



FAMILY
CONNECTS

2026-29
Strategic Plan



Visit our
website!

Mission

We transform care for families with newborns by partnering to offer nurse visits so every family has access to healthcare, guidance, and connections.

Vision

Every family is nurtured as they welcome a newborn.

Purpose

To ensure every family with a newborn is supported, connected, and confident as they navigate early childhood and grow together.

Strategic Priorities

- Build Organizational Capacity for Scale, Quality, and Trust
- Drive Diversified Funding and Champions to Support Growth and Sustainability
- Enable Scalable Growth Through Partnerships, Policy, and Systems Integration
- Advance Research, Learning, and Innovation as Strategic Assets
- Seed and Promote a National Standard for Postpartum Nurse Visiting

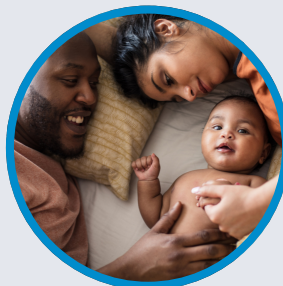
Organizational Pillars



1
Committed to
Every Family



2
Guided by
Science



3
Driven by
Transformation



4
Centered in
Relationships

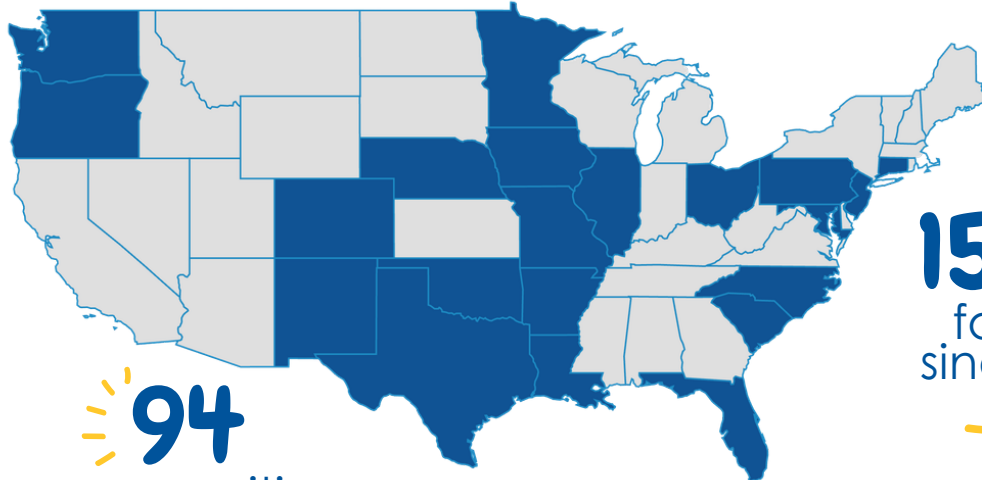


5
Grounded in
Integrity



WHERE is FAMILY CONNECTS?

21
states



94
communities

155K+
families
since 2017

STRATEGIC ORIENTATION

By June 2029, Family Connects will have strengthened our organizational capacity, solidified our funding model, enhanced our national leadership in maternal and child health and early childhood systems development, and achieved substantial reach in universally offering nurse visiting to all families with newborns. By addressing physical health, emotional well-being, and social determinants of health, Family Connects' partnerships will uplift families and strengthen communities.

LONG-TERM VISIONS OF SUCCESS

- Normalize nurse visits as the standard of health care and the societal expectation for what every caregiver should receive after birth
- Establish Family Connects as essential to family supports at the intersection of public health, healthcare, and early childhood systems
- Be a leader in the field of maternal health and early childhood—a convener, an expert, a resource for data and best practices, a collaborator, and a go-to entity
- Increase growth in numbers of states served, as well as breadth of reach in current states served
- Institutionalize Family Connects' Nurse Visiting Model with robust support from private and public insurance coverage through preventive care mandates
- Improve maternal and infant health outcomes, decrease parental isolation, reduce child maltreatment, increase attachment, and increase academic success of young children



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About
FC!

