



**NFI Advancement Committee
NFI FY 2022 (October- December)
NFI FY 2023 (January-May)
Mid-Year Report**

May 31, 2023

Advancement Committee Members

Co-Chairs: *D. Buehler, J. Degl*

Members: *S. Butler, K. Cascamo, F. Clemente, M. Daly, J. Helm, S. Kosta, G. McAnulty, D. Paul, A. Sudini*

Family Advisory Council

Co-Chairs: *S. Butler, M. Daly, J. Degl*

Members: *Denis Al Khalili, Katie Cascamo, Monica Ceccatelli, Joanna Celenza, Deb Kaganowich Discenza, Yamile Cendales Jackson, Juliette Lee, Nina Nikolova, Pani Pantelides, Debra Paul, Livia Nagy Speicyte, Asta Radzeveviciene, Keira Levit Sorrells, Katharina Staub, and Lelis Vernon, Monica Virchez*

Consultants: *J. Kehoe, M. Hiland, W. Rieser, C. Jones, N. McNeil, A. Hovhanesian, A. Verma*

This Advancement Committee End of Year Year Report covers activities and accomplishments of the committee from the NFI FY2022 (October 1 to December 31, 2022) and for the first six-month months of NFI FY2023 (January to May 2023).

Bi-monthly video conference calls were held to discuss fundraising and communications/outreach topics.

Development

Non-Profit Board Consultant, Mary Hiland, PhD will consult with the NFI Board of Directors for their Mid-Year Meeting (June 23). She is guiding ongoing NFI, including Board of Director, organizations. D. Buehler had two video conferences with M. Hiland's in preparation for her consultation. The NFI received M. Hiland's invoice for preparation and facilitation fees for \$1,850, this included a 15% nonprofit discount.

Collaborations and Human Resources

The NFI Family Advisory Council, with international representation, continues to support the NFI and its development and outreach. Integrating family perspectives into NFI efforts is ongoing. Co-Chairs of the council include Samantha Butler, Mandy Daly, and Jennifer Degl. This NFI year, the Family Advisory Council participated in the World NIDCAP Day and Month. Many members of the committee created short videos of "What NIDCAP Means (to them)." These videos were shared

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

on the NFI Instagram and Facebook social media sites. Plans are being developed to add information on our website for families around hospital discharge and to include contact information for organizations for parents with infants with cardiac complications.

The NFI is developing a formal partnership with the NICU Parent Network. D. Buehler, J. Degl and D. Vittner plan to continue to meet with Keira Sorrells, Founder of the NICU Parent Network to explore collaborative opportunities.

Fundraising

Sponsorships: J. Helm secured a \$10,000 USD Dr. Brown's Medical, producer of feeding products for newborn and pediatric intensive care nurseries.

Donors: Monies from individual donors have been received. The Buehler Family donated \$100,000 (\$70,000 unrestricted funds and \$30,000 restricted for Advancement-related initiatives). Please see the Finance Committee's Mid-Year Report for totals received.

Campaigns: Monies from the NFI's annual AmazonSmile Charity Fundraiser (Note, Amazon has discontinued this fundraising program), Giving Tuesday, and Annual NIDCAP Trainers Meeting Participant Drives campaigns raised monies for the NFI. Please see the Finance Committee's Mid-Year Report for totals received.

Funding

Initiative: Last year, during the 2022 World NIDCAP Day Virtual Benefit Gala, the NFI raised approximately \$18,000 from gala tickets, new memberships, raffle tickets, and donations. The Gala funds were targeted for NFI training and education for the following possible projects: translation of training materials, educational webinars, digitization of training tools, and/or podcast series. A survey was sent out to the NFI Membership to determine preferences for spending the Gala's proceeds. Twelve responses were received. This limited feedback identified the translation of training materials and digitalization of training tools as the preferred projects. NFI Members were invited to apply for these funds for either digitization of training materials or translation of NIDCAP/APIB resources (the two projects prioritized on a Membership Survey). Juzer Tyebkhan, MB and Patrick von Hauff from the University of Alberta, Canada were the recipients of the award to develop the digitization of the NIDCAP Observation Sheet. A prototype is projected to be available for review in the fall.

Advancement Materials and Outreach

The NFI participated in the 2022 World Prematurity Day (WPD) held on November 17th. The occasion was marked by sharing the NFI World Prematurity Day Information Sheet and Poster Template developed in collaboration with the European Foundation for the Care of Newborn Infants. NFI members shared photographs and stories of their celebrations from around the world which were posted on the NFI website. This awareness day was promoted on the NFI's social media platforms. NFI Members were invited to utilize the European Foundation for the Care of Newborn Infants' (EFCNI) new World Prematurity Day resource on Trello. This EFCNI platform included events, graphics, resources and more.

The NFI shared our annual winter holiday e-greeting with the membership on December 15, 2022. This year's e-card had a spinning globe set to music with the countries' flags from each of the

NIDCAP Training Centers around the world and a message that read “Sending warm wishes of peace to & from our global community and forever inspired by Heidelise Als.”

The NFI website’s Learning Center Task Force of S. Kosta and D. Buehler met with the development team from Agency Orange (B. Rieser, C. Jones and A. Hovhanesian) regularly throughout the year. The design and basic functionality of the new site has been prepared. There will be a landing page with tabs that bring individuals to either “Free Offerings” or “All Offerings”. It has been planned that this page will also include Featured Content and links for Videos, Podcasts and Readings. The next page will feature a dropdown menu for selecting material to view and/or listen to. Selections include Topic (Family Support, Professional Development, Science, Heidelise Als, Infant Intensive Care and Select All); Audience, Price (Free, Charges TBD), Format, and Continuing Education. The page will include small boxes with overviews, including Titles, Speakers, Descriptions, Length and Language(s) Offered. After choosing a resource to review, a set of pages open with lengthier descriptions (Target Audience, Objectives, Credits Available, Length, Cost, Language and Registration/Access Offering); Presenter Background(s), and the Program. D. Silberstein has organized the initial content (including for the webinars, lectures, presentations, videos, podcasts, readings) to be shared on the site. She also has solicited questions from the contributors for each resource with the availability of continuing education certification. J. Powlesland leads the effort to secure the availability of offering continuing education credits through the generosity of Marjorie Meyer Palmer, MA, CCC-SLP through her NOMAS International credentialing for nursing in the State of California (for a nominal yearly charge to the NFI).

Bill Rieser, from Agency Orange, collaborated with D. Buehler and S. Kosta to design Annual NIDCAP Trainers Meeting products: a 2022 33rd meeting group photo from the in-person group photo and screenshots taken of the online participants; and the 34th annual meeting logo designed to reflect the meeting to be hosted in Illinois, USA.

J. Degl is taking the lead to develop an NFI Speaker’s Bureau. The Advancement Committee has continued to discuss the development of this initiative throughout the year. Plans include to develop a list of NFI Members to be included on an online speaker list. Speakers will not be charged to be included and when invited to speak will negotiate their own fees and expenses. The NFI will require acknowledgement in the presentation (slide and/or use of logo) and agreement to represent the NFI appropriately. How the NFI guarantees the quality of the content and/or presentation is to be determined. The NFI plans to develop a marketing strategy for this resource. The availability of this service supports the spread information about NIDCAP.

The Advancement Committee is currently planning to include an NFI “store” on our nidap.org website. Ordering, stocking, and shipping will be handled by an Agency Orange affiliate company. J. Helm is coordinating, from the NFI side, products to be carried and issues to be considered. At this time, a few simple products are planned to be trialed (e.g., baseball caps, water bottles, pens, mugs, etc.). Profits made will support the NFI.

World NIDCAP Day and Month

The NFI celebrated its fifth annual World NIDCAP Day (WND) on March 20, 2023, and throughout the month of March. This year, we added some new ways to honor awareness of the NIDCAP work: (1) Every NIDCAP Training Center was represented on an interactive map on our nidcap.org website. Many training centers submitted short videos to share their NIDCAP story,

others were represented by short slide shows from their NIDCAP Care submissions. (2) NFI Members were invited to submit short videos of “What NIDCAP Means (to them).” The collection of family and professional voices is posted on our Instagram and Facebook sites. (3) Apoorva Sudini, with the support of S. Kosta and D. Buehler, led an initiative to hire Digital Content Creator Ambika Verma. A. Verma worked to support our World NIDCAP Month social media presence. She created a campaign that included our NFI history and NIDCAP educational content. She also reviewed analytics of our sites to understand the usage and demographics of our followers. F. Clemente, J. Degl, M. Daly, S. Kosta, and D. Buehler have also posted on our NFI Facebook, Instagram and Twitter social media sites. (4) The NFI held its first “Town Hall”, a 30-minute Board and Membership video conference call to increase communication opportunities. (5) An NFI exhibition booth to display, disseminate, and answer questions about NIDCAP and NIDCAP Training was included at the Annual Graven’s Conference in Florida USA. D. Vittner facilitated and led this effort and was supported by several NFI Members in attendance at the meeting.

Ongoing traditions included: (1) With submissions by NFI members, our annual poster was created to honor NIDCAP care with photographs from around the world. (2) The NFI’s WND materials were updated by William Rieser, from Agency Orange, in collaboration with D. Buehler and S. Kosta. (3) In honor of WND, there were many teal illuminations (the symbolic color of the NFI) on March 20th. This included bridges in the US: S. Kosta orchestrated four bridges throughout the state of Massachusetts (Leonard P. Zakim Bunker Hill Memorial Bridge, Longfellow Bridge, Fore River Bridge, and Kenneth F. Burns Memorial Bridge); J. Degl was responsible for the Mid-Hudson Bridge in New York, and K. Reginato Cascamo organized the Big Dam Bridge in Arkansas. The Massachusetts Department of Transportation announced the lighting of the Massachusetts’ bridges on their social media platforms and all the lightings were shared on our nidcap.org website. In addition, Niagara Falls, at the border of New York, USA & Ontario, Canada was also illuminated in teal (with appreciation to the Niagara Falls Illumination Board).

Other ways that World NIDCAP Day and Month were marked include: (1) On March 1, Boston Children's Hospital Fuss Research Seminar *Celebration of the Life and Enduring Legacy of Heidelise Als, PhD* with Speakers Samantha Butler, PhD and Jacques Sizun, MD, Moderated by Gloria McAnulty, PhD. (2) On March 20, the NICU Parent Network invited the NFI to share about NIDCAP and World NIDCAP Day. The NFI's gretchen Lawhon, PhD, RN, FAAN joined the NPN's Founder Keira Sorrells. (3) On March 29, the meeting *Los Pétalos de Viola* was held in Portugal. 34 Spanish-speaking professionals and parent association leaders from Italy, Spain, Portugal, Argentina, Chile, and Israel met to share and reflect on working and training from the perspective of the Synactive Theory with a clinical case. (4) Additionally, several NFI-endorsed conferences (with NIDCAP content) were held: In the USA on March 8-11, *The Future is Now for Babies, Families, and Systems* was held. The legacy of Heidelise Als, PhD was highlighted, Björn Westrup, MD, PhD was honored, Dorothy Vittner, PhD, RN, FAAN presented on the NIDCAP Nursery Program and other NIDCAP highlights were included; In Portugal on March 20, Nascer Prematuro and SMIPN CHUALGARVE marked World NIDCAP Day with the conference *Via Mundial do NIDCAP*. Jacques Sizun, MD and Fatima Clemente, MD presented on the implementation and training of the NIDCAP program and care; and In Sweden on March 23, *Always Together- Caring for newborn babies together with their parents in skin-to-skin contact and Mother-Newborn Couplet Care from the time of birth*. The faculty of this meeting included many NFI members Silke Mader, Björn Westrup, MD, PhD, Elisabeth Olhager, MD, Agnes Linnér, MD, PhD, Stina Klemming, MD as well as the teams from The Karolinska NIDCAP and Lund-Malmö NIDCAP Training Centers.

Communications

Ms. Kosta continues to take the lead working with the NFI's website, including developing, organizing, and uploading material. Regular Agency Orange/NFI workgroup conference calls were held for the development of the new NFI Learning Center.

Two issues of the *Developmental Observer* were published in 2023 under the direction of the Senior Editor, Kaye Spence, AM. Issues included: a commemorative issue in honor of Heidelise Als, PhD (Volume 15, No. 3) in November (honoring H. Als' birthday) and Volume 16, No. 1 (Abstract Edition, including abstracts and presentations from the 2022 33rd NIDCAP Trainers Meeting.) in February. All issues of the newsletter and their individual articles (with unique DOI identifiers) can be found on Indiana University's ScholarWorks platform (<https://scholarworks.iu.edu/journals/index.php/do/issue/current>). This is an open access repository provided by the Indiana University Libraries. The archives include back issues as well as submission guidelines for future articles and letters. The *Developmental Observer* is also available on the NFI website. This effort is continued to be overseen by Senior Editor Kaye Spence, AM and Associate (Diane Ballweg, Deborah Buehler, Sandra Kosta, gretchen Lawhon, Maria Lopez Maestro, Jeffrey R. Alberts) and Column (Debra Paul) Editors. A third issue is planned for the Fall of 2023.

The NFI blog (www.nidcap.org/blog) posted 1) *The Milky Way: A collaborative path to improve breast milk supply in the NICU*, written by Eti Greenberg, RN of the Israel NIDCAP Training Center; and 2) *Coming Home* by Michal Meltzer, from the Meir Medical Center in Far Saba, Israel. To oversee, manage, and support the regular posting of content on the NFI Blog site, the NFI is seeking a volunteer NIDCAP Blog Editor for a one year position.

The Co-Chairs of the Advancement Committee herewith respectfully submit the NFI FY2022 (October to December 2022) and NFI FY2023 (January to May 2023) Mid- Year Advancement Committee Report to the NFI Board of Directors.



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

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