Public Relations – Florida Freelancer
Budget: $5,000
Timeline: August through September 2017

About Nurse-Family Partnership:

The national Nurse-Family Partnership ® 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 shows that Nurse-Family Partnership (NFP) improves birth outcomes, child health and development, and the family's economic self-sufficiency. Nurse-Family Partnership currently serves over 33,000 moms in 42 states, the U.S. Virgin Islands and six Tribal communities. Nurse-Family Partnership is headquartered in Denver, Colorado.

Nurse-Family Partnership in Florida:
Since 2008, Nurse-Family Partnership has served over 2,200 families in poverty in 14 counties in Florida, and we are striving to reach hundreds more!

Florida has the third largest number of Medicaid births in the county, and there is a high need to reach more expectant moms in poverty.

Scope of PR Project:
We are seeking a talented public relations professional, based in Florida, to lead our local public relations strategy and execution of earned media.

Goals for PR:

- Place statewide stories in trade publications to generate referrals sources to help boost enrollment of first-time, low-income moms in Nurse-Family Partnership. *(Referrals sources can include providers that accept Medicaid, such as obstetricians and gynecologists (ACOG), community health centers, and others such as Florida Hospital Association, for example, nurses associations, public health associations, social workers, early childhood groups, etc.)*

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

- Send your resume with cover letter highlighting your relevant experience working in public relations for health care.
- Include outline proposal for how you would execute this work (outline proposal should be no more than 3-4 pages).
- Share your hourly rate for this work.

Deadline to apply is Tuesday, August 1.