawmakers about Nurse-Family Partnership® (NFP) in Guilford County and across North Carolina. This document should help guide your conversation with elected officials. Remember that this is a conversation, so encourage lawmakers to ask questions throughout. And remember, no one is a better advocate for NFP than you.

### **Welcome and NFP Overview**

- Provide brief overview of NFP (home visitation, evidence-based, two-year commitment of moms, three primary goals).
- Describe what makes NFP different from any other work you've done in public health, if applicable.
- Mention 2 – 3 challenges in the region that demonstrate the need for NFP:
  - Nearly 30,000 children in Guilford County live at or below the federal poverty level (24.2 percent of all children in the county).
  - And, 58.7 percent of all children in the county are enrolled in free and reduced lunch. To be eligible for free or reduced lunch under the National School Lunch Act, students must live in households earning at or below 130 percent of the Federal poverty guidelines.
  - The infant mortality rate in Guilford County (9.5) is higher than the statewide rate (7.0) (data current from 2010, per 1,000 births).
  - 11.4 percent of Guilford County infants born to minority mothers are born at a low birth weight (Kids Count Data Center, 2010).
  - In 2006 alone, adolescent childbearing cost Guilford County \$13.6 million. In 2011, the teen pregnancy rate in Guilford County was 18.9 per 1,000.
  - In 2010, there were 629 substantiated cases of child abuse and neglect in Guilford County.
- Give a brief overview of the type of clients you serve (demographic information, age, etc.).
- Describe presence in Guilford County:
  - First implemented in 2001, Guilford Child Development (GCD) operates the longest-running NFP site in North Carolina with local funding support from Cone Health Foundation and Sisters of Mercy.
  - Robin Britt of Guilford County Child Development serves on the national NFP board of directors.
- Highlight positive milestones and accomplishments:
  - Insert information on mothers you've served so far, babies born, percentage of babies born at a healthy weight, breastfeeding initiation rates, etc.
- Give background on the overall statewide NFP effort. Talk about how many counties the program currently serves (22 total), and how the sites work together to share best practices and improve. If you have any examples of how Guilford NFP has worked with others to improve outcomes, feel free to share.

### **Importance of Community Support**

- Provide background on the structure of Community Advisory Board (CAB). Also describe your role on the CAB, if applicable.
- Highlight any recent activities the CAB has participated in to support the site.
- Emphasize the importance of community support for the program (sustainability, nurse support, community awareness).
- Explain why you chose to get involved with NFP and why you continue to support the program (any personal anecdotes about mothers, etc. would be appropriate here). Also mention how the CAB works together with NFP to help mothers.
- Highlight the strength of your CAB. Discuss any upcoming initiatives of your CAB.
- Invite the elected officials to join the CAB or sit in on an upcoming meeting.

### **Where Do We Go From Here?**

- Emphasize the importance of investing in preventive solutions to reduce costs and mitigate problems before they start. For every \$1 invested, there is up to a \$6.20 return. The return results from a reduction in medical care costs, juvenile intervention, court expenses, etc.
- Give background on the overall statewide NFP effort.
  - North Carolina NFP relies on public and private organizations for financial support:
    - The Duke Endowment
    - Kate B. Reynolds Charitable Trust
    - Blue Cross and Blue Shield of North Carolina Foundation
    - The NC Department of Health and Human Services, Division of Public Health
    - The North Carolina Partnership for Children, Inc.
    - Prevent Child Abuse North Carolina
- Discuss the importance of local and statewide support for further expansion of the program across the state. Describe the need to serve more families in the area, if applicable.

### **Next Steps**

- Once you finish the discussion, please wrap up and thank everyone for coming. Let the elected official know that if he/she would like an additional presentation or information to take back to colleagues, we can make that happen.

### **Possible Handouts**

- NFP Statewide Report
- Guilford NFP fact sheet
- Locally relevant news clips

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*Contact Capstrat's NFP Team at 919-828-0806 for additional documents and materials needed for particular events or meetings.*