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U. S. DEPARTMENT OF HEALTH AND HUMAN SERVICES

National Institutes of Health



National Institutes of Health Commercialization Assistance Program
(NIH-CAP)

Company Profile

Industry Sector: Social learning products

Company Overview: Northwest Media, Inc. produces evidence-based innovative social learning products to serve the community of at-risk youth, their parents, and social service providers. The company produces and operates 4 distinct websites:

- 1) Northwestmedia.com, our company website;
- 2) SocialLearning.com, an online marketplace for social learning materials;
- 3) VStreet.com, a comprehensive life skills website for teens
- 4) Foster Parent College.com (FPC) offers self-driven web-based training courses for resource parents. FPC strengthens agency efforts to support and retain foster parents by providing quick and easy access - via online training - to expert help on specific parenting and behavioral challenges.

Target Market(s): Social service agencies overseeing foster, adoptive and kinship parents.

Key Value Drivers

Technology*: Interactive online training courses designed to engage parents and enhance learning. Designed by nationally recognized experts in the fields of parenting, pediatrics, psychology, psychiatry, and education, the self-driven courses are available at a parents' convenience, wherever internet access is available.

Competitive Advantage: Foster Parent College (FPC) is the only online resource parent training site that offers interactive, research based training using visual learning techniques and is also the only online training site to be rated by the California Evidence-Based Clearinghouse for Child Welfare. FPC is endorsed by the Foster Family-based Treatment Association and the Canadian Foster Family Association and is approved by CASA and the National Adoption Center. Numerous agencies throughout the United States and in England, Australia and Canada endorse FPC and accept training certificates of completion.

Plan & Strategy: Seeking strategic partners to help market FPC to agencies

*Technology funded by the NICHD and being commercialized under the NIH-CAP

Management

Leadership:

Lee White, CEO & President

Advisors:

Richard Delaney, PhD, Child and Family Services

Robert Nickel, MD, Oregon Health Sciences University

Charley Joyce, LICSW, PATH, Inc.

Michael Quinn, MA, Nepenthean Homes Foster Family Agency

Caesar Pacifici, PhD, Grants and Research consultant

Product Development and Grants

2009

Web-based Marriage Education for Foster, Kinship, and Adoptive Couples (Phase II)
Web-Enhanced Pre-Service Training for Foster, Adoptive and Kinship Parents (Phase II)
Online Training for Resource Parents of Substance-Exposed Children (Phase I)

2007

Advanced Web-Based Training for Adoptive Parents of Special Needs Children (Phase I)
Simulated Money Management Training for At-Risk Youth (Phase I)

2006

Online Professional Training on Foster and Adoptive Care (Phase I)
Job Retention Skills for At-Risk Youth (Phase II)

2003

Web-Based Training Center for Foster & Adoptive Parents (Foster Parent College, Phase II)