

Strategies for Successful Recruitment and Retention of Families

Nurse-Family Partnership



Nurse-Family Partnership is...

- An evidence-based, community health program
- Transforming lives of vulnerable first-time mothers living in poverty
- Improving prenatal care, quality of parenting and life prospects for mothers by partnering them with a registered nurse



Program Goals

- Improve pregnancy outcomes
- Improve child health and development
- Improve parents' economic self-sufficiency

Key Program Components

- First-time low-income mothers
- Registered nurses
- Intensive services (intensity, duration)
- Focus on behavior
- Program fidelity (ETO)

Trials of the Program

Dr. Olds' research & development of NFP continues today...



1977

Elmira, NY

Participants: **400**

Population: **Low-income whites**

Studied: **Semi-rural area**



1988

Memphis, TN

Participants: **1,139**

Population: **Low-income blacks**

Studied: **Urban area**



1994

Denver, CO

Participants: **735**

Population: **Large portion of Hispanics**

Studied: **Nurse and paraprofessionals**

Home Visit Overview

Personal Health

Health Maintenance Practices
Nutrition and Exercise
Substance Use
Mental Health Functioning

Environmental Health

Home
Work, School, and
Neighborhood

Life Course Development

Family Planning
Education and Livelihood

Maternal Role

Mothering Role
Physical Care
Behavioral and Emotional
Care

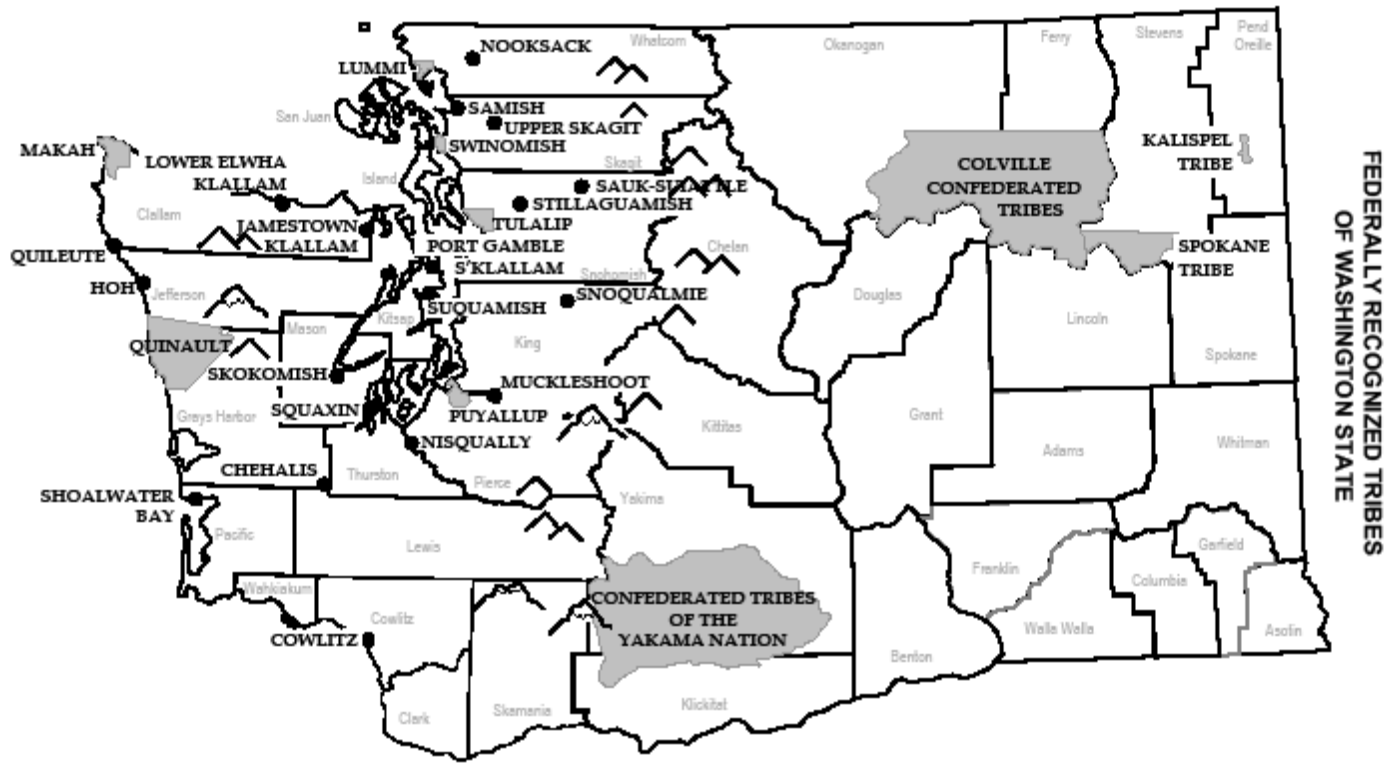
Family and Friends

Personal network
Relationships
Assistance with Childcare

Health and Human Services

Service Utilization





FEDERALLY RECOGNIZED TRIBES
OF WASHINGTON STATE





Recruitment Strategies



Community Relationships

- Established Public Health Nursing Relationships in Yakama County Strong infrastructure to support home visiting in the County.
- Community Partnerships: Indian Health Services Community Health Clinic and Director of Public Health Nursing
- Outreach to Medical providers in community, strong referral base

Community Relationships- continued

- Community Education around Nurse Family Partnership
- Keep in close contact with referral sources- check in every 6 months
- Local partner agencies have worked with Indian Health Services on other projects in Maternal Child Health home visiting

NFP Principles

- Respect as the guiding principle for NFP
- Underlying assumption that the client is the expert on her own life.
- Intervention is based on a trusting relationship between client and nurse.

Hiring of Staff and Training

- Hiring staff with a passion for NFP and the clients they serve.
- Current staff: 2 nurses are Native American, 3 nurses are bilingual (Spanish) and 2 are bicultural.
- Personal style/temperament – high level of curiosity, and a love of play; able to develop strong relationships with clients and the community agencies, including Indian Health Services, Yakama Nation Tribal School, Local public schools.



NFP Client Centered Principles

- Follow the client's heart's desire
- The client is the expert on her own life – the client can create solutions to help her problems better than we can.
- Focus on Strengths
- Focus on Solutions
- Only a small change is necessary

On-going support

- Strong support from Nurse Supervisor for PHN serving in the rural parts of Yakama County to Native American Clients.
- Mental Health Consultant – for individual consultation and case conference
- Can be lonely and isolating for client and for the nurse
- Safety for home visitor
- Cultural Competency - ongoing, seeking of knowledge and learning from the families we are serving.

Program-based Retention principles

- Focus on Maternal Role
- Allow clients to test the sea
- NFP allows 180 days without contact before they drop them from the program
- Client can move out of program service area for a period of time and then re-enter the program
- Major concerns for Native American Clients:
Need increased permanency- Safe, sheltered and fed.



Yakima County NFP Client Demographics

- A total of **330** women have been enrolled in the program since inception. 9% identified as Native American. 16.28% of the caseload in 2009 were Native American
- **237** infants have been born to NFP mothers
- Client median age is 18 years old
- At enrollment, 50% of clients do not have their diploma or GED.



Yakima County NFP Outcomes

- 46% reduction in experience of domestic violence from enrollment to 36 weeks
- 94% of NFP children are up to date with immunizations at child age 24 months.
Washington state immunization rates : 73% in 2008 for 19-35 month old children according to the DOH.
- 93% of Yakima NFP mothers report breast feeding at birth and nearly 37% continue to breast feed at 6 months
- 17% repeat pregnancy rate at program end (child age 2), exceeding the NFP National objective of 25%









For More Information

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