

Year of Advocacy: Pursuing positive change on every level

Every day, every year, nurses advocate. It's a responsibility that we all accept the moment we enter the nursing profession. Even though we recognize that advocacy is etched into nursing's DNA, the American Nurses Association (ANA) decided to dedicate an entire year—2018—to this crucial aspect of our practice.

Our goal was to highlight and promote nurses' individual and collective advocacy at the patient's bedside, in our communities, statehouses and the nation's capital, and around the world.

As you will see in this report, ANA—with the amplified power of our members and the greater RN community—used nurses' voices and strategic thinking to address critical health and nursing issues. We engaged in actions to protect healthcare coverage for people with pre-existing conditions and vulnerable children. We advocated for greater funding and access to care to combat the opioid crisis. And we reinforced the importance of RNs achieving their own health and wellness goals through our innovative Healthy Nurse, Healthy Nation™ initiative.

What follows is a look back at some of ANA's overall activities and accomplishments in 2018, and we assure you that our commitment to advocacy will never waiver.

Sincerely,



Ernest J. Grant
PhD, RN, FAAN
ANA President



Loressa Cole
DNP, MBA, RN, NEA-BC,
FACHE
ANA Enterprise
Chief Executive Officer



Debbie Hatmaker
PhD, RN, FAAN
ANA Enterprise
Chief Nursing Officer/EVP

Advocating on many fronts

ANA was built by nurse advocates, and we proudly carry on the tradition of working together with individual nurses and our member organizations to take action on issues vital to healthcare consumers, the nation, and our practice.



Annual Hill Day in June



Throughout the year, ANA engaged and supported nurses through ongoing educational efforts, strategic communications, and on-the-ground advocacy activities. Because of our collective strength, we enjoyed legislative and election successes at the federal and state levels.

In one of our key events, ANA brought together RNs, students, and member organizational leaders for our annual Hill Day in June. About 300 participants from 45 states, the District of Columbia, Guam, and the Virgin Islands

headed to Capitol Hill for 277 scheduled visits with members of Congress and their staff. Nurses shared their stories and sought support for safe staffing, workforce development funding, and the treatment of opioid use disorder. Some also engaged in conversations about the importance of funding federal research on gun violence prevention and meeting the healthcare needs of vulnerable migrant populations. Participants in ANA's Virtual Hill Day sent more than 700 messages focused on opioid legislation via RNAction.org.

Throughout the year, ANA featured nurses' advocacy efforts. Read their stories at ana.aristotle.com/SitePages/YearofAdvocacy.aspx.



“By working with other nurses and our state association, a nurse’s voice is amplified along with those of other nurses. Together we represent a powerful constituency.”

—Jeremy King, MSN, ARNP, FNP-C
Washington State Nurses Association member, past ANA participant

IMPACT

- ANA and nurses rallied for passage of bipartisan federal legislation to curb the nation's opioid crisis. Ultimately, the landmark **SUPPORT for Patients and Communities Act**, which recognizes the important role of APRNs in caring for those with opioid use disorder, was signed into law in October.
- ANA and nurses scored a victory when federal officials agreed to a spending package extending funding for the crucial **Children's Health Insurance Program**, which provides healthcare for about 9.3 million children and pregnant women.
- ANA engaged nurses in voicing our opposition to federal regulations that would erode the **Affordable Care Act's (ACA's) essential health benefits** protections. ANA offered alternative strategies for shoring up these benefits to ensure universal access to quality, affordable, and accessible healthcare for all Americans, including low-income individuals and those with pre-existing conditions.
- Of the more than 120 candidates for federal office supported by the ANA Political Action Committee (ANA-PAC), an impressive **94% won their elections**. Through voluntary member support, the ANA-PAC exceeded its fundraising goal of \$250,000 in 2018.
- ANA created the **#NursesVote Action Center**, a go-to resource for voter information and other key resources. Our advocacy efforts reached an even wider audience: #BedsideandBeyond and #NursesVote yielded 6.2 million Twitter impressions combined.
- In September, ANA's **American Nurses Advocacy Institute** launched its 2018-2019 cohort, aimed at equipping nurses with skills and strategies to influence policy at the local, state, and national levels. Twenty-three nurses from 19 states are participating in this yearlong mentored program.

Nurses' health and safety

For too long, nurses have faced challenges when it comes to maintaining their own health and well-being. But change is underway, ignited in part by Healthy Nurse, Healthy Nation™ (HNNH), which celebrated its 1-year anniversary in May. By the close of 2018, more than 65,000 nurses, nursing students, and others joined this social movement designed to transform the health of the nation by improving the health of the nation's 4 million RNs. The number of partner organizations rose to more than 375. #HealthyNurse engagement led to 8.8 million Twitter impressions.

HNNH

65,000+
participants

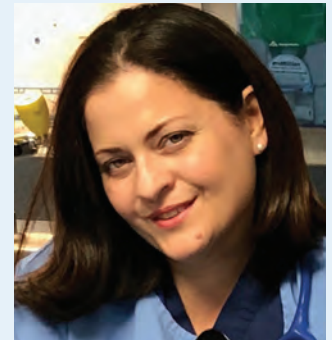
375+
partners

8.8 million
Twitter impressions

In this ongoing initiative, individuals and organizations can take action in five areas: physical activity, sleep, nutrition, quality of life, and safety. This year, participants engaged in challenges, including increasing their intake of whole grains, curbing their sweet tooth, and scheduling time for themselves. They also accessed blogs and engaged in discussions through the HNNH interactive, online platform. Additionally, partner organizations, like Children's Hospital of Los Angeles, used innovative approaches to employee health, including pop-up wellness workshops on nursing

units. And the Wisconsin Nurses Association held its Healthy Nurses for Wisconsin Conference 2018, which included sessions on mindfulness and holistic healthcare.

A successful pilot at the Medical University of South Carolina (MUSC) resulted in nurses tripling their fruit and vegetable intake over a 60-day period. Supported by Sodexo Healthcare, the program was designed to increase the number of servings of fruits and vegetables nurses consume daily. The healthier food options and new menu items that leveraged seasonal, locally sourced produce was well received by MUSC staff and supported a strategy to integrate healthy living within the nursing culture.



"I am really proud to be part of the Healthy Nurse, Healthy Nation movement and I am looking forward to witnessing the transformative power of this large-scale commitment to mind, body, and spirit."

—Lisa Ertle, BA, RN
NJSNA member and
HNNH participant



Photo courtesy of MUSC

MUSC nurses enjoyed healthier food options.

IMPACT

■ MUSC and the New Jersey State Nurses Association (NJSNA) won the first-ever **Partners All In Awards** recognizing an HNNH partner organization and constituent and state nurses association and specialty organizational affiliate that signed up the most individuals between July and December. Both received a \$10,000 award to use for employee health and wellness initiatives, further building on the health-focused movement. Honorable mentions

went to CarolinaEast Health System and the Texas Nurses Association.

■ The American Society of Association Executives recognized HNNH with its 2018 **"Power of A" Silver Award**, for its positive impact on people's lives. HNNH, a program of the ANA Enterprise, is made possible, in part, through the generous support of the American Nurses Foundation, Humana, Sodexo, and Stryker.

Nursing practice and innovation

Advancing and improving nursing practice is an important way ANA supports nurses in meeting the needs of patients across all healthcare settings and communities. Addressing the opioid epidemic was a dominant issue, but ANA and nurses were equally concerned about adequately managing patients' untreated or undertreated pain. In early 2018, ANA released the position statement, *The Ethical Responsibility to Manage Pain and the Suffering It Causes*, which guides nurses in providing optimal care to patients. ANA's Center for Ethics and Human Rights Advisory Board completed the statement after reviewing some 900 public comments.

On another practice issue, ANA and nurse experts committed to promoting nurses' roles in care coordination, including by developing new resources. One comprehensive, practical resource published by ANA in January was *Care Coordination: A Blueprint for Action for RNs*. This book focuses on six action issues to advance nurse care coordination.



“The MFP program allowed me to step back and really be able to put into context the importance of providing services to vulnerable and minority communities. It has inspired me to push for the highest quality of healthcare for those who often have no voice and reminded me that I will never be alone in my journey to make these aspirations of service a reality.”


—Shin Daimyo, MSN, MPH, CRNP, RN, PMHNP-BC
Alumni MFP-Y Fellow and Connecticut Nurses Association member



Nursing's largest hackathon

With an eye toward further developing nursing practice and enhancing care, ANA held its 2018 Quality and Innovation Conference. About 1,000 RNs and other professionals attended the educational and networking event, which included nursing's largest-ever hackathon to develop innovative solutions, such as potential apps and products, to address ongoing workplace problems. Attendees also heard from leading experts and panelists who shared their journeys in innovation, gained valuable information from 25 concurrent sessions and about 140 poster presentations, and visited nearly 100 exhibitors.

IMPACT

- In collaboration with key partners, ANA introduced its three-part **innovation framework**, which aims to cultivate and inspire future nurse innovators, ignite nursing innovation, and highlight and celebrate nursing innovation.
 
- ANA and the American Nurses Foundation announced the launch of the **ANA Innovation Awards**, which are powered by BD, a leading global medical technology company. The awards recognize an individual nurse and nurse-led team who improve patient safety and outcomes.
- ANA, in partnership with its organizational affiliate, the **American Association of Critical-Care Nurses**, convened a diverse group of organizations in October to explore new solutions for nurse staffing issues. The group continues to meet, focusing on identifying best practices and making connections between finance and staffing.
- ANA Enterprise CEO Loressa Cole, DNP, MBA, RN, NEA-BC, FACHE, was among key healthcare stakeholders who attended a **U.S. Health and Human Services roundtable** on nonphysician providers. She and ANA lead staff spoke about the enormous impact advanced practice RNs (APRNs) have in providing primary care and the importance of eliminating practice barriers throughout the U.S. healthcare system.
- The Substance Abuse and Mental Health Services Administration awarded a \$7.2 million, 5-year grant to the **SAMHSA Minority Fellowship Program (MFP) at ANA** to further increase the number of culturally competent minority nurses who can address behavioral health issues in racial and ethnic minority populations. As part of their work, the MFP at ANA hosted a 4-day 2018 Intensive Training Institute focusing on policy-driven healthcare, which drew some 75 participants, including more than 40 current MFP doctoral and master's Fellows.

Healthcare that's safe, ethical, and respectful

With violence against healthcare workers rising to epidemic proportions, ANA continued to engage in strategies to help prevent physical and other types of violence and harassment from occurring in all settings where nurses work. Findings from the HealthyNurse® Survey gathered between February 2017 and May 2018 indicated that 29% of respondents were verbally or physically threatened by a patient or family member in the past year, and 10% were assaulted while at work. In February, ANA conducted a member survey, which revealed 29% of about 7,000 respondents experienced sexual harassment at work.

Workplace

29%

verbally or physically threatened by a patient or family member in the past year

29%

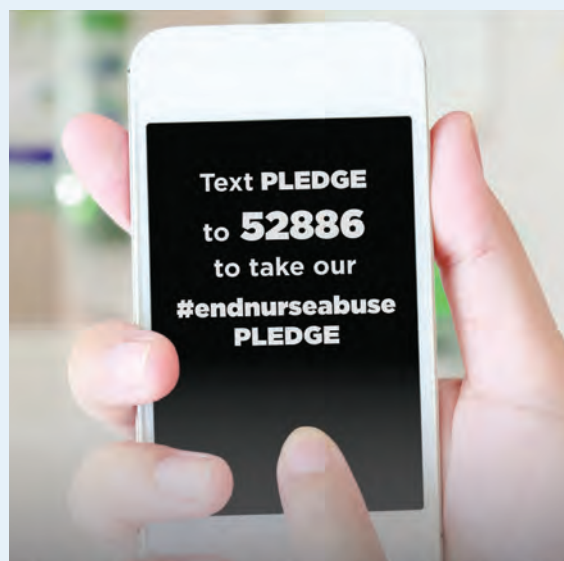
experienced sexual harassment

As part of our advocacy, the association convened an approximately 250-member End Nurse Abuse Professional Issues Panel, led by an 18-member steering committee, to develop practical resources to help nurses and employers address these persistent workplace and patient safety hazards. One key resource is the issue brief, "Reporting Incidents of Workplace Violence," which was approved by the ANA Board of Directors in 2018. The brief speaks to barriers to reporting, including a healthcare culture that still sees violence as part of the job, and creating a process and a culture that supports reporting. Additionally, it offers primary, secondary, and tertiary prevention strategies for employees and employers, including stopping violence before it occurs. The panel also developed an informational pocket card that

details steps nurses can take when facing a violent situation and after.

ANA stepped up its promotion of our ongoing #EndNurseAbuse awareness and advocacy initiative. As part of the initiative, ANA underscored our strong support for the #TimesUpNow movement that promotes accountability and consequences for abuse, harassment, sexual assault, and inequality in the workplace.

Nearly 17,500 nurses and others concerned about workplace safety signed the #EndNurseAbuse petition, which calls for zero tolerance of violence and sexual harassment against nurses. And our message was carried further through social media channels, with 4.6 million impressions on Twitter alone. Take the pledge by texting PLEDGE to 52886 or going to #EndNurseAbuse.



IMPACT

- The Center for Ethics and Humans Rights Advisory Board crafted two other ANA position statements. One condemns discrimination based on sexual orientation, gender identity, or gender expression in healthcare, and emphasized nurses' role in advocating for and delivering culturally congruent care to **LGBTQ+ populations**. The other focused on nursing's role in **addressing discrimination**, including the potential impact of unconscious biases and practices, and eliminating health disparities. Both statements include key recommendations that nurses and employers can use to improve health-care practice and environments.
- In response to a proposed federal rule, "**Protecting statutory conscience rights in health care**," then-ANA President Pamela Cipriano, PhD, RN, NEA-BC, FAAN, and Karen S. Cox, PhD, RN, FAAN, FACHE, president of the American Academy of Nursing, co-authored an April op-ed in *The Hill* underscoring the role nurses and all healthcare professionals play in guarding civil rights protections to ensure patients receive quality, medically necessary, and compassionate care.
- In light of forced separations of migrant children from their families at the U.S.-Mexico border, ANA immediately voiced its opposition to the practice and policy and emphasized the importance of addressing the mental and physical healthcare needs of **children detained in shelters**. At ANA's Membership Assembly in June, representatives voted on a measure calling for families to be reunited without delay and that humanitarian groups be allowed into shelters to address children's multi-dimensional needs.

Engagement and nursing's reach

Every year, ANA brings together nurse representatives from our member organizations to address emerging and ongoing issues. The **2018 Membership Assembly** was no exception. Nearly 300 attendees engaged in dialogue forums on three



Pamela Cipriano

topics: secondary exposure when caring for patients who've potentially overdosed on opioids; the ANA presidential endorsement process; and ANA's position statement, *Euthanasia, Assisted Suicide, and Aid in Dying*. Eligible Assembly members later took action on the issues, including asking ANA to identify information tools for students and nurses responding to patients with potential opioid overdose.

Additionally, participants engaged in six **policy cafes**, which allowed nurses to share information and insights on issues related to nursing assistive personnel, licensure evolution,

opioids, sexual harassment, health promotion and disease prevention, and equipment and safety procedures to prevent blood-borne diseases.



"Obstacles can become opportunities for more community involvement in community-driven solutions."

—Sarah Oerther, MSN, MEd, RN, FRSPH
Missouri Nurses Association member and current ANA participant



From left, then-President Cipriano with 2018 Honorary Award recipients Michael Rice, Marilyn Harris, Peggy Chinn, Gale Adcock, Lesley Perry on behalf of M. Louise Fitzpatrick, Valerie Arne Grossman, Barbara Drew, Paula Anderson, Jacquelyn Taylor, Alexandra Wubbels. Not shown: Joyce Fitzpatrick, Richard Henker.

As part of the Washington, DC, events, the Membership Assembly held **elections for key ANA offices**, including president, and ANA honored 12 outstanding nurses whose dedication and achievements contributed significantly to the profession. Ten nurses received **Honorary Awards** and two were inducted into ANA's Hall of Fame: Barbara J. Drew, PhD, MS, RN, ANA\California, and the late Marie Louise Fitzpatrick, EdD, RN, FAAN, Pennsylvania State Nurses Association.

IMPACT

- The **Nursing Community Coalition**, a group of some 60 national nursing associations including ANA, marked its 10-year anniversary. In 2018 alone, the coalition advocated for funding for nursing workforce development programs and the National Institute of Nursing Research, full scope of practice for APRNs at the Department of Veterans Affairs, and other key healthcare issues.
- The International Council of Nurses, of which ANA is a member, and the World Health Organization collaboratively launched the **Nursing Now** campaign at concurrent live events around the globe. The 3-year campaign is focused on improving global health by raising the profile and status of nurses worldwide. Nursing Now USA launched April 9, 2019, with an event at the National Press Club.
- ANA is representing nursing on the Institute for Healthcare Improvement-convened **National Steering Committee for Patient Safety**. The committee is working to create a national action plan to accelerate progress in patient safety across systems and settings in a cohesive and coordinated way.
- Eighty-nine representatives from 45 C/SNAs attended the annual **ANA Leadership Council** in November where they shared input on nurse staffing, building nurses' awareness of their role as innovators, positioning nurses as integral partners in consumers' health and healthcare journeys, and strengthening the ANA-C/SNA relationship.
- In other engagement activities, more than 150,000 nurses accessed ANA education courses, webinars, and workshops—with over **35,000 continuing nurse education credits** earned. ANA's Products and Services Division won the 2018 Gold Innovation Award for Online Learning Products from *Chief Learning Officer* magazine.



Ernest Grant

History-making changes

At the June Membership Assembly, representatives elected Ernest Grant, PhD, RN, FAAN, as ANA's president, the first man to serve in this role. Grant, who is the past North Carolina Nurses Association president, assumed the ANA top role in January 2019.

In April 2018, Loessa Cole, DNP, MBA, RN, NEA-BC, FACHE, was named CEO of the ANA Enterprise, where she provides strategic leadership among other responsibilities.

As the ANA Enterprise, ANA, the American Nurses Foundation, and the American Nurses Credentialing Center continued to align and strengthen services and programs for nurses. Working as one organization, we promote the health, safety, and wellness of nurses in all practice environments, and provide the resources, information, and networks nurses need to excel in their practice.

IMPACT

- ANA also extended nurses' reach and expertise through traditional and social media. ANA was mentioned more than 540 times in news outlets around the world including NBC News, *Modern Healthcare*, *Politico*, *The Washington Post*, *Associations Now*, *U.S. News & World Report*, *The New York Times*, and *Becker's Hospital Review*. About 1.4 million nurses and other stakeholders keep up-to-date and engage with ANA on social media, representing yet another increase in our followers. Our LinkedIn audience grew by 104%.
- ANA's voice became even more powerful as ANA-C/SNA joint membership increased by 8.7% over the previous year, representing 6 years of

continued growth. Participation in our targeted, online members-only communities also grew. ANA reached over 55,000 members and non-member nurses with six free webinars focused on three career stages—early career nurses, up and comers, and nursing leaders. Our Mentorship Program successfully matched more than 900 mentees with mentors in its first year with strong positive feedback from participants.

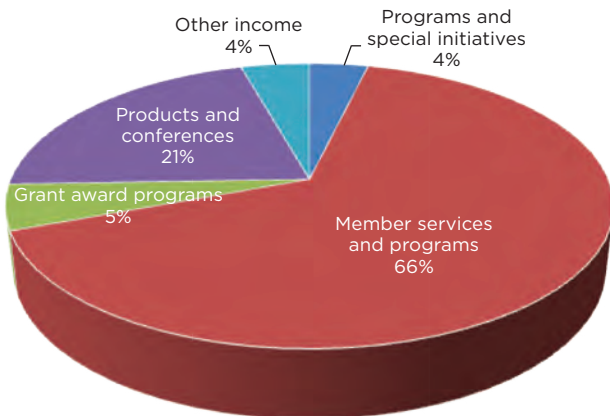
Membership

8.7%
membership growth

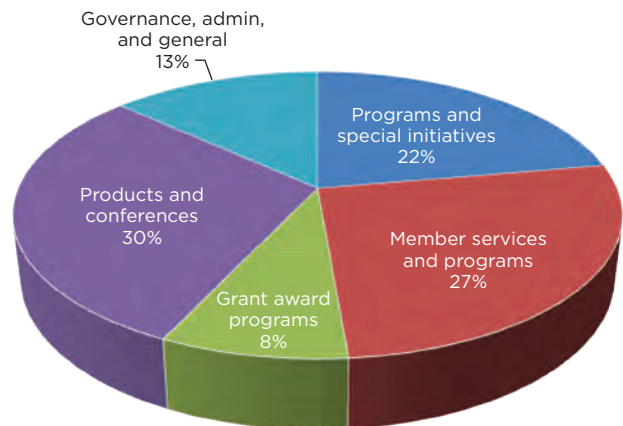
900+
mentee matches

Financials

OPERATING REVENUE



OPERATING EXPENSES



© 2019 American Nurses Association