

## About Changent

The National Service Office (NSO) for Nurse-Family Partnership® and Child First has a new name and brand: Changent. As Changent, we bring a unified voice and strategy to our mission: championing the health and well-being of children and families by improving health outcomes through data-driven programs. Changent supports child health programs, Nurse-Family Partnership and Child First.

## Position Description

In order to advance Changent's public policy agenda, the Parent Ambassador program (PA) trains and mobilizes parents in compelling storytelling, legislative advocacy, and leadership. The PA program is a platform to elevate the voices of parents and caregivers with lived experience by equipping them with the training and support needed to be leaders in their community and advocate on behalf of Changent's data-driven programs. Changent is committed to offering a platform for families with lived experience to be a key driver of impactful and informed advocacy.

This is a public-facing volunteer leadership role that involves engaging with policymakers, media, and community stakeholders. Parent Ambassadors are often called upon to share their stories publicly through events, interviews, legislative meetings, and digital platforms. This role highlights storytelling to and supports systems of care change on behalf of families nationwide.

This position is a volunteer role, with a quarterly stipend to compensate for time, that can be based anywhere in the United States.

## Engagement & Responsibilities

- Engage in activities with local, state, and federal policymakers to inform and influence legislation that supports families
- Represent Changent and educate stakeholders, elected officials, funders, and other community leaders on the importance of Changent programs – Nurse-Family Partnership and Child First
- Participate in monthly virtual group meetings that include check-ins, training, collaboration, peer-to-peer connection and updates on national and local advocacy efforts
- Share personal stories, program successes and the parent experience by participating in public education and special events such as site visits by policymakers and staff, hearings, roundtables, webinars, trainings, briefings, conferences, etc.
- Regularly connect with Changent staff for one-on-one meetings to discuss opportunities for regional engagement and community events
- Respond to requests for support and information from various Changent departments

## Who We Are Looking For

- Former program participants of Child First and Nurse-Family Partnership who are 21 or older.
- A passion for advocacy and a desire to use your voice to advance bipartisan public policies.
- Reliable and available to actively engage in meetings
- Open to traveling at the local, state, and national levels
- Individuals willing to commit to two years of service with regular activities and occasional requests to join special events.
- A genuine interest in growing, learning, and helping to strengthen Nurse-Family Partnership and Child First programs.

## Reporting & Collaboration

Parent Ambassadors report to the Volunteer Engagement Manager and are part of a collaborative team directly under the Policy and Government Affairs department. In this volunteer leadership role, Ambassadors will work with other departments, including Programs and Network, Marketing and Communications, and Philanthropy, depending on the needs of specific projects or initiatives.

## Core Organizational Values

- Champion Families
- Earn Trust
- Advance Equity
- Lead with Learning
- Partner Authentically

## PARENT AMBASSADOR PROGRAM

### Overview

At Changent, we believe that systems of care can be strengthened to better meet the needs of every child and family through the programs we support. Nurse-Family Partnership provides specialized health and development support during pregnancy and the earliest years of a child's life that improves pregnancy outcomes and promotes healthy well-being. Child First provides mental health intervention and support services through a proven home visiting model that builds and strengthens healthy relationships between caregivers and their children.



Changent is committed to offering a platform for families with lived experience to be a key driver of impactful and informed advocacy.

The Parent Ambassador Program (PA) is designed to elevate the voices of parents and caregivers with lived experience and equip them with the training and support needed to be leaders in their community and advocate on behalf of Changent's data-driven programs.

Since its launch in 2018, the Parent Ambassador Program has grown to be a top-tier parent leadership advocacy opportunity. Below are just a few highlights that showcase the success of the program:

- 25 Parent Ambassadors trained, representing communities across 20 states
- Hundreds of legislative meetings conducted at the state and federal level, including participation in Congressional briefings and state advocacy and education days
- Supported reauthorization of federal funding for the Maternal, Infant, Early Childhood and Home-Visiting (MIECHV) program, along with various statewide bills aimed at program funding and improving maternal and child health and well-being
- Stories featured in national publications, podcasts, philanthropy campaigns, and legislative events
- Ambassadors consulted on various program elements and messaging strategies ensuring family perspectives are integrated across Changent's work
- Ongoing leadership with many Ambassadors continuing to lead as community advocates, public speakers, board members, and contributors to future Changent initiatives

The Parent Ambassador Program is not just a leadership opportunity, it's a launchpad to grow their confidence, tell their stories, and influence systems that affect families.

## Scope of Work

In order to advance Changent's public policy agenda, the PA program trains and mobilizes parents in compelling storytelling, legislative advocacy, and leadership. Parent Ambassadors serve as voices for the families supported by Child First and Nurse-Family Partnership. Throughout their two-year term, Parent Ambassadors engage in various ways including:

- Storytelling and public speaking – Sharing personal experiences of Nurse-Family Partnership and Child First
- Advocacy – Meeting with local, state, and federal policymakers to inform and influence legislation that supports families
- Community engagement – Share program successes with various stakeholders by participating in public education and special events to raise visibility of programs
- Media and public relations – Participating in press opportunities, social media campaigns, and video storytelling to elevate public awareness



These engagement efforts are grounded in six objectives:

- Publicly represent the families served by Changent programs
- Elevate family perspectives in policy discussions to help inform decisions
- Share personal stories to educate the public and decision-makers about Changent programs
- Advocate for local, state, and federal policies that support the health and well-being of families including legislative meetings and advocacy campaigns
- Build skills in public speaking, advocacy and leadership

## Program Structure

The Parent Ambassador program provides a platform to elevate the voices of parents and caregivers with lived experiences. The program is structured to combine ongoing training, mentoring, learning and advocacy.

Below are key features of the program structure:

- A two-year cohort of 12-14 Parent Ambassadors, selected from across the U.S.
- The cohort meets virtually each month for check-ins, training, collaboration, peer-to-peer connection, and updates on national and local advocacy efforts.
- Ambassadors receive support from Changent staff through regular check-in conversations.
- Two in-person trainings are held during the first year, one focused on compelling storytelling and advocacy 101, the other centered on federal advocacy and direct engagement with lawmakers in Washington, D.C. Training topics include: advocacy, storytelling, media, public speaking
- Ambassadors have access to Changent's subject matter experts across various departments to deepen knowledge to enhance their personal goals and careers.



## **PARENT AMBASSADOR PROGRAM FREQUENTLY ASKED QUESTIONS**

Changent, formerly known as The National Service Office for Nurse-Family Partnership® (NFP) and Child First, is recruiting former program participants who are passionate about advocating for policies that affect families. The Parent Ambassador program (PA) will provide a platform for the voices of Child First and NFP families by equipping them with the training and support needed to be leaders in their community and advocate on behalf of families.

### **WHAT IS CHANGENT?**

The National Service Office (NSO) for Nurse-Family Partnership® and Child First has a new name and brand: Changent. As Changent, we bring a unified voice and strategy to our mission: championing the health and well-being of children and families by improving health outcomes through data-driven programs. Changent continues to uplift the Child First and Nurse-Family Partnership programs across the country.

### **WHAT IS THE PURPOSE OF THE PARENT AMBASSADOR PROGRAM?**

The PA program will focus on:

- Publicly sharing their personal parenting journeys to support advocacy efforts (local, state and national levels)
- Sharing family success stories
- Increasing awareness about Child First and Nurse-Family Partnership

We are looking for candidates who are comfortable with public speaking, interested in public policy and government, and have experience and/or want to learn about maternal and child health.

### **WHEN IS THE APPLICATION DUE?**

All interested applicants must submit their application by Monday, July 7<sup>th</sup>, 2025. Interviews will begin July 2025.

## WHO IS ELIGIBLE TO APPLY?

Any Nurse-Family Partnership or Child First **former** program participant, aged 21+, who has completed services through one of our [Implementing Partner Organizations](#). We want candidates motivated by advocacy and who desire to utilize their voices to support families.

## WHAT IS THE TIME COMMITMENT FOR A PARENT AMBASSADOR?

The program will include a two-year commitment, beginning with an introductory in-person meeting in October 2025. Attendance at all in-person meetings and phone/web conferences is required. On average, we anticipate that Parent Ambassadors will spend between 10 and 15 hours per month (more for the two months with in-person trainings/meetings). The program will conclude August 2027.

## IS ANY EXPERIENCE NEEDED?

We would prefer, but do not require, applicants who have experience with public speaking and have participated in one (1) advocacy event such as: speaker at a program graduation, meeting with a legislator, participation in a community event, or a school-related event, religious establishment, etc.

## I WORK FULL-TIME. HOW WILL I FIND TIME TO BE A PARENT AMBASSADOR?

We expect that many Parent Ambassadors will have full-time jobs, families, and other commitments, therefore the program was formed with busy parents in mind. You will be able to learn and engage in the program with flexibility and tools that fit your busy schedule. However, if you expect that you will be unable to participate in this program in a meaningful way due to your existing commitments, please consider applying at a different time. You may also consider applying to the Family Advisory Council of Transformation (FACT). More information about the council can be found [here](#).

## DO I HAVE TO PAY TO PARTICIPATE IN THE PROGRAM OR TO ATTEND IN-PERSON MEETINGS?

No. The cost of each Ambassador's participation is covered, including travel and meals. Any out-of-pocket expenses will be discussed beforehand and could qualify for reimbursement.



## **IS THE PROGRAM A PAID POSITION / OPPORTUNITY?**

The Parent Ambassador program is not a paid position. It is a volunteer two-year leadership opportunity, that will help build leadership skills and your network. We do provide \$400 quarterly stipends to honor your time and dedication.

## **HOW MANY PARENT AMBASSADORS WILL BE SELECTED?**

12-14 Child First or NFP former program participants will be selected as Parent Ambassadors for a 2-year program cohort.

## **CAN I TRAVEL WITH MY FAMILY OR CHILD(REN)?**

The program is designed to financially support the Parent Ambassador only during in-person meetings and trainings. We do this in order to maximize the focus of training and professional development. We will work with families on a case-to-case basis, however only the cost of the Parent Ambassador will be covered.

## **CAN I APPLY FOR BOTH THE PARENT AMBASSADOR PROGRAM AND FAMILY ADVISORY COUNCIL FOR TRANSFORMATION?**

Yes, you can apply for both programs. However, you will only be selected to move forward with one. Feel free to use this [decision tree or program chart](#) to think about which opportunity better fits your needs and capacity at this time. More information about the Family Advisory Council for Transformation (FACT) can be found [here](#).

[Decision Tree](#) or [Program Chart](#)

## **WHEN WILL I FIND OUT IF I'VE BEEN SELECTED AS A PARENT AMBASSADOR?**

After all applications are reviewed, a select group of applicants will be contacted to schedule a video interview by July. If you have been selected to be a Parent Ambassador after the interview, you will be notified by early August. Those applicants who are not selected will receive an email notification. Applicants who are not selected will have opportunities to engage beyond the program, if desired.

## **I HAVE MORE QUESTIONS, WHO DO I TALK TO?**

Feel free to contact Ashlei Watson at call or text 806-672-6370 or email her at [ashlei.watson@changent.org](mailto:ashlei.watson@changent.org)