

NIDCAP Federation International (NFI)

Strategic Plan

*Approved
17th June 2015*

History and Accomplishments of the NIDCAP Federation International

The incidence of preterm birth, worldwide, is rapidly increasing. In the US, the incidence of prematurity currently stands at 12.7%. Over 25% of all preterm infants are born too small for their gestational age. The goal of the Founders and Members of the NFI is to ensure that, one-day, all infants and families in intensive and special care nurseries will receive individualized and developmentally supportive family centered care so that they may enjoy optimal health and developmental outcome.

Serving as the authoritative leader for research, development, and dissemination of NIDCAP (Newborn Individualized Developmental Care and Assessment Program), the NFI was incorporated as a non-profit 501c3 membership organization in October of 2001 by Dr. Heidelise Als and colleagues.

The NFI researches and is responsible for, the certification of trainers, health care professionals, and nurseries in the NIDCAP approach. Dr. Heidelise Als and colleagues who have worked in close collaboration with her, developed, tested, and established the standard for NIDCAP, an evidence-based individualized developmentally supportive approach to the care of premature infants and their families in newborn intensive and special care nurseries.

In the United States alone, there are more than 800 newborn intensive care nurseries interested in learning about, promoting and implementing NIDCAP developmental care. Around the world in Canada, Europe, Australia, New Zealand – as well as parts of Asia, the Middle East, and South America – there are many health professionals and administrative leaders committed to the integration of the NIDCAP approach into their health care system.

The NFI's membership of 230 members comes from around the world in support of the NFI and includes the Founding Members, NIDCAP and APIB Training Center Directors, NIDCAP and APIB Trainers and Trainers-in-Training, and NIDCAP and APIB certified professionals. Membership includes individuals and organizations that are supportive of the NFI mission and objective, or are closely associated with NIDCAP work and NIDCAP families. The NFI has developed membership benefits to recognize and support its members including:

- A comprehensive website (www.nidcap.org) in English, French, and Spanish, which makes available all training and organizational documents in PDF format
- Professional newsletters including The Developmental Observer – the NFI's official newsletter
- Professional conferences including our annual membership conference

The NFI currently includes:

- 2000 professionals certified in the NIDCAP Model
- 20 worldwide NIDCAP Training Centers established (10 in Europe, 9 in the US and 1 in South America)
- Four additional centers who are completing the certification work to establish NIDCAP Training Centers
- Five NFI Certified NIDCAP nurseries throughout the world in the US, France and Israel, and six more in the process of certification

The NIDCAP and APIB training structure and policies, copyrighted and documented in the NIDCAP Federation International, Inc. (the “Corporation”) support all training available through NFI certified NIDCAP Training Centers.

Senior NIDCAP and APIB Master Trainers, Senior Trainers, and Trainers in the United States, Europe, and South America perform training. Since the early training days of 1982, more than 1000 NICU professionals have received certification as NIDCAP professionals. An Annual NIDCAP Trainers Meeting, convened to bring the community of NIDCAP and APIB Training Center Directors and Trainers together, shares progress made in research, training, and the dissemination of the NIDCAP approach and its benefits for infants and families.

By definition, the Mission is the keystone of the plan: its reason for being. It is a declaration of the unique identity to which the organization aspires; its specific purpose; and the means by which it will achieve its purpose.

NIDCAP Federation International Mission Statement

The NFI's mission is to promote the advancement of the philosophy and science of NIDCAP care and to assure the quality of NIDCAP education, training and certification for professionals and hospital systems.

Adopted by the NFI Board, May 1, 2015

NIDCAP Federation International Vision Statement

The NFI envisions a global society in which all hospitalized newborns and their families receive care and assessment in the evidence based NIDCAP model, which supports development, minimizes stress, is individualized and uses a relationship-based, family-integrated approach.

Adopted by the NFI Board, May 1, 2015

Values

NIDCAP is a comprehensive, system-wide approach. It supports all individuals involved in the complex interrelationships of newborn care in hospital settings. NIDCAP responds to the dynamic growth and development of infants, families and staff in the challenges and opportunities of acute and chronic care.

The values that underlie this work include:

NIDCAP care is mindful and reflective.

NIDCAP care and training supports the family-infant relationship as paramount.

NIDCAP care is individualized and developmentally supportive of infants, families and staff.

NIDCAP care is relationship-based.

NIDCAP care is evidence-based.

NIDCAP care is integrated in quality health care.

NFI Stakeholders

The NICU is shaped by and affects a wide range of individuals and groups with differing interests and concerns. Viewed as a system, these individuals and groups are stakeholders who engage with the NICU from a variety of perspectives and therefore have different, and often overlapping areas of interest. The NFI recognizes these varied interests and here identifies the organization's key representative stakeholders.

- All NFI members
- Infants, parents and families who are admitted to NICUs and Special Care Units
- Hospital administrators
- Professionals working with newborns in hospitals
- Policy makers
- Organizations and individuals who wish to support NICU's, Special Care Units, Newborn Nurseries, and therefore NIDCAP training programs.
- Professional organizations concerned with the physical and psychological well-being of newborns and families

Organizations with a Focus on Infants and Families

The listed groups are examples of organizations and groups that focus on supporting infants and families in NICUs. The NFI may benefit from an association with some or all of these in its effort to reach out to potential members, potential trainees and potential advocates.

The NFI might benefit from an association with the following organizations and other groups that have similar or overlapping goals. These are examples, and the list is not exhaustive.

- 1) The groups and organizations that the NFI sees as partners and potential partners:
 - a) Global parent support associations e.g. European Foundation for the Care of Newborn Infants (EFCNI), Irish Neonatal Health Alliance (INHA), Miracle Babies Foundation, Graham Foundation (US), Premie Parent Alliance and Premie World among others.
 - b) Organizations promoting infant health and wellbeing e.g. Clinton Foundation
- 2) Groups that might be potential affiliates with the NFI:
 - a) March of Dimes – Working together for stronger, healthier babies
 - b) Zero to Three – National Center for Infants, Toddlers and Families
 - c) Baby Friendly Hospital Initiative (BFHI)
 - d) The Marcé Society for Perinatal Mental Health
 - e) World Association of Infant Mental Health
- 3) Groups that offer some form of training to populations beyond the NIDCAP group's primary focus
 - a) The Brazelton Institute – Promoting the health development of young children and their families through professional education and research
 - b) Brazelton Touchpoints Center
 - c) Infant Behavioral and Individual Assessment Program - IBIAP
 - d) International Association of Infant Massage – The First Touch Infant Massage Program



- e) WONDER Babies – Ways of Nurturing Developments through Enhancing Relationships
 - f) Nursing Child Assessment Satellite Training (NCAST Programs) – Promoting Nurturing Environments for Young Children
- 4) Organizations that see themselves providing developmental care in overlap or partial overlap with NIDCAP and the NFI
- a) Integrative Developmental Care Model – Philips Healthcare
 - b) National Association of Neonatal Nurses (NANN) – Developmental Care Program
 - c) European Association of Developmental Care (EADC)
 - d) National Association of Neonatal Therapists (NANT)
 - e) Toronto Family Integrated Care Program
 - f) WHO-Kangaroo Mother Care

This list is a partial listing of examples as there are many other local, national and global groups.



NIDCAP Federation International Strategies and Action Plans

A strategy is the mission in action and represents a significant investment toward an expected significant return

Program Strategy

- Generate additional revenue for the NFI by identifying which NFI programs can be repackaged or promoted differently to reach new audiences.
- Identify and create new programs to generate additional revenue.
- Expand the NFI's educational programs geographically in the U.S. and internationally
- Raise the organization's profile in the U.S. and internationally

Finance Strategy

Increase NFI sources of revenue through foundation grants, corporate support, membership (including professional fees), and increased program revenue.

- Develop an NFI business plan to identify increased revenue opportunities through current program and certification dues and fees
- Develop a new corporate membership program with benefits
- Review the NIDCAP professional membership fee structure and benefits
- With increased program revenue, hire a part-time fundraiser to research and increase number of foundation grant proposals submitted and to build individual and corporate support.

Summary of financial goals for next fiscal year:

- \$25,000 from conferences (4 conferences)
- \$5,000 from memberships (45 new members)
- \$5,000 from corporate support (underwriting conferences and educational materials)

Organizational Strategy

- Identify the volunteer leadership structure required to achieve our revenue targets. This includes the board composition, as well as identifying the skills and abilities of the new board members we need to recruit?
- Identify the types of advisory councils the organization requires to raise its profile, extend its circle of influence and engagement, as well as broaden its base of support. (e.g. Parent/Family, Regional, Medical/Scientific, Honorary, European/International)
- Raise funds to hire a staff fundraiser who can broaden the organization's base of support.

Next steps:

- Form a Nominating Committee to review board composition and to create job descriptions for potential new board members.
- Governance Committee to review composition and structure of Board Committees with a view to seeking opportunities for volunteers to join the current committee roster.
- Governance Committee to make a recommendation to the Board on the formation and recruitment of new Advisory Councils

