



**Advancement Committee Report**  
NFI Board Meeting  
Portsmouth, NH, USA – May 3 & 4, 2018

Committee: Jim Helm, Chair, Jeffery. Alberts, Deborah Buehler, Samantha Butler, Rita Cummings, Mandy Daly, Jennifer Degl, Sandra Kosta, Gloria McAnulty

The focus of Advancement Committee work continues to be development/fundraising activities and public awareness/collaborative activities. The committee chair recently changed from Rita Cummings to Jim Helm. Activities are again ramping up. There will be regularly scheduled phone meetings. Jennifer Degl has just joined the Committee.

**Development/ Fundraising**

**Sponsors**

Handi-Craft, Inc, Dr Brown's Medical has renewed sponsorship at the Bronze Level for another year. Sonicu continues to be supportive but since only 10% of their business is now from NICUs they needed to end their sponsorship.

Work continues slowly to identify potential sponsorships from other companies or corporations. R Cummings helped develop a letter that can be used to approach new companies when no specific contact persons have been identified.

**Conferences**

The Advancement Committee continues to support Program activities that might raise funds and increase public awareness of the NIDCAP approach. Thus far none have been scheduled this year.

**Public Awareness and Collaborations**

**Web Site and Communication**

The NFI's website is maintained by Sandra Kosta and Deborah Buehler. With Governance the Advancement Committee supports the 3 Google groups that are available to NFI members, one for the membership, one for NIDCAP Trainers, Trainers-in-Training and NIDCAP Training Center Directors, and one for the NFI Board.

**Social Media**

There are several social media venues managed through the Advancement Committee and especially by Mandy Daly, Sandra Kosta, Deborah Buehler, and Gloria McAnulty. Venues include facebook and LinkedIn.

**Family Advisory Council**

The Family Advisory Council is co-facilitated by Mandy Daly and Samantha Butler and continues to function mostly through email. Currently the Council is collecting submissions from the NFI membership for materials for families to be posted on the web and possibly on social media that help describe the work of the NFI. Work continues on several other projects including the development of a position paper and one on the experience of families in the NICU.

Respectfully submitted,



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James M. Helm, PhD  
Chair, Advancement Committee  
Vice President  
NFI Board of Directors

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## **NFI Family Advisory Committee Report April 2018**

Samantha and Mandy have reached out to the membership inviting expressions of interest in developing family friendly material for the NFI website. To date there have been 6 expressions of interest.

The FAC are working on collating information that they feel families would benefit from and as soon as this body of work is ready, the FAC will approach those individuals who have indicated a willingness to develop material to collate existing material that training centers use in addition to developing new material for the website.

This will include:-

- A description of NIDCAP
- Information relating to the developing brain of the neonate
- How preterm birth and the NICU environment interfere with brain development and bonding/attachment
- What parents can do to protect their infant, cue reading, appropriate touch, developmental care, KMC, self-care.

The FAC have also approached the membership calling for expressions of interest in developing a Social Media Taskforce. The objectives of the taskforce would be to develop a social media policy for the NFI, identify organizations whose work is similar to the NFI and share suitable content from their platforms, collate information for publishing on the NFI social media platforms in multiple languages and to increase the reach of the existing platforms (and consider creating an Instagram account). Regrettably there have been no expressions of interest from the membership to date.

Mandy Daly and Samantha Butler  
April 2018