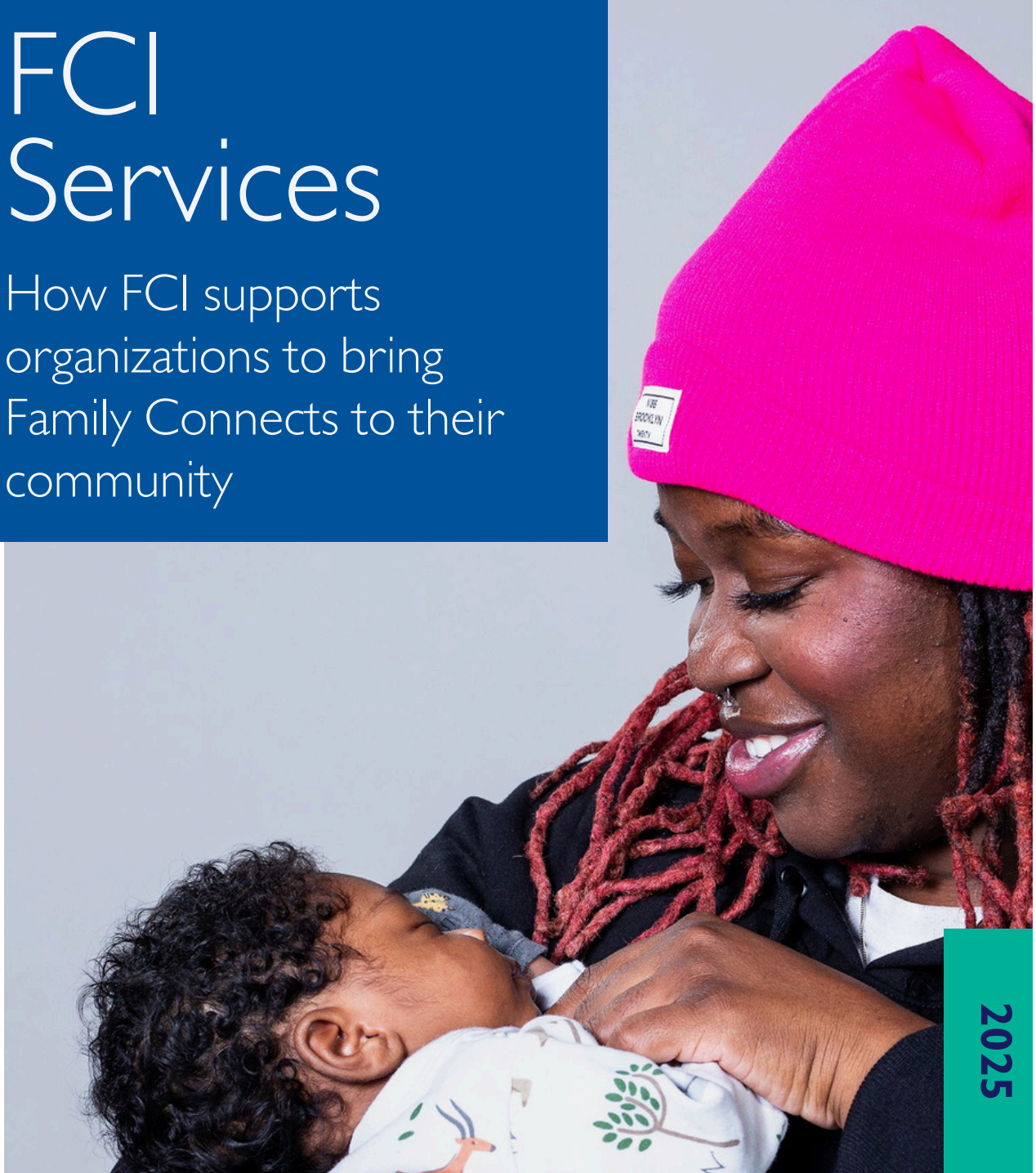




**FAMILY**  
CONNECTS  
INTERNATIONAL

# FCI Services

How FCI supports organizations to bring Family Connects to their community



2025

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# About Family Connects



Family Connects (FC) is an evidence-based nurse home visiting model. It provides equitable support for all families with newborns during a period of life-changing transition. The Family Connects Model was established in 2008 through a partnership with the Duke University Center for Child and Family Policy, the Center for Child & Family Health, and the Durham County Health Department.

Today, Family Connects International is a non-profit organization that provides comprehensive support for Family Connects partners across the United States with training, implementation support, a database, data analytics, marketing, and advocacy support.



# Vision

Equitable outcomes for each and every newborn.



# Mission

Strengthening connections for families with newborns and linking them directly to supportive community care resources.





# Maternal Health in the US

The fourth trimester after birth can be a joyful time, but can also bring stress or medical complications for the postpartum parent and infant.

The U.S. health care system is not well structured to provide comprehensive care for families during this time. The American College of Obstetricians and Gynecologists recommends early contact to address postpartum needs by providers like home visiting nurses prior to the traditional six week postpartum appointment.



## Poor Health Care and Access

The maternal mortality rate in the US is the highest in the developed world, most deaths are postpartum, and most are preventable. Two million women of childbearing age live in maternity care deserts.

## Inequitable Outcomes

Racial disparities in care and outcomes harm Black and AI/AN infants and birthing parents most. Racial disparities and other inequities also underlie the social determinants of health that affect families.

## Complex Needs

A biomedical model is insufficient in the fourth trimester. Leading causes of death include suicide, homicide, and overdose; and top parental concerns include discomfort, fatigue, and emotions.



**“Sometimes you don’t know where to get support from, or how to take that first step.**

Family Connects knew that we were a new family that needed help, and they took the first step to guide us.”

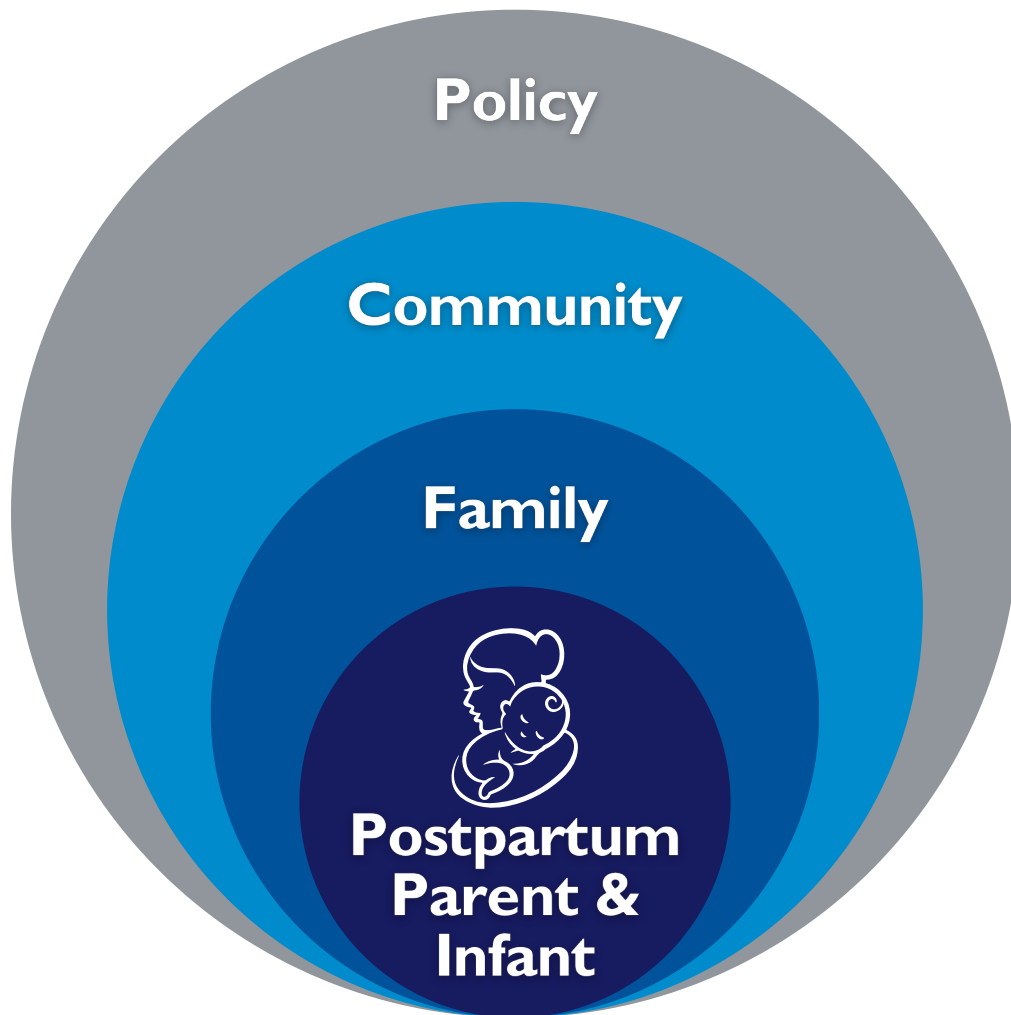
*Esmereida R,  
Mother of Two*

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# Family Connects: An Ecological Model



With FCI support, FC partners provide assessment and care to **postpartum parents and infants**, education and referrals to all members of the **family**, coordination of **community** stakeholders and services that support families, and advocacy for **policy** reform to address identified community needs.



# How it Works

## Community Alignment

A Community Advisory Board is convened quarterly, comprised of health care and community service providers.

## Registered Nurse Home Visits

RNs schedule about 6-8 home visits per week, lasting about 90 minutes. They may follow up by phone or in person.

## Provider Directory

A searchable directory of all services in the community is compiled and used during home visits.

## Centralized Database

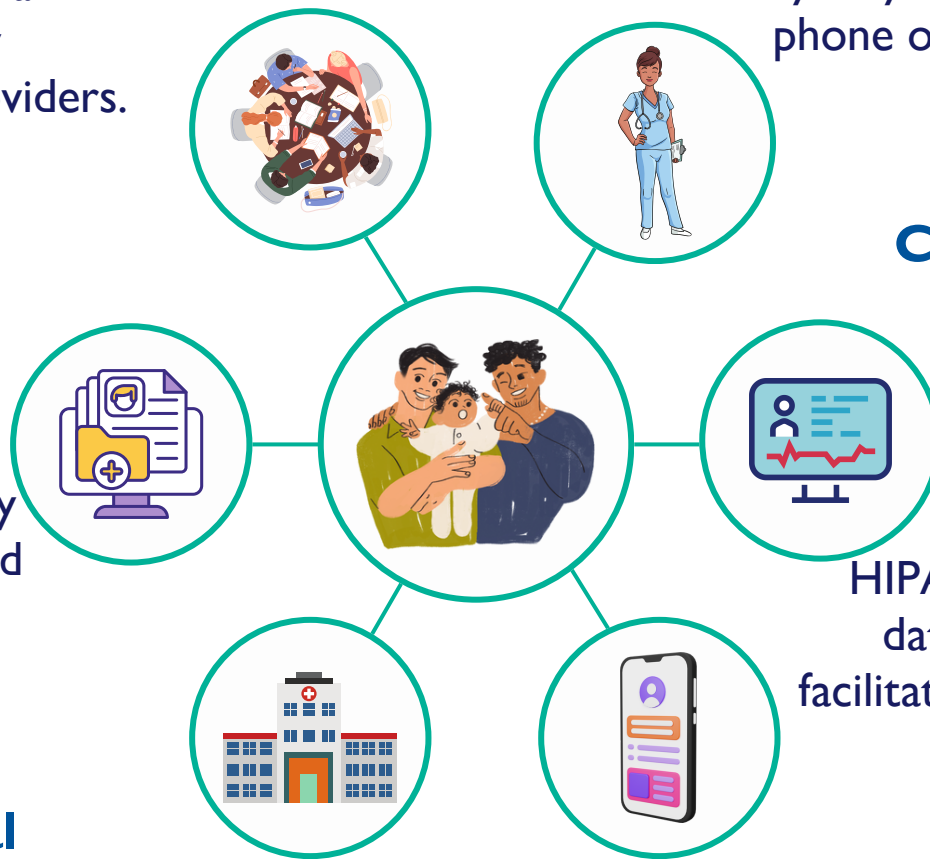
Nurses document in our customized HIPAA compliant database, which facilitates reporting and analytics.

## Universal Outreach

FC staff offers all families in the community a home visit, including adoptive and bereaved families.

## Post-Visit Connection

Every family is contacted to assess outcomes. As needed, families are assisted to connect with services.





# Why Family Connects Uses Nurse Home Visitors

Family Connects home visitors must be registered nurses. This is necessary to independently perform an assessment, develop a plan of care, and implement a plan in the home that includes evidence-based education and identification of when to escalate care.

Nurses complete years of education, pass a licensing exam, and are accountable to a state licensing board. This level of skill and knowledge is particularly valuable during the fourth trimester period when postpartum

***Nurses have been voted America's most trusted profession in Gallup polling for the past 22 years!***



parents and infants face a number of potential challenges, such as difficulty recovering from childbirth, respiratory distress, postpartum depression, intimate partner violence, poverty, and substance use disorders.

Nurses are also typically welcomed by families and have been voted America's most trusted profession in Gallup polling for the past 22 years. They are also associated with routine medical care rather than social services. This helps reduce potential stigma and promotes community-wide uptake.



# Home Visit Components

These are highlights of the nurse home visit protocol. Nurses receive FCI training on all visit components.



## ASSESSMENT

- Home
- Health history
- Physical exam
- Mood
- Vital signs
- Infant weight
- Screening



## EDUCATION

- Infant care
- Infant crying patterns
- SIDS prevention
- Pelvic floor health
- Household safety
- Reasons to call provider or 911



## LACTATION

- Positioning
- Latch
- Increasing supply
- Pumping
- Cleaning pump parts
- Bottle feeding
- Return to work



## REFERRALS

- Health care
- Child care
- Home visiting
- WIC & SNAP
- Food & diapers
- Mental health
- Parenting support





# Family Connects Family Journey

## Prenatal



My prenatal provider, community organizations, or family and friends recommend a Family Connects home visit after birth.

## Day 1



During my hospital stay in the postpartum unit, Family Connects program staff visit and explain the program, and schedule a home visit.

## Week 1



I may receive a focused early visit, if needed, such as lactation help or food assistance.

## Week 2-4



A nurse visits my home, or a virtual visit if I prefer, to provide assessment, education, and referral to services.

## Week 4



I may receive a follow up text, call, or visit. I will definitely receive a survey about my experience.

## Week 7



I am contacted about all referred services to ensure connection. As needed, long-term services will support my family moving forward.



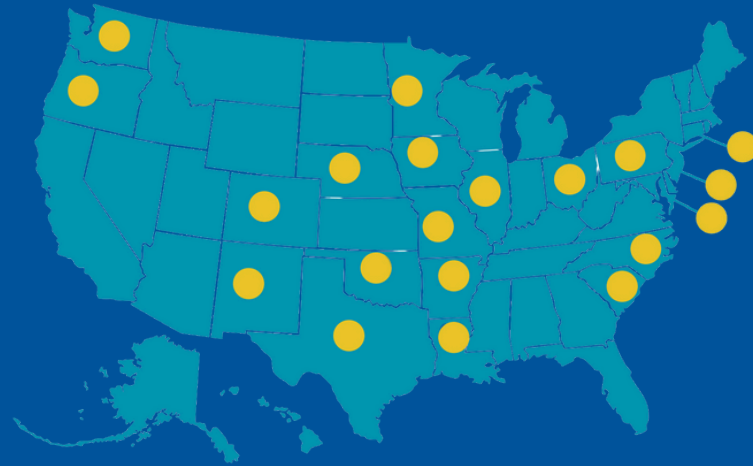
**“Everything is new  
when you bring  
home a baby.**

Feeding, sleeping,  
changing. Having a  
nurse at your  
house to help  
you learn about  
these things  
was great for  
both of us.

Travion C,  
New Dad







# Why Work With FCI?

## Evidence-Based

We are an evidence-based home visiting model, which highlights its effectiveness. This often attracts the support of funders and policymakers for our implementing partners.

## Technical Expertise

FCI staff offer a range of expertise, including implementation science, policy, nursing, marketing, database reporting, and analytics, which will support your program.

## For All Families

Family Connects is offered to all families in a community. This offers the opportunity to support not only individual families, but also the health of the population.

## National Scale

Family Connects is available in diverse communities across 20 states. Partners join a supportive network of organizations that share best practices from years of experience.





# Nurse Training

FCI's expert Nurse Specialists provide training and technical assistance. This support begins as soon as your first Family Connects nurse home visitor is hired and continues throughout their employment as Family Connects nurses.

Family Connects International is proud to be accredited by the American Nurses Credentialing Center as a provider of Nursing Continuing Professional Development. This achievement demonstrates that FCI promotes the highest standards for nurse education and is a leader in quality and nursing excellence.

## WHAT YOU'LL GET:

- ✓ Self-paced learning materials available to nurses during their onboarding at your organization.
- ✓ Live, interactive onboarding training available to new nurses during their onboarding
- ✓ Continuing nurse education units (CNEs) available for nurses who complete training.
- ✓ Ongoing professional development and networking opportunities with FCI nurse specialists and other Family Connects nurses.



# Tailored Implementation Support



Each community partner is assigned a dedicated Implementation Specialist (IS) who provides support throughout their engagement with FCI. This begins with supporting community readiness, continues with developing an Implementation Plan during Academy, and is ongoing after program launch. The IS helps each partner implement the Family Connects Model with fidelity and quality, while tailoring their support to the unique strengths, needs, priorities, and preferences of the community.

## WHAT YOU'LL GET:

- ✓ Monthly technical assistance Zoom calls to analyze your progress and data from the prior month, provide recommendations, and co-develop solutions.
- ✓ Support throughout the month as needed via e-mail and ad hoc meetings.
- ✓ On-going learning via webinars and communities of practice.
- ✓ A comprehensive set of tools, resources to support your implementation.







health cloud

# HIPAA- Compliant Customized Database

## **ELECTRONIC HEALTH RECORD & DATA ANALYTICS**

### **WHAT YOU'LL GET:**

- ✓ Access to the Family Connects Health Cloud database at our discounted license fee. This cloud-based system provides a HIPAA-compliant solution for scheduling, nurse documentation, agency directory and referrals, patient screeners and surveys, and data reporting.
- ✓ Training for Health Cloud users at your organization, including nurses, schedulers, administrators, and any other users.
- ✓ Monthly data snapshot, including progress towards key performance indicators in your community and across the Family Connects network.
- ✓ Analysis to help you understand your data and the programmatic changes you can consider to achieve your desired outcomes.



# Marketing Support

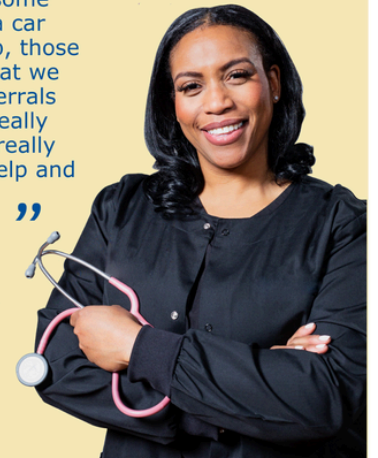
## WHAT YOU'LL GET:

- ✓ Family Connects logo, colors, and branding guidelines.
- ✓ Branded marketing materials, including flyers, one-pagers, table tents and posters for nurses stations, trifold brochures, and materials for families who have suffered a loss and would need a bereavement visit.
- ✓ High quality photos of racially diverse families from diverse family structures who have received Family Connects home visits, and accompanying testimonials.
- ✓ Support on our website and social media channels to promote your program.

## Help spread the word about Family Connects

“Some families want individual counseling, some might need a car seat or a crib, those are things that we can send referrals for and get really quickly. It’s really exciting to help and make those connections.”

Valerie A Davis  
Rush University  
Medical Center



**little extra care and attention when they bring a new baby home.**

**That's What We're Here For**

Family Connects is a free, in-home nurse visit available to families that live and deliver babies at participating hospitals, including foster parents, adoptive parents and families who already have other children. It's our mission to make life a little easier for parents with newborns in every community—so we come to you, at no cost, to make sure you have everything you need to care for yourself, your baby, and your whole family.

**Here's how it works:**

**You get in touch to schedule your visit**

You do not have to do anything in advance to schedule your visit—a Family Connects team member will come see you during your hospital stay or call you after you get home to see if you would like an in-home visit, and find the best time for you and your family.

**A nurse comes to your home**

A nurse will come to your home to check on the baby, birthing parent, and the whole family. Prefer to have your visit outside of your home? You can do that too—your nurse will come wherever is best for you.

**You get support with whatever you need**

Your visit is a safe space for you to get the care and support you need. Your nurse is there to provide care, answer your questions, and connect you to community resources that will ensure you and your family have everything you need to be

lot of questions, a Family Connects nurse can help answer them. Here are some of the things your nurse can help you with:

- Help for baby**
  - Baby weight check • Safe sleep information • Infant feeding and fussiness • Help with bathing, diapering and swaddling
- Help for birthing parent**
  - Health check for birthing parent • Breastfeeding support • Family planning advice • Postpartum depression screening
- Help for family**
  - Scheduling doctor's appointments • Understanding childcare options • Early literacy information • Community resources and connections



## Family Connects is here for you

When you leave the hospital, a registered nurse can come to your home at no cost to check on you and your family, and



# Policy & Advocacy



FCl's previous Policy Director Melea Rose Waters at the Arkansas State House with our Family Connects Community Partner to testify in support of legislation to fund Family Connects.

## Monitoring

Our Policy team monitors home visiting and Family Connects legislation at the state and federal level. We provide a policy dashboard and regular Policy Post newsletter so our partners can track legislation with us and reach out to policymakers when appropriate.

## Advocacy

FCl can provide virtual or in-person testimony, one-pagers, op-eds, letters of support, blog posts, or other forms of communication that are customized to your community to promote support and funding.

## Consultation

FCl can meet with your organization, and other stakeholders if desired, to develop a strategic plan for advocacy that will support your community's long-term programmatic and funding goals.





# FCI Pricing

current as of August 2024

## Consultation

\$100-200 / hr

- ✔ Optional service for planning and consultation
- ✔ Pricing depends on specific expertise of FCI staff

## Academy

\$25,000 / site

- ✔ Offered in multiple cohorts per year
- ✔ Live webinars and self-paced work to prepare for launch

## Implementation

Fees Vary

- ✔ Fees vary by size and complexity of implementing site
- ✔ Discounts available for rural sites and maternity care deserts

## Salesforce

\$724 annually / user\*

- ✔ All sites utilize our HIPAA-compliant database
- ✔ License fees are charged twice per year at cost

\*Salesforce license fees are charged at cost every 6 months and are subject to change



# FAQ's

## How many families does a typical Family Connects site serve?

We have communities as small as rural Texas towns, and as large as the city of Chicago! If you have questions about how to scale your program, please talk with us.

## What does it cost to implement Family Connects?

Your expenses will vary, but about \$500 - 700 **per community birth** (not per visit completed). Visits should be provided at no cost to families.

## How do sites fund their programs?

Our sites use a combination of funding streams, including Medicaid and private insurance reimbursement, grant support, and public funding. Sustainable funding is essential.

## What is Family Connects certification?

Once sites achieve key performance indicators for six months, they are eligible for Family Connects Certification, demonstrating best practice implementation outcomes.

## I want to offer Family Connects for the families in my community who are high-risk (or low-income, or a certain race, or some other special group). Is that okay?

No, Family Connects is meant to be universally offered, meaning that it should be available to all families in a community. This aligns with our mission to support all families.



# Next Steps

## 1 BOOK A DISCOVERY CALL

Meet with our Chief Program Officer ([info@familyconnects.org](mailto:info@familyconnects.org)) to learn more about the Family Connects Model.

## 2 OPTIONAL: CONSULTATION

For large-scale or complex implementations, or if your community needs help with readiness prior to beginning implementation, consider signing a customized Consulting contract first.

## 3 ACADEMY

Enroll your leadership team in our three month Academy, which includes biweekly webinars and office hours in the off weeks to prepare budgeting, purchasing, hiring, training, and other organizational needs.

## 4 LAUNCH

Begin offering nurse home visiting services to all families in your community, with FCI supporting you every step of the way.



**STAY IN TOUCH!**

[info@familyconnects.org](mailto:info@familyconnects.org)

[familyconnects.org](http://familyconnects.org)



3710 University Drive  
Suite 310  
Durham, NC 27707

