



Focusing on healthy nurses and more

As 2017 unfolded, the American Nurses Association (ANA) and registered nurses around the country found ourselves answering challenges of all types—both planned and unplanned.

Going into the year, we knew we wanted to focus on engaging nurses in our “Year of the Healthy Nurse” initiative, which included the launch of the [Healthy Nurse, Healthy Nation™](#) Grand Challenge. In ongoing advocacy, we again brought nurses together for our annual Hill Day, which gave them the opportunity to meet with Congressional lawmakers and staff to address nursing priorities and find common ground. And in another yearly event, we gathered representatives from our constituent and state nurses associations (C/SNAs), affiliated specialty associations, and Individual Member Division at the ANA Membership Assembly to strategize over RN engagement and political advocacy.

As it turned out, nurses’ advocacy on all levels was critically needed to address a number of significant, emerging events, as well. ANA and nurses quickly took action to counter the relentless attacks by Congressional leadership on patients’ access to healthcare; respond to a wave of natural disasters and horrific violence; and strengthen our national movement to [#EndNurseAbuse](#), which was reignited by the violent, unethical arrest of a Utah nurse.

This report highlights some of ANA’s accomplishments and activities from the “[Year of the Healthy Nurse](#),” as well as other strategic work we engaged in on behalf of—and with—nurses to improve health for all. ANA is proud of what we achieved in 2017, and we remain steadfast in our commitment to help every nurse in the nation and every work environment be healthy as we head into the future.

Sincerely,



Pamela F. Cipriano
PhD, RN, NEA-BC, FAAN
President



Debbie Hatmaker
PhD, RN, FAAN
Executive Director

Offering a healthy challenge

Nurses want to have a positive impact on the health of their patients, their own families, and others in their community. One key way of achieving that is to recognize that their own health and well-being matters, which is why ANA developed the Healthy Nurse, Healthy Nation™ (HNHN) Grand Challenge initiative and dedicated 2017 as the “Year of the Healthy Nurse.”

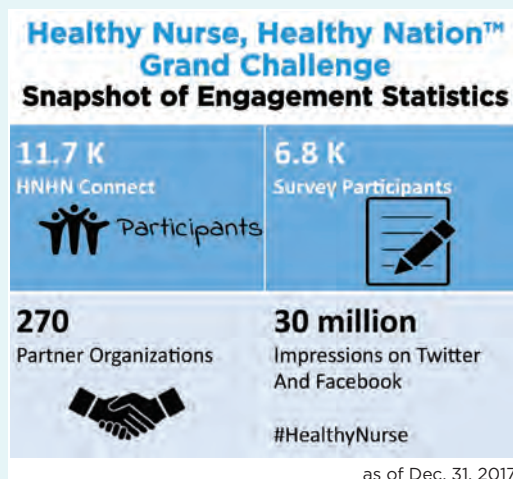
Launched in May 2017, HNHN offers an online community for nurses, employers, and organizations to connect and engage in actions to improve their health in five areas: physical activity, sleep, nutrition, quality of life, and safety. Thousands of nurses made personal health commitments and many participated in specific ANA-initiated challenges, such as one that focused on nurses improving their hydration in August and another encouraging nurses to voice their gratitude in December. The HNHN initiative continues to grow and is an ongoing focus of the ANA Enterprise, which is composed of ANA, the American Nurses Foundation, and the American Nurses Credentialing Center. Sodexo and Sage Products, part of Stryker Medical, are sponsors.

Robin Carmichael, BSN, RN, is one nurse who joined HNHN in spring 2017 after taking an ANA online health appraisal that revealed she was at high risk in several areas. “Those survey results opened my eyes,” Carmichael said. “I started walking and have lost 45 pounds. I’m sleeping better, eating healthier, and am working on building my resilience.”



“I’m the biggest cheerleader for the Healthy Nurse, Healthy Nation Grand Challenge. It changed my life so much.”

Robin Carmichael, Iowa Nurses Association, an HNHN partner organization



Carmichael has been on a mission to spread the word about HNHN and inspire more nurses, students, and staff at her immediate workplace and others around the country. “I know nurses can change the health of the nation,” Carmichael said. “I’ve seen it happen.”

As part of the Year of the Healthy Nurse, ANA provided nurses with relevant information and strategies on health-related topics, such as worksite wellness, combatting stress, healthy sleep, and infection control, through 11 webinars, monthly newsletters, and weekly social media posts, among other communications avenues.

HIGHLIGHTS

- To coincide with the **National Nurses Week** theme of “Nursing: The Balance of Mind, Body and Spirit,” ANA offered a free webinar on preventing compassion fatigue, moral distress, and burnout, which drew more than 12,000 individuals, as well as others who participated in group viewings.
- ANA and nurses nationwide participated weekly in the social media campaigns **#HealthyNurse** and **#FitNurseFriday**. RNs from Guam to Illinois to Washington State gave it their all as they joined ANA’s 5K walk/run challenges.
- ANA’s work group on **substance use disorder** in nursing developed webpages featuring educational and other key resources. Endorsed by our board of directors, ANA also promoted the position statement, *Substance Use Among Nurses and Nursing Students*, which was jointly created by the International Nurses Society on Addictions and the Emergency Nurses Association.

Rallying around healthcare

ANA was adamant that 2017 not be the year the nation reversed course on patients' **access to affordable, quality healthcare**, and so was Tarik Khan, MSN, RN, FNP-BC, CRNP.

"When politicians and the White House began talking about repealing the Affordable Care Act, I thought of all our patients—many with chronic health issues—



"Nurses' role is to advocate for the health and well-being of our patients. Protecting access to affordable care has been an uphill, but important, fight. I'm so proud of the work ANA has done on this issue."

Tarik Khan, vice president,
Pennsylvania State Nurses
Association

who would lose health-care coverage," said Khan, who works at a federally funded, nurse practitioner-run community clinic in Philadelphia. "It was going to be a big step backward for our country."

Khan was among the nurses who joined ANA President Pamela Cipriano, Democratic Congressional leaders, and other key stakeholders on Capitol Hill to speak out against a misguided GOP plan to repeal the ACA and replace it with legislation that would have left millions without coverage. At one event with Senate democrats and other nurses, Cipriano said, "We're here because we're very worried about our patients. We won't stop fighting for them."

Undaunted and undeterred by one threatening measure after another, nurses' strong and **persistent advocacy** through in-person Congressional visits, participation in the social media campaign #ProtectOurCare, and other communications channels helped save millions of patients' access to care, including preventive services and other essential health benefits. Cipriano also shared *ANA's Principles for Health System Transformation* and described nurses' advocacy around preserving healthcare with major media outlets, including MSNBC, CBS News, and *Forbes*.



President Cipriano shares a list of "Essential Health Benefits" at a press conference.

HIGHLIGHTS

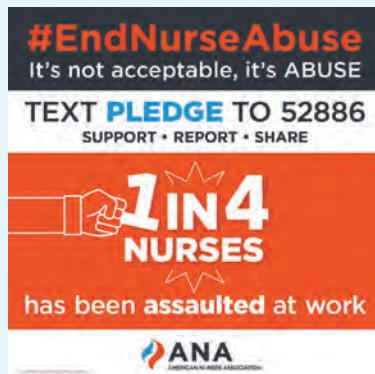
- Representing the largest contingent ever, nearly 400 participants in **ANA's Hill Day** advocated for protecting healthcare and coverage, and other key nursing priorities during more than 300 scheduled and impromptu meetings with Congressional members and staff on June 8 in Washington, DC.
- **ANA's virtual Hill Day** resulted in more than 1,000 messages to lawmakers via calls, emails, and social media. The event hashtag earned more than 1 million impressions, amplifying nurses' reach.
- ANA developed a multi-pronged approach to boost the number of Americans signing up for **health insurance coverage** through the federal and state individual marketplaces. Among the efforts was the creation of an advocacy toolkit, which was provided to C/SNAs and organizational affiliates. Through targeted digital media ads, as well as spreading the message on ANA's channels, ANA garnered over 4.6 million social media impressions and brought more than 45,000 visitors to health-care.gov during the open enrollment period.
- In one of its strategies to help address the nation's **opioid epidemic**, ANA supported proposed federal legislation to increase funding to states to tackle opioid misuse, as well as support research on addiction and pain. Another measure allows APRNs in all roles to provide medication-assisted treatment for opioid use disorders. ANA also participated on a 40-member taskforce and helped develop a "playbook" for providers.

Promoting safe environments

To stop the violence against nurses in healthcare settings, ANA began ramping up its advocacy efforts September 1 on all fronts, including launching the [#EndNurseAbuse](#) initiative. This latest effort was prompted by increasing attacks against nurses, including the violent arrest of Alex Wubbels, RN, who protected her unconscious patient's rights by refusing to allow an illegal blood draw.

Helping to lead the initiative, Wubbels, a Utah Nurses Association member, urged RNs to sign a pledge, calling for zero-tolerance policies regarding violence against nurses and reporting abuse when it occurs. More than 13,000 (and counting) have added their names to the pledge, and ANA provided member organizations with a social media toolkit to reach even more nurses.

ANA also began bringing together nurses, other healthcare stakeholders, and consumers for a new effort aimed at reducing the incidence of **violence and abuse in healthcare**, with a strong focus on addressing barriers to reporting these events. And the association provided a comment letter to the Occupational Safety and Health Administration (OSHA) in support of a standard to protect healthcare and social assistance employees from workplace violence.



“Violence in healthcare is a complex issue, which will take a multidisciplinary approach that includes working in partnership with police officers, mental health and other violence prevention experts, employers, and providers,” said Josie Ogaitis, MS, RN, PMP, a strong advocate for violence prevention programs in the workplace who testified before an OSHA committee.

She emphasized the importance of nurses reporting violent incidents and using that hard data to help drive needed change. “Nurses who’ve been verbally or physically assaulted may question whether they should remain in nursing—whether it is worth the risk,” she said.



“Nurses treat everyone with compassion, respect, and with the same high standard of care. In return, we should not be verbally or physically assaulted. Healthcare settings should be sacred ground.”

Josie Ogaitis, Maryland Nurses Association member

HIGHLIGHTS

- The **Nursing Infection Control Education (NICE) Network**, a partnership of ANA, the Centers for Disease Control and Prevention, and 20 other nursing organizations, empowered nurses to protect themselves and their patients through the successful sharing of targeted, key concepts to prevent and control the spread of infections. More than 1,500 nurses completed in-person training sessions, leading many to make changes in their practice. Over 9,000 healthcare professionals participated in live and on-demand webinars.
- On the **staffing** front, ANA rereleased and promoted its commissioned white paper, “**Optimal Nurse Staffing to Improve Quality of Care and Patient Outcomes**,” which highlights published studies that demonstrate how appropriate nurse staffing helps achieve both clinical and economic improvements. ANA also previewed its staffing calculator, a quantitative tool that allows nurse leaders to see how increases or decreases in staffing affect patient outcomes. ANA continues to advocate for nurse staffing measures—skill mix and nursing hours per patient day—to be included in the Medicare Hospital Quality Reporting System, allowing consumers access to information that impacts outcomes.
- In addition, ANA developed an **online resource** to help nurses evaluate staffing-related software through the concepts of workforce management (staffing) systems, patient classification/acuity systems, and the request for proposal process, which helps nurses determine which software and vendor are the best fit for their facility.

Fostering quality practice, effective policy, and social justice

“It’s important to recognize the difficult ethical situations nurses face on a daily basis,” said Ahnyel Jones-Burkes, MSN, RN-BC. “It really can wear them down physically, mentally, and emotionally.” So when Jones-Burkes saw a call for nurses wanting to participate in ANA’s professional issues panel to explore cultivating **moral resilience and ethical practice** across all settings, she seized the opportunity.

The roughly 235-member panel produced a **call-to-action report** that offers specific, practical guidance for individual nurses, nurse leaders, and organizations around the country, as well as a resource tool with promising best practices.



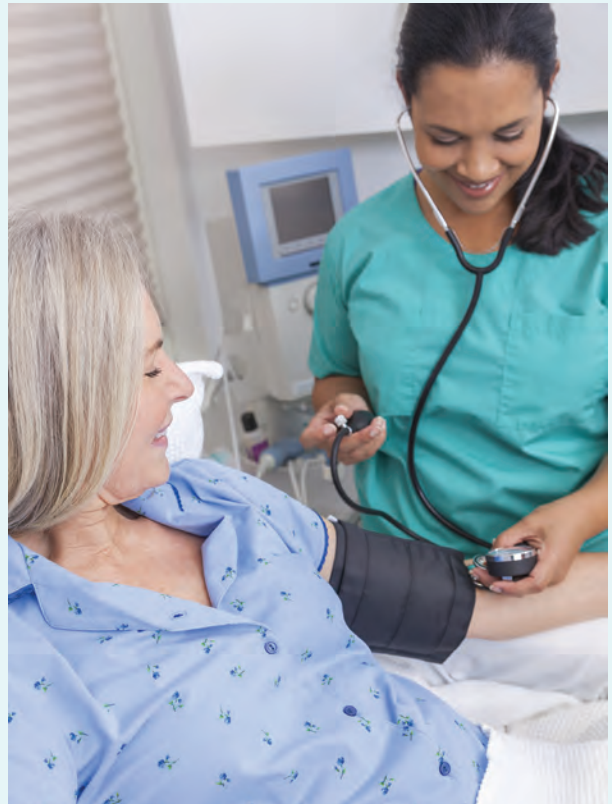
“Because nurses always feel a duty to our patients, we always step up and do whatever is needed without calculating the cost to ourselves. We really need to start caring for the caregivers—nurses.”

Ahnyel Jones-Burkes,
Louisiana State Nurses
Association member

“To be effective advocates, we need to remain strong so we can speak out for our patients,” said Jones-Burkes, a member of the panel’s steering committee. “We also don’t want to lose our empathy or forget the reasons we entered this profession.”

“No matter whether they are staff nurses or in leadership, the ANA report has specific strategies and resources to help them build moral resilience and create environments that support nurses.”

In a related initiative, ANA President Pamela Cipriano brought nursing’s concerns and perspective to an ongoing, national panel convened by the National Academy of Medicine and focused on addressing clinician well-being and resilience.



HIGHLIGHTS

- Convened by ANA and the Hospice & Palliative Nurses Association, a professional issues panel created a “**Call for Action: Nurses Lead and Transform Palliative Care**.” The document outlines steps needed to achieve quality, primary **palliative nursing** in all care settings. The effort was led by a 23-member steering committee with many other nurses contributing through an advisory group and during a comment period.
- In the **social justice** arena, **ANA’s Center for Ethics and Human Rights** helped shape responses to threats to LGBTQ communities regarding military service, and the presidential ban halting refugee admissions and blocking citizens of Muslim-majority countries. ANA also signed on to the healthcare professionals’ pledge rejecting torture and cruel, degrading treatment in all circumstances.

Continuing to engage and transform

Throughout the year, ANA focused on bringing nurses together to share their expertise, strategies, and insights as key ways to advance the profession, improve healthcare, and build nursing's voice.

For the 300 nurses and others attending ANA's June **Membership Assembly** in Washington, DC, the importance of strengthening member advocacy and engagement was front and center. In one dialogue forum, participants addressed barriers, strategies, and resources to better prepare nurses to be effective advocates in an uncertain healthcare environment. In another forum, participants concentrated on building membership engagement to ensure ANA and its affiliated nursing organizations are strategically positioned as the healthcare landscape continues to evolve.



Membership Assembly attendees discussed critical issues and recommended strategies during dialogue forums.

Learning and sharing information on strategies to translate quality into practice was the draw for more than 1,100 nurses and other professionals who gathered at **ANA's 2017 Conference** in Tampa, Florida, in March. Participants learned about the latest research, strategies, and best practices to improve safety, quality, and staffing in their healthcare organizations. Speakers addressed the heightened voice of consumers in healthcare, healthcare reform, and equipping nurses to lead transformational change.



At the ANA 2017 Conference, participants were urged to embrace change and prepare for new roles.

HIGHLIGHTS

- There is strength in numbers, and ANA-C/SNA joint **membership** increased by 10.9% in 2017, marking our fastest growth in recent history. ANA also began developing more products, programs, and services tailored to meet the needs of nurses at three, distinct stages of their careers: Early Career Nurses (0-4 years tenure), Up and Comer Nurses (5-14 years), and Nursing Leaders (15-plus years). The association launched online communities for

these three groups and offered webinars, each of which reached thousands of members and nonmembers.

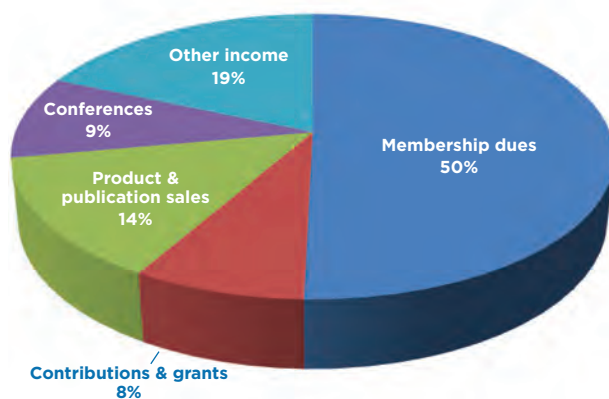
- Twenty-four nurses from 18 C/SNAs started the yearlong, mentored **American Nurses Advocacy Institute** journey aimed at building nurses' political advocacy knowledge and skills.

HIGHLIGHTS

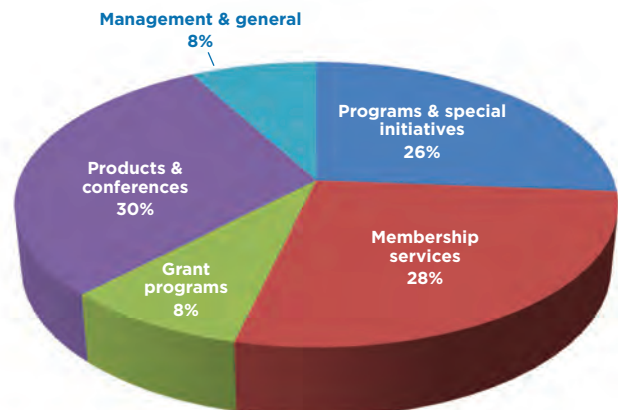
- Looking at nurse members' support for **ANA-PAC**, contributions totaled nearly \$270,000 in 2017, a 13% rise from 2016. New contributors increased by 20%. 
- Nurses also engaged with ANA to increase their knowledge and skills through the 293 **continuing nursing education** (CNE) activities that ANA offered. More than 21,000 nurses earned CE in 2017.
- ANA worked to expand **nurses' influence** in other ways. On social media, ANA had more than 750,000 followers by year's end. ANA was mentioned more than 650 times in news outlets all around the nation, including CNN, CBS News, *Chicago Tribune*, Huffington Post, *Modern Healthcare*, *Fort Worth Star-Telegram*, and *Pittsburgh Post-Gazette*. Additionally, the association facilitated the appointment of 24 nurses to national committees and into key roles, with another eight nominations pending.
- Through a variety of channels, ANA communicated the needs of nurses and their communities affected by hurricanes, wildfires, and flooding. ANA also worked with its enterprise partner, the American Nurses Foundation, to create a **disaster relief** fund to aid nurses, and publicized avenues for nurses to volunteer.
- As a founding member of the **Nurses on Boards Coalition**, along with the American Nurses Foundation, ANA has helped record a 37% increase in the number of nurses counted who are serving on boards. The Rita and Alex Hillman Foundation gave a grant to the American Nurses Foundation to complement this effort by working directly with hospitals associated with the Magnet® and Pathway to Excellence® programs.
- About 100 participants shared information and gained insight on eliminating mental health and substance use disparities through leadership, advocacy, and community engagement at the **Minority Fellowship Program** 2017 Conference and Institute held in June. More than 40 doctoral and master's 2016-2017 Fellows from the Substance Abuse and Mental Health Services Administration Minority Fellowship Program at the ANA attended.
- Fellows from ANA's program presented papers, conducted **community and faith-based health** fairs, and discussed issues related to mental health and substance abuse prevention and treatment at local, state, national, and international scientific conferences throughout the year.

Financials

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