



Case Study: Nurse-Family Partnership

Telling the story better: reorganizing objectives, strategies, and messages

For over 30 years, Nurse-Family Partnership has been the community health program serving a growing at-risk population of vulnerable Americans pregnant with their first child. As the gold standard in nurse home visitation programs, NFP used marketing materials that featured a scientific tone and just-the-facts approach.

To meet an ambitious enrollment goal with an aggressive timeline and move forward in the health arena, the organization had to assess existing messages, objectives, and strategies. NFP needed realignment and reimagining that only Lipman Hearne could deliver.

The power of the human factor

Telling the story of this successful model required both the community's return on investment, and narratives of mothers and their nurses. Their personal triumphs would add the emotional appeal NFP's communications lacked.

Lipman Hearne engaged in a full-scale approach: surveying stakeholders to investigate current and proposed messaging; developing a photo library of in-the-field images of mothers, their children, and the nurses providing care; creating a new visual brand for all NFP marketing collateral; and providing counsel to NFP leadership, nurses, and staff working in the field. Combined efforts helped incorporate the newly energized brand consistently nationwide.

In just six months, we created a platform of messages and a photo library to build an annual report, information packet, marketing kit, and several print ads. This fresh look and feel reflects the emotional and evidence-based brand that is the essence of NFP.



For more information:

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