



Advancement Committee Report
NFI Board Meeting
Bologna, Emilia-Romagna, Italy
25 October 2016

Members of the Board: J. Alberts, H. Als, D. Buehler, H. Conneman, R. Cummings, M. Daly, J. Helm, g. Lawhon (President), G. McAnulty, K. Spence, K. VandenBerg

Advancement Committee

Chair: *D. Buehler*

Members: *J. Alberts, S. Butler, R. Cummings, M. Daly, R. Hedlund, J. Helm, S. Kosta, g. Lawhon, G. McAnulty, K. VandenBerg*

Family Advisory Council

Co-chairs: *S. Butler, M. Daly*

Members: *Jennifer Hartnett-Degl, Mark Delucci, Deb Kaganowich Discenza, Yamile Cendales Jackson, Nina Nikolova, Marni Panas, Debra Paul, Asta Speicyte Radzeviciene, Keira Levit Sorrells, Susan Tomaro, and Lelis Vernon*

Consultants: *F. Anamosa, W. Rieser, T. Thompson*

This Advancement Committee Report covers activities and accomplishments of the committee from October 1, 2015 to September 31, 2016. The Advancement Committee has nearly weekly regular conference calls, alternating between Fundraising and Communications /Outreach topics.

Development

Dr. Buehler and Ms. Cummings applied for a consultancy grant from The Berkeley Group (TBG) for the spring of 2016. The goals of our application were for a pro bono University of California Berkeley Haas School of Business undergraduate student team to examine our business model and make recommendations for revenue generation. After our proposal was reviewed, we were granted an interview, which was held on January 31st at the Zen Center in San Francisco. It was determined that we were not the best fit for their current pool of project leaders and the large number of applications that they had received. They wrote "TBG is very invested in the success of your organization, so feel free to reach out to (the coordinator) if you have any questions or concerns about your application or how we can build a partnership in the future."

Dr. Helm took the lead in developing the "NFI Corporate Sponsorship and Exhibition Levels" guideline. This document was prepared as an internal working draft to describe the opportunities for NFI sponsors and exhibitors (please see Attachment One). The levels outlined include four categories of "Star Sponsorships", with increasing exposure and access for companies at each level, and Exhibitor fees and benefits.

Mentoring caregivers. Changing hospitals. Improving the future for newborns and their families.

Collaborations and Human Resources

The NFI Family Advisory Council with international representation has been launched. Ms. Daly (Ireland) and Samantha Butler (USA) are co-leading this newly formed group. The mission of this council states: *“The NIDCAP Federation International (NFI) seeks to increase alliances and support the growth of the NFI through the development of a Family Advisory Council. The council will serve as international family representatives for the NFI and to advise the NFI on the integration of NIDCAP’s model of care into hospitals to support families and their premature and/or ill newborns.”* Currently the council has international representation from five countries: Bulgaria, Canada, Ireland, Lithuania, and the United States. The eleven committee members include: Jennifer Hartnett-Degl (USA), Mark Delucci (USA), Deb Kaganowich Discenza (USA), Yamile Cendales Jackson (USA), Nina Nikolova (Bulgaria), Marni Panas (Canada), Debra Paul (USA), Asta Speicyte Radzeviciene (Lithuania), Keira Levit Sorrells (USA), Susan Tomaro (USA), and Lelis Vernon (USA). On March 7th, 2016, the council held its initial conference call. Council calls are planned over the year. Ms. Daly and Dr. Butler have set up an internal Facebook page for ongoing communications. The council has reviewed our NFI website and made recommendations and suggestions. Based on this review, we have added a “What is NIDCAP” page. On the council’s recommendation, the website’s *Family Resources* page was revised to include links to the Developmental Observer, the NIDCAP Blog and the NFI videos. They are in the process of formulating recommendations to modify the current listing of Advocacy groups and guidebooks. The group focused on raising awareness on behalf of the NFI for May 15th’s Kangaroo Care Day. Upcoming plans: (1) The FAC will promote the NFI’s, as well as their own, 2016 WPD activities; (2) Council member, Ms. Discenza, on behalf of the PremieWorld newsletter has invited the NFI to briefly share our World Prematurity Day events on their published list of activities and (3) Dr. Lawhon will offer an introduction to NIDCAP webinar for the FAC members. Please see the attached Family Advisory Council supplemental report (Attachment Two).

Ms. Daly and Dr. Helm are currently exploring the development of additional NFI councils that may include science, medicine, business and philanthropic groups.

NFI consultant, Ms. Teri Thompson, Marketer and Social Media Strategist from Rocky Peak Enterprises, LLC (RPE) has supported our social media use. Her extension contract was renegotiated through April 30, 2016 for a monthly retainer of \$500 per month. These monies were paid from a donation specifically targeted for this project from restricted NFI funds. Ms. Thompson participated in phone calls, a web-based learning session and emails for the development and implementation of the NFI’s website, Facebook, Twitter, LinkedIn, YouTube Channel, Pinterest and Blog. Ms. Thompson collaborated in the preparation of a press release to advertise the April 29, 2016 NFI One Day Conference.

The NFI has engaged Ms. Frances Anamosa to research possible foundations for funding. The contractual agreement states that Ms. Anamosa will: review the NFI organizational structure, mission and other pertinent information to inform research goals and decisions on potential funding matches; review materials from past research projects; research new potential foundation prospects; update research on 2014 foundation prospects; produce a document with foundation research and foundation information, interests, giving guidelines and contact information; and advise the NFI of match likelihood of identified foundations with NFI mission and goals. The agreement states that she will work at a rate of \$60/hour not to exceed 40 hours. This contract is paid for by a donation

made to specifically cover this effort. To date, Ms. Anamosa has worked for 12.7 hours and has identified a set of possible foundation matches for the NFI. She will work to further prepare and synthesize this prospective foundation match compilation. Ms. Anamosa has made recommendations for grant writers should we secure additional finances to engage this support.

Fundraising

Two submissions have been made on behalf of the NFI in this fiscal year. The first was to the W.K. Kellogg Foundation entitled “NIDCAP: Preterms’ Best Start in Life”. The project proposed to transform NICU care in targeted areas (Louisiana, Michigan and New Jersey) through the development of NIDCAP introductory training for professionals and guidance for self-selected nurseries, improving outcome for prematurely born, medically high-risk newborns and their families. This proposal requested funding for two years with a budget of \$327,600. The project was denied and alternative founding agencies are being considered for submission of NFI educational foundations development and implementation. The second submission was a nomination application to the World of Children for consideration of Dr. Heidelise Als for an award in the Healthcare category. Awards are made to organizations for \$50,000. Unfortunately, this award was denied, though the NFI was encouraged to resubmit the application for consideration next year.

The NFI explored the format of a One-Day “embedded” Conference within the Annual NIDCAP Trainers Meeting open to non-NFI members and those not specifically invited by Training Center teams. The goals of this conference were multi-fold, including regional NIDCAP education and NFI revenue generation. Due to unforeseen planning issues (i.e. over-reservations of hotel rooms), the meeting ran at a deficit to the NFI. These issues are correctable going forward, though at this time, the two upcoming Trainers Meeting hosts (Modena and Edmonton) have declined the opportunity to hold embedded regional conferences.

Dr. Helm coordinated the NFI’s second official one-day conference, “NIDCAP: Developmental care for NICU infants and families from admission through discharge” in Abington, Pennsylvania on April 29, 2016. Conference presenters included Dr. Helm with Dr. Lawhon and Mr. John Chappel. In total, this regional conference raised approximately \$5460 for the NFI and conference costs were defrayed by the speakers declining the \$1500 honoraria for their work. These profits are also reported in the Finance Committee Report. A third one-day conference was planned for the New York area, at the Weill Cornell College, for September 30, 2016. Due to the tragic death of one of the speakers, John Chappel, the conference has been postponed to a later date to be determined.

At this time, the NFI has two corporate sponsorships that are listed on our website on the “Our Sponsors” page. SONICU, our first corporate sponsor (\$10,000/year sponsorship) announced their partnership with the NFI through a Press Release in December 2015. Dr. Brown’s (\$10,000/year sponsorship) became our second sponsor in February 2016. This company helped to advertise the NFI April 29th One Day Conference through their hospital communication’s network. At this time additional sponsorships are being explored. Mead Johnson Nutrition paid to be an exhibitor at the April 29th NFI One Day Conference (\$1,000/one time exhibition fee). Ms. Spence attended the Council of International Neonatal Nurses (COINN) Conference in Vancouver, British Columbia, Canada and distributed the NFI brochure with information regarding corporate sponsorship opportunities to vendors at the conference. Ms. Spence met with the eight different company

representatives and described the work of the NFI. Representatives from some of these corporations, as well as additional ones, are being followed up with for potential NFI sponsorships.

Dr. Alberts is in discussion with publishers Little, Brown and Company to explore a possible corporate sponsor partnership with the NFI. These communications have grown from communications with Kelley French and Thomas French, authors of the book *Juniper: The Girl Who Was Born Too Soon* (2016, Little, Brown and Company). These authors approached Dr. Alberts with offers of copies of their book and requests for NFI endorsement. We have recommended that the Program Committee's Endorsement Subcommittee review their work.

The NFI launched an "Honor someone you love with a donation to the NFI" fundraising campaign coinciding with the global day *Giving Tuesday* (12/1/15) through our social media platforms. This campaign ran from November 24, 2015 through January 31st, 2016. The goal was to receive donations from 26 donors in honor of the 26 years of the NIDCAP Trainers and Training Centers' efforts around the world. This initiative yielded \$4381. Of note, a French citizen, previously unaffiliated with the NFI, made a \$1,000 donation to this campaign.

Advancement Materials and Outreach

Conference activities and material productions have been accomplished. Led by Ms. Kosta, various preparations and promotions occurred for the NFI One Day Conference (April 29, 2016), including: an informational flyer for the conference; an NFI presentation handout template; a Facebook advertisement and associated boost to targeted audiences, and LinkedIn and Twitter announcements, and a press release to the Greater Philadelphia area. Dr. Buehler, Ms. Kosta and Dr. McAnulty collaborated with the Modena team in the development of their *Save the Date* flyer for the 2016 NIDCAP Trainers Meeting.

Media opportunities for Dr. Als to be interviewed, filmed and to speak are underway. Dr. McAnulty submitted a national application for Dr. Als to be considered for presenting a TED Talk.

Dr. Als' 2015 Arizona NIDCAP Trainers Meeting presentation entitled "The Family in Synactive Perspective: Evolution, Biology and Psychology" was filmed. Dr. McAnulty and Ms. Kosta worked in post-production to pair the corresponding slides with her oration. The edited film is available for dissemination. The Advancement Committee/Board is discussing the possibility of using this educational material for NFI revenue generation as part of continuing education and/or member benefits.

The NFI shared our annual winter holiday e-greeting to the NFI membership on December 16, 2015.

Agency Orange has designed and printed business cards for the NFI Board of Directors, Financial Operations and Administration Director, Ms. Kosta, and NNACP Director, Mr. Hedlund.

The NFI and its members will participate in the upcoming November 17, 2016 World Prematurity Day (WPD) in a number of ways. A digital WPD information sheet was developed for guidance for NFI members around the world to join in WPD efforts. Recommendations included invitations to illuminate structures (i.e., buildings, bridges) in purple, the symbolic color that represents WPD, in members' own areas. An NFI poster template was disseminated to the membership for members to

add their own site information and activities and print for their own use. Members have been invited to share their WPD activities with the NFI for social media posts and our website. Further, NFI plans are underway: (1) to produce and distribute electronically the annual NFI poster of NIDCAP care around the world to the NFI membership (46 submissions were received from sites from around the world); (2) to light up the Zakim Bridge in Boston, Massachusetts (The National NIDCAP Training Center in Boston has arranged this lighting with the Massachusetts Department of Transportation (MassDOT) on November 17th in honor of the NFI's WPD participation. MassDOT will use its social media platforms to announce this event and we will link their announcements to our social media sites. Plans are in place to reach out to New England newspaper columnists to help raise awareness for WPD and the NFI's efforts); and (3) to print WPD Awareness Ribbons in purple with the NIDCAP logo to be distributed at the upcoming NFI Membership Meeting.

Communications

Ms. Kosta continues to take the lead in organizing and uploading material for the NFI's website.

Dr. McAnulty, Ms. Kosta, Ms. Daly, Dr. Buehler, and Dr. Helm, have been regularly posting on the NFI's social media platforms (i.e. Facebook, LinkedIn and Twitter). The NFI is also continuing to utilize Pinterest and its YouTube Channel.

The NFI Blog (www.nidcap.org/blog) has continued postings over the year. Guest bloggers and their blogs have included: Mandy Daly's *An Irish Mother's Journey: Preterm Birth and Beyond, Parts 2 & 3*; Rodd Hedlund's *On Becoming a Caregiver: Part I*; Erin Sundseth Ross' *Nourishing and Nurturing during Feedings*; Samantha Butler's *Individualized Developmental Care to Improve the Lives of Children with Congenital Heart Disease*; Nina Nikolova's *When Life Gives You Lemons: A Personal Story from Bulgaria about Pregnancy, Birth, Loss & Family, Part I*; and Melissa Johnson's *The Journey Never Ends: A Time to Reflect*.

Updated NFI brochures are planned. Dr. Helm has engaged a photographer, who was formerly a parent in the NICU, to take a new set of NFI photographs for Advancement materials. The photography session is planned for 2016. In the meantime to use the remainder of our NFI brochures, Ms. Kosta has prepared stickers to be applied on the pamphlet's outdated back panel. These stickers include the Quick Response (QR) codes for the NFI and its programs.

The 2016, Volume 9, Number 1, issue of the *Developmental Observer* (DO) was published April 14th, 2016. This issue represents the first "Abstract Edition" of the NFI's newsletter and includes abstracts and presentations from the 2015 Arizona Annual Trainers Meeting. In the coming months this DO issue will be archived with Indiana University's (IU) ScholarWorks, Indiana University (IU). IU ScholarWorks supports the IU Libraries and the IU Digital Library Program, a collaborative effort of the IU Libraries and University Information Technology Services. All back issues of the DO are planned to also be available online. The next issue of the *Developmental Observer* (2016, Volume 9, Number 2) is being finalized and should be electronically distributed by the end of October.

The Chair of the Advancement Committee herewith respectfully submits the Advancement Committee Report to the NFI Board of Directors.



Deborah Buehler, PhD
Chair, Advancement Committee
NIDCAP Federation International Board of Directors

Two Attachments

