



May 21, 2013

Update from the President, NIDCAP Federation International to the membership at large

- ② My last communication was an invitation on February 28, 2013 to join in our NFI Strategic Planning process on one of our three strategy teams of organizational structure, financial sustainability or program development. I want to thank all of you who answered that invitation and joined one of the teams to support our planning process. Nearly twenty NFI members responded to our invitation and participated in some manner with the strategic planning process.
- ② Our Strategic Planning work has included five two hour virtual sessions as well as an additional twelve hours together in person and we have revised our NFI Mission statement and created an 18 month transitional Strategic Plan. Currently the plan is going through a final round of polishing and editing and will be shared with you as soon as it is finished.
- ② As a follow up to my “call for action” in response to the Ohlsson and Jacobs Meta-Analyses published in Pediatrics, there have been 18 letters to the editor published electronically. These letters were written by 78 individuals of 15 different countries of 5 continents. Recently an additional letter has been sent which was signed by 76 physicians of the United States, Canada, Mexico and South America, truly a global response in support of the NFI.
- ② The NFI Board of Directors met in Waltham, Massachusetts on April 27th following the Strategic Planning session.
- ② As a result of the work of the NFI Board Development task force we received and have accepted the application for a new member of the Board. It is with great pleasure that I announce and introduce Vicki Batkin Bjornson as our newest Member of the NFI Board of Directors.
 - Vicki Batkin Bjornson is a strategic marketing consultant with proven success in branding, business development and “launch” marketing for music and media companies, non-profit organizations, recording artists and entrepreneurs. She has been a leader in television marketing for over twenty years and has launched the careers of many Grammy-winning artists. For the past fifteen years Vicki has continued to distinguish herself as a thought-leader in media marketing practices through her own independent consulting business. She has worked extensively with clients launching social media platforms that augment their products and businesses. Vicki has channeled her expertise and contacts in marketing into management and fundraising campaigns for numerous non-profit and charitable organizations. She has experienced the benefits of NIDCAP through her son Brandon who was born prematurely and cared for in the Stanford newborn intensive care unit and would like very much to support the NFI with her unique skills.

As always I welcome your comments and suggestions via email at Lawhon-gretchen@cooperhealth.edu and thank you for all of your work and participation in our organization.

Gretchen Lawhon, PhD, RN, CBC, FAAN
President, NIDCAP Federation International, Inc.