



nurture<sup>®</sup>  
program

# 22-23 Annual Report



# About NurturePA



**NurturePA's mission is to provide an innovative text messaging program that creates meaningful relationships between volunteer mentors and parents to promote infant mental health and early literacy.**

**NurturePA was incorporated in the Commonwealth of Pennsylvania in March 2014. We provide an innovative program (the Nurture® Program) that supports interactions between mentors and parents using an interactive text-messaging platform to (1) assist perinatal moms, and (2) promote children's healthy social emotional development and their early literacy.**

**Because of its use of technology, the Nurture® Program is a highly cost-efficient and scalable means of transforming how parents access mentoring support and information to promote the healthy development of their children. Healthy development is promoted by: (1) encouraging serve-and-return interactions between parent and child (e.g., talking, reading, playing); (2) relieving maternal stress by providing information and resources at the time they are needed; and, (3) improving health status by addressing breastfeeding, safe infant sleep, and medical referrals.**



# Our Impact

687

**Families served**

**Single Parent Households**

110

66

**Volunteer Mentors**

28

**Have been mentoring for 3+ years**

4

**Were previous program participants**

"I really enjoyed all the advice and information I received from Ashley. It's a wonderful program, especially for first-time moms and it's nice to know that other moms go through the same struggles as me! Thank you!"

-Program Participant



**61,145**

**Text Messages Exchanged**

**43,903**

**From Mentors**

**17,242**

**From Parents**

**Relationship  
Building**



**Social Emotional  
Activities**

**Maternal  
Resilience**



**Texting  
Topics**



**Maternal  
Mental Health**

**Basic  
Needs**



**Parenting  
Knowledge**

**158**

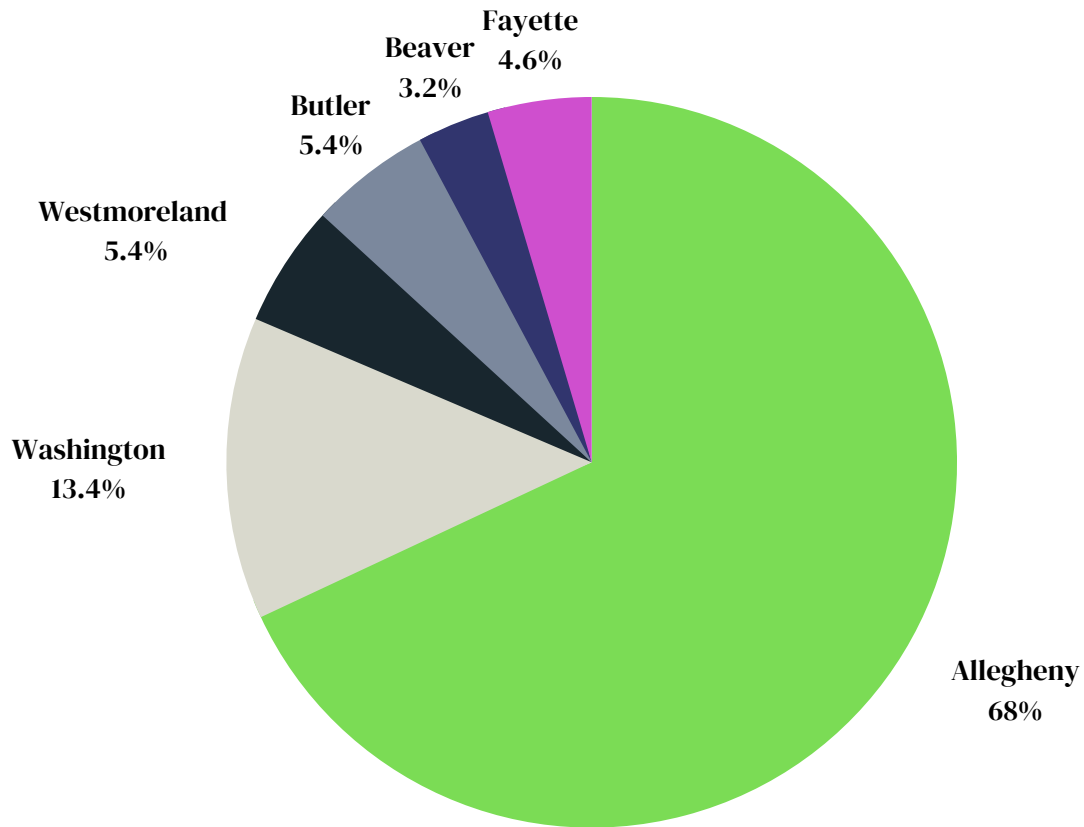
**Post-Partum Depression and  
Anxiety Screenings Completed**

**45**

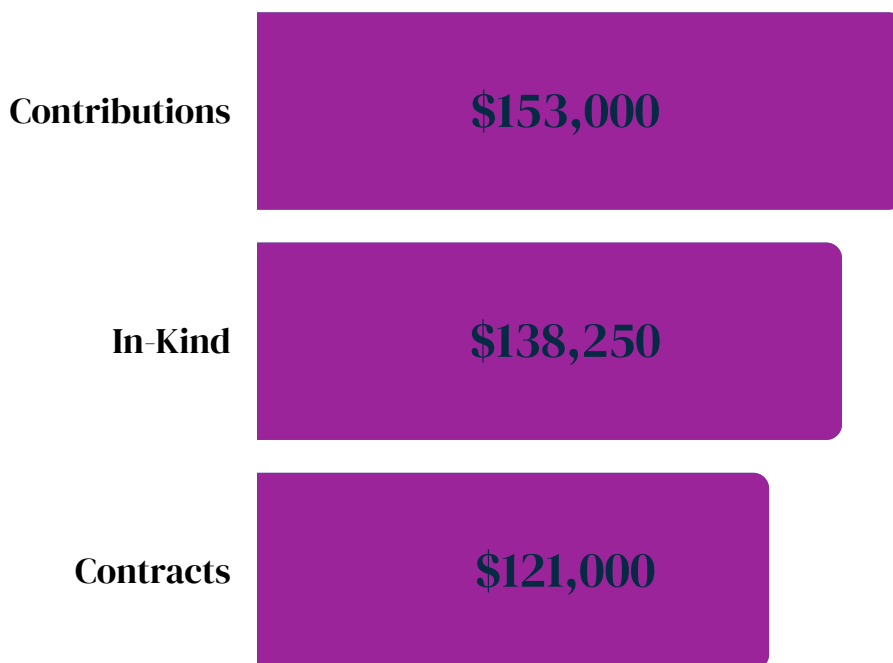
**Screenings Resulted in the Need  
for Further Evaluation**

# Families served by County

NurturePA serves all of Southwestern Pennsylvania



## July 1, 2022 - June 30, 2023



**"I am grateful for the program. Especially for the first year, it helped me feel less isolated and more supported. Thank you!"**

**-Program Participant**

**"I'm so glad I had a mom mentor. The first few months of parenthood were sooo rough, and having someone checking in with me was hugely valuable, even if I couldn't always respond. Linda is a treasure, and she seemed really caring. I appreciated her so much. I will miss our little check-ins!"**

**-Program Participant**

**Interested in supporting moms  
and nurturing babies?**

**[www.nurturepa.org/donate-today](http://www.nurturepa.org/donate-today)**

**[www.nurturepa.org](http://www.nurturepa.org)**

**[info@nurturepa.org](mailto:info@nurturepa.org)**

