



## Nurturings Highlights 2022

We're grateful for your readership, interest in and support of our work and we're pleased to share a few of our activities and accomplishments from this year. [Subscribe to our newsletter](#) to keep up to date with our work in 2023.

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Our mission remains to educate and support all parents in raising secure, joyful and empathic children in order to strengthen families and create a more compassionate world. And our Eight Principles of Parenting continue to underpin all that we do.

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We have lots of big news in 2022 and one of the biggest changes was in our leadership. We said a fond farewell to our beloved and tireless Executive Director, Samantha Gray after 14 incredible, action-packed years. Her legacy is a strong foundation that will continue to serve parents for many years to come. Samantha's accomplishments defy quantification so we're thrilled that she has joined the Board and will continue her service in new ways and have more time to work with us on fundraising.

Under Samatha's skilled, creative guidance, API became Nurturings. While it requires only one short sentence to say this, the work was years in the making and included many surprises that she navigated with grace and skill.

Throughout her tenure, Samantha created, initiated and managed countless popular and successful programs and publications that met the needs of parents everywhere. Many of these time-tested programs remain our signature work today because they continue to meet parents needs.



Our flagship Attached at the Heart Parenting curriculum and parent educator training program was developed with and has operated with her deep assistance. Our signature parent group leader program grew under her leadership and tens of thousands of parents were supported in the hundreds of parenting groups that met around the world. These groups were led by hundreds of volunteer leaders who were trained and supported by a team of coordinating volunteers.

Both of these programs are supported today with a new community technology platform that Samantha sourced and set up in her last year. This platform affords us new flexibility to serve, support and grow our community of professionals and volunteers who work with parents and children.

Under Samantha's leadership, millions of parents were helped and supported through her strategic change in the membership program, and several website expansions that grew to include multiple forums. Under her leadership, our social media accounts were born and grew exponentially. And before smartphones were in everyone's pocket and before Zoom existed, Samantha pioneered podcasting and video calls when few managed such things without a broadcast studio and technicians.

Today, we continue with a long-term, major website update and we continue to leverage our early experiences in each of the media forms that Samantha pioneered, even as they continue to change dramatically. Her foresight in these areas means that we have the critical experience that helps us meet parents needs wherever they are. Today, parents are more digital than in-person and we have the tools to be there for them. These programs and systems will help fuel our growth because together they form the organization's technical and functional backbone.

Most incredibly, Samantha pioneered all of these programs and so many more with a rotating cast of hundreds of volunteer staff working on micro intermittent time, literally around the world clock. Most volunteers were parents and most worked from home while raising their small children. The sheer logistics of staffing and management is an organizational wonder of the world that she managed with grace and skill. She built on and brought into the digital age the API legacy of "we can go farther together" that API founders Lysa Parker and Barbara Nicholson established.

We continue to update and grow the organizational tech and staff backbone, the parent-facing programs and the professional and volunteer leader programs and you'll see these programs and thematic focal points threading through the 2022 highlights. We are grateful for Samatha's leadership and we look forward to building on her legacy to go still further, together.



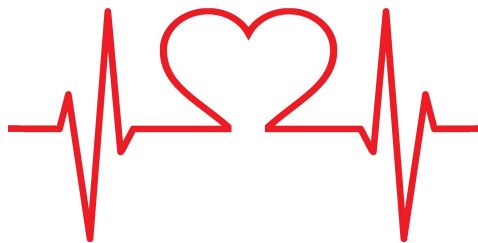
Art Yuen transitioned into the Executive Director role after 15 years on staff and several years on the Board. She served as the Development Coordinator and, most recently, the Knowledge Coordinator, keeping current with the research that underpins API's Eight Principles of Parenting. Art also served as the API NYC parent group leader for over 10 years with a membership that grew from under 100 to over 2,000 and produced six co-leaders. Art joined API from a business career that spanned startups and corporations doing work that blended analysis, marketing and account management.

## 2022 Nurturings Highlights

In 2022, Nurturings completed some of our long-term, behind-the-scenes systems and organizational projects and updates that were naturally more complicated and drawn out by the pandemic. None of this work is splashy in an obvious way, but it really is glamorous if you care as much about parents and children as we do!

It's glamorous because we're getting set up to use updated, state-of-the-art technology to help us meet increasing and ever-changing parent needs. We'll have the crucial flexibility that allows our small volunteer staff to effectively meet these growing parenting needs anywhere in the world.

Maybe you won't agree about the glamour of what we do, but we hope that you'll find our work as exciting as we do. We value your support and look forward to sharing more about our work in 2023.



### Organizational Health and Growth

At the organizational level, we completed the following long-term, major milestones that will help us with new strategic growth and fundraising initiatives. We:

1. Finalized the years-long project to make the organization's name Nurturings!
2. Successfully registered Nurturings as a non-profit organization in all 50 states. This was another major undertaking.
3. Participated as a 2022 HOPE Innovation Network (HIN) member organization. Healthy Outcomes from Positive Experiences, or HOPE, is the resilient response to adverse childhood experiences that goes beyond awareness, screening and Trauma Informed Care. It takes the next step and focuses on four building blocks that every adult can use to ensure that children and families flourish. Be sure to check upcoming newsletter for more information about this work.

## Reaching Parents through Independent Professional and Volunteer Capacity



The image above shows some of our Turkish independent parenting professionals being trained in Attached at the Heart Parenting Program this year. See if you can spot the API founders and program authors Barbara Nicholson and Lysa Parker! (answers are provided below)

In our professional-facing work, we deliver resources, training and networking to independent volunteers and professionals that meet more parents at deeper and more lasting levels than we can accomplish on our own.

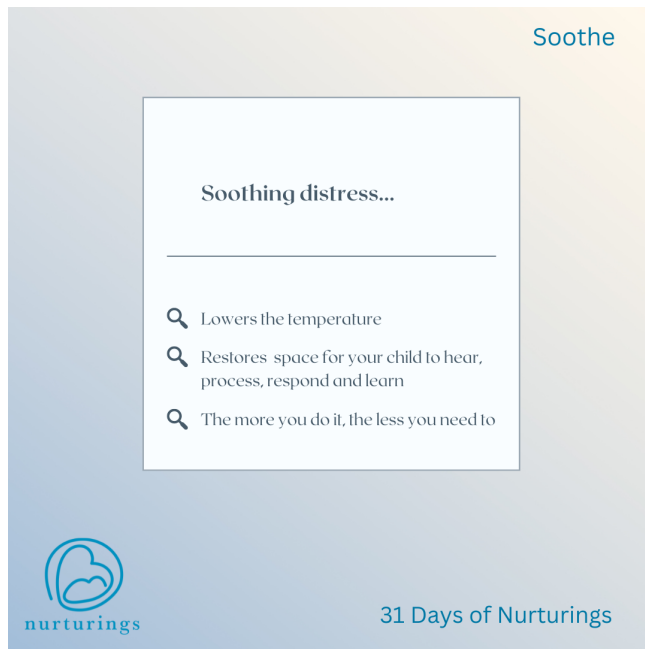
The Attached at the Heart Parenting Program (AHPP) curriculum leads us in this work and the team had a busy year! AHPP:

1. Was included in two Tennessee-based community grants this year and is a candidate program for a larger, state-level, multi-year program to expand parenting resources and support.



2. Was translated into Turkish with over 60 independent Turkish parent educators filling two training sessions to teach Attached at the Heart Parenting classes.
3. Tested a 6-month support add-on option with three training cohorts, two of which were Turkish.
4. Hosted training courses, a group and multiple classrooms on the new Nurturings Network.
5. Received a pro-bono program evaluation conducted by a team of Brigham Young University Master Public Administration (MPA) students. The results will help us continuously understand the impact our training has on professional development and its implications for parenting outcomes.
6. Will celebrate 10 years in 2023! We will kick this off this milestone with an internal program review to prepare for data collection on outcomes and strategically strengthen the program.

Did you find Barbara Nicholson and Lysa Parker in the picture of one of our Turkish trainings? Barbara is waving from row 2, in the farthest right box and Lysa is waving with both hands from row 3, the second box from left.



## Reaching parents directly through digital interfaces, ongoing programs and foundational work

In 2022, we continued work in these key technologies that support ongoing programs and provide important feedback for potential updates and new strategies. We

1. Ran a “31 Days of Nurturings” campaign to directly engage parents in the everyday interactions that lead to child flourishing. This is a prototype campaign we tested in the spring and will continue to trial for data collection around reach, engagement and key parenting outcomes.
2. Continued to develop new and update existing research-based content that encourages parents to use positive parenting skills, helps us increase reach, engage parents and raise funds.
3. Continued website updates as we work to build in system efficiency that helps us meet parents' needs for useful and valuable research-based parenting information.
4. Completed web accessibility and SEO projects.
5. Trained and renewed training with several key volunteers who help manage the Nurturings Network, Warmline Nurturings Network, content creation and publication.

## Extending our Work through Collaborations and Organizational Development

We continue to form, continue and renew relationships, partnerships, memberships and collaborations with professionals and organizations that share our work in some way.

This is a partial list of organizations we are thankful to have worked with recently:

- U.S. Breastfeeding Coalition (USBC)
- [National Trauma Campaign](#) / Trauma-Informed Early Childhood Initiatives
- World Alliance for Breastfeeding Action ([WABA](#))
- Center for Babywearing Studies ([CWBS](#))
- [End Violence Partnership](#)
- [Family and Home Network](#)
- [Kindred / Evolved Nest](#)
- [PACES](#) - Positive and Adverse Childhood Experiences
- National Parenting Education Network ([NPEN](#))
- La Leche League International ([LLL](#))
- [Western Kentucky University](#)
- [East Tennessee State University](#)
- [Stop Spanking](#)
- [Bristol's Promise](#)