



Public Relations – NC Freelancer

Timeline: March through June 2018

Deadline to Apply: Friday, March 9

About Nurse-Family Partnership:

The national [Nurse-Family Partnership](http://www.nfpmoms.org)® program changes the future for the most vulnerable babies born into poverty by giving a first-time mom trusted support from her own personal nurse throughout the first 1,000 days, from pregnancy until her child's second birthday. The program is free for those women that qualify. Over 40 years of scientifically-proven research show that Nurse-Family Partnership (NFP) improves birth outcomes, child health and development, and the family's economic self-sufficiency. Nurse-Family Partnership currently serves close to 33,000 moms in 42 states, the U.S. Virgin Islands and many Tribal communities. The national Nurse-Family Partnership headquarters is in Denver, Colorado.

Nurse-Family Partnership helps expectant women be the best moms they can be. Visit our website just for expectant women at www.nfpmoms.org to learn more.

Nurse-Family Partnership in North Carolina:

Since 2000, Nurse-Family Partnership has served families in poverty in 25 counties in North Carolina, and we are striving to reach hundreds more! [Click here to read more about the North Carolina NFP program.](#)

Scope of PR Project:

This spring the Nurse-Family Partnership program in Forsyth County will be expanding to serve an unprecedented number of families in this community.

We are seeking a talented public relations professional, based in North Carolina (in/near Forsyth County is a plus), to lead our local public relations strategy and pitch media to reach more expectant moms to enroll in Nurse-Family Partnership.

Goals for PR:

- #1 - Boost client enrollment – stories placed to directly encourage pregnant women (teenagers/early 20s) to learn more about Nurse-Family Partnership and connect with a free, personal nurse.

- #2 - Improve community awareness of Nurse-Family Partnership by sharing stories of Nurse-Family Partnership moms that have benefited from having their own personal nurse.

Media targets can include radio and other publications young women access for information.

Application Instructions:

If you are interested in applying for this project, please email fran.benton@nursefamilypartnership.org the following:

- Send your resume with cover letter highlighting your relevant experience in placing stories in Forsyth County/North Carolina and background in reaching young women (teenagers/early 20s). Experience working with anti-poverty and health care programs is also a plus.
- Please also include if you have experience leading one-on-one media trainings to prepare health care professionals and young women that may have no experience with media.
- Include outlined proposal for how you would execute this work (outlined proposal should be no more than 3-5 pages). Please include examples of what publications/stations you would target.
- Share your hourly rate for this work.

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