



ANA Enterprise

## 2020 ANNUAL IMPACT REPORT

- + INTRODUCTION
- **+ BY THE NUMBERS**
- + ELEVATE THE PROFESSION
- **+ ENGAGE NURSES**
- **+ EVOLVE HEALTH CARE**
- **+ EXCEL IN A PANDEMIC**
- + 2020 ANA ENTERPRISE LEADERSHIP

## THE YEAR OF DEDICATION ... COURAGE ... TEAMWORK ... LOSS ... HOPE ... EXHAUSTION ... STRENGTH ...

## THE YEAR OF THE NURSE

2020 began as a worldwide celebration of nurses for their accomplishments and contributions throughout history. By March, however, the COVID-19 pandemic arrived, and nurses from coast to coast and beyond faced the greatest public health crisis in modern times, giving new meaning and urgency to the "Year of the Nurse and Midwife."

In recognition of nurses' compassionate care, determination, and commitment to excellence, even under unprecedented circumstances, the ANA Enterprise refocused all efforts to advocate for and support nurses on the front lines in 2020 and as we extended the Year of the Nurse into 2021. ANA for the first time also expanded the traditional Nurses Week to Nurses Month to further highlight and honor nurses' indispensable roles.





**CLICK TO WATCH VIDEO MESSAGE** (YOU MUST BE CONNECTED ONLINE)

"We are rethinking our roles as nurses after all we have experienced during COVID-19. The respect we gained during the pandemic has empowered us. Now we must build on this so that the value of nursing is better understood and remembered when the pandemic fades."



LORESSA COLE, DNP, MBA, RN, NEA-BC, FACHE CHIEF EXECUTIVE OFFICER, ANA ENTERPRISE

#### A YEAR OF CHALLENGES, A LIFETIME OF STORIES



As COVID-19 patients filled hospital beds, nurses shared more than a thousand stories and photos as part of ANA Enterprise's "A Year of Stories" series. Their stories of courage, empathy, teamwork, and dedication gave us intimate and personal accounts of the pandemic not found anywhere else.

We compiled some of these accounts in the chapter **On the Front Lines** of our interactive digital storybook, **To Be a Nurse**.

### 2020 BY THE NUMBERS

We envision a healthy world through the power of nursing. During a tumultuous year characterized by the coronavirus pandemic and racial tensions, we innovated to meet the moment, acting alongside and on behalf of nurses everywhere, while maintaining the public trust that guides all our efforts. This enabled the ANA Enterprise — the American Nurses Association (ANA), the American Nurses Credentialing Center (ANCC), and the American Nurses Foundation (the Foundation) — to achieve our goals and meet our mission to lead the profession to shape the future of nursing and health care.





You shared your concerns ...

#### **88,000 NURSES**

chronicled their experiences in 7 surveys in the Pulse on the Nation's Nurses

COVID-19 Survey Series



We provided education and resources ...

**350,000 VIEWS** 

**ANA's COVID-19 Video Education Series** 



We spoke out ...

# 20 NATIONAL BROADCAST APPEARANCES 1,400 MEDIA MENTIONS



You took action ...

# MORE THAN 113,000 NURSES AND ADVOCATES DELIVERED ALMOST 500,000 LETTERS

to Congress via RNAction.org

You joined together ...

OUR MEMBERSHIP GREW BY NEARLY 10%





You pursued health and wellness ...

#### 110,000 RNs

participated in <u>Healthy Nurse, Healthy</u>
<u>Nation™</u> and the American Nurses
Foundation's **Well-Being Initiative** programs

We delivered in new ways ...

#### **ADAPTING THE JOURNEY DURING A PANDEMIC**

78%

INCREASE IN
ANCC NURSING
CONTINUING
PROFESSIONAL
DEVELOPMENT
WORKSHOP
REGISTRATIONS



ANCC CERTIFICATION
EXAM TEST TAKERS,
VIA LIVE REMOTE
PROCTORING AND AT
TEST CENTERS



ANCC MAGNET®
VIRTUAL VISITS FOR
46 INITIAL AND 64
REDESIGNATIONS



ORGANIZATIONS
ACHIEVED PATHWAY
TO EXCELLENCE®
DESIGNATION
(26 NEW) USING
VIRTUAL RESOURCES

# ELEVATE





From the earliest days of the pandemic the American Nurses Association (ANA) was a consistent and credible voice on behalf of nurses and the nursing experience, a thoughtful and respected public presence on COVID-19 matters. Through advocacy, media and social channels, we pressed the case for nurses on a broad range of issues, from increasing the supply of personal protective equipment and bolstering work safety during the pandemic to curbing workplace violence.

#### MEDIA & SOCIAL CHANNELS

With more than 20 national broadcast appearances, ANA led the call to advocate for the nation's registered nurses during the pandemic.



ANA President, Ernest Grant, PhD, RN, FAAN, on NBC Nightly News to discuss vaccine trials.

**DECEMBER 15. 2020** 



ANA Chief Nursing Officer
Debbie Hatmaker, PhD, RN, FAAN,
on MSNBC to urge the Trump
Administration to coordinate with
the Biden Team on COVID-19.

NOVEMBER 19, 2020



Cheryl Peterson, ANA Vice President of Nursing Programs, on MSNBC to discuss concerns and vulnerabilities of the nursing profession.

MARCH 13, 2020

# ANA's rapid public response to the changing environment kept our voice visible in more than 1,000 news stories, ensuring nursing's perspective was part of the national dialogue.



"It is our hope that the survey findings serve as both a wake-up call and an opportunity to make swift change for the future now, as we plan for a second surge and ongoing challenges in the years ahead."

APRIL 24, 2020

READ THE FULL RELEASE ONLINE



"Now is the time ... to look to the future and begin to rebuild our formerly strong public health infrastructure and workforce, where public health nurses serve as the first line of prevention in mitigating threats to the health of the U.S. population."

JUNE 24, 2020

READ THE FULL RELEASE ONLINE



"We will continue to work with Congress and the incoming Administration as the nation's nursing workforce will play a critical role in education and administration of safe and effective COVID-19 vaccines to the public."

DECEMBER 22, 2020

READ THE FULL RELEASE ONLINE





We shared updates and developments as they happened 24/7 via our social media channels, reaching more than 200 MILLION PEOPLE and record engagement.

# LEGISLATIVE AND REGULATORY ADVOCACY

#### THE CARES ACT

ANA lobbied Congress and the Trump administration to address the dire lack of personal protective equipment (PPE) across the country, enhance access to care, and boost public health preparedness. Enacted in 2020, the Coronavirus Aid, Relief, and Economic Security Act included more than \$2 trillion in spending.



\$1.5 BILLION TO STATES FOR PPE



CONTACT TRACING TO IDENTIFY ADDITIONAL CASES



PUBLIC HEALTH PREPAREDNESS AND READINESS ACTIVITIES



\$16 BILLION
FOR THE STRATEGIC
NATIONAL
STOCKPILE FOR
CRITICAL MEDICAL
SUPPLIES



PERMANENT
AUTHORIZATION FOR
APRNS TO ORDER
AND PROVIDE HOME
HEALTH CARE TO
MEDICARE-ELIGIBLE
PATIENTS

#### 2020 CONGRESSIONAL TESTIMONY

ANA relentlessly advocated on behalf of nurses, delivering testimony about PPE and the reliability of the supply chain, preparedness, planning, pandemic response, and COVID-19 disparities in communities of color.



JULY 30, 2020

Testimony from ANA President Ernest
Grant to the Senate Finance Committee
Regarding Personal Protective Equipment

JUNE 26, 2020

ANA Responds to Questions from Chairman Alexander Re: Planning for the Next Pandemic

JUNE 3, 2020

Testimony from President Grant to the Pandemic Response
Accountability Committee

MAY 27, 2020

Testimony from ANA President Ernest
Grant to House Ways & Means Committee
Regarding COVID-19 Disparities in
Communities of Color



## POLICY AND REGULATORY ADVOCACY LETTERS

In 2020, ANA made policy recommendations to numerous federal agencies through letters, meetings and by serving on coalitions.

#### And through our <u>RNAction</u> advocates, our voices were heard!

- 119,500 new advocates joined the RNAction community, an increase of 185%
- Nurses and advocates sent nearly 500,000 letters to Congress, an increase of 458% from 2019
- RNAction SMS (phone text) advocates grew to almost **40,000, an increase of 188%** from 2019

The American Nurses Foundation, in collaboration with funding partners, developed the **Coronavirus Response Fund for Nurses**, a multi-faceted package of resources to meet nurses' needs during the pandemic. In total, donors have contributed **\$16.5 million** to help nurses in their time of need.

#### SUPPORTING NURSES ON THE FRONT LINES

#### The Response Fund provided:

- Mental health and well-being support
- Direct financial assistance
- Education & evidence-based information
- Advocacy
- Pulse on the Nation's Nurses COVID-19 Survey Series





The ANA Enterprise, through its initiatives and relationships, supports a safer work environment, better patient outcomes, and satisfied staff.

#### CERTIFICATION

The ANCC Certification team quickly pivoted to making the necessary changes driven by the pandemic. We offered live remote proctoring for all exams as test centers remained closed, and our call centers remained offline, even as our operators transitioned to a remote setup. We extended expiration dates for renewals, and we offered a financial hardship application for those who needed it. Graduating APRN students were able to complete their exams and enter the workforce during a time of critical need for competent providers.

## **ANCC PATHWAY TO EXCELLENCE®**

In ANCC Pathway to Excellence®, we consider positive practice environments as the "other PPE." This PPE is just as essential as personal protective equipment in not only safeguarding the well-being of nurses but also making them more resilient partners. Consequently, in 2020 we introduced a new workshop for nurses, Writing to the Standards. We also launched the Pathway Nurse of the Year Award and made enhancements to the Pathway Learning Community to include mentoring tools, among other additions.

# ANCC NURSING CONTINUING PROFESSIONAL DEVELOPMENT ACCREDITATION PROGRAM

The ANCC Nursing Continuing Professional

Development Accreditation Program

team captured how to move from a live
environment to virtual learning experience
and leverage learning in real-time by
creating the NCPD Guide for Leading
Learning in Real-Time, available free to all
ANCC-accredited providers.

## ANCC MAGNET RECOGNITION PROGRAM®

As the pandemic developed, it was quickly evident that all **ANCC Magnet Recognition Program**® site visits needed to be completed virtually in 2020. By early spring, we had implemented processes and trained all appraisers. By December, more than 100 site visits had been conducted. 2020 celebrated 129 Magnet®-recognized organizations — 46 new and 83 redesignating.

#### APRN INITIATIVES

In 2020, ANCC launched **APRN Initiatives** to meet the special professional needs of APRNs. This effort creates a focus across the ANA Enterprise on providing practice, policy and regulation resources for APRNs and opportunities to engage with and enhance the visibility of APRNs.



A NURSE'S STORY



AMANDA BUECHEL, BSN, RN, CCRN, ILLINOIS

"Because a family member couldn't be there, you needed to be that person. Sometimes I would just sit there for hours, sweating under the PPE."

READ THIS NURSES'S STORY ONLINE



SHERAN OKE, DIRECTOR OF NURSING, MIDWIFERY, AND PATIENT SERVICES, NORTHAMPTON HOSPITAL, UNITED KINGDOM

"Like everybody in the world we've had a rough time over the course of the last 18 months with the pandemic and looking after each other and looking after our patients so that they get the best possible care. But I have to say Pathway is our recovery. It's the way in which we're coming out as nurses and midwives — stronger and better and getting back on our Pathway journey together."





In April, the ANA Enterprise deployed the **COVID-19 Resource Center**, providing nurses with the latest evidence-based information and tools to practice safely

and effectively, consider ethical issues related to COVID-19 care, understand coronavirus vaccines, and more. The Enterprise continues to update this valuable content as knowledge about and circumstances involving the pandemic evolve.

#### HIGHLIGHTS OF THE RESOURCE CENTER

- ANA's COVID-19
   Video Education
   Series
- COVID-19 Clinical Information & FAQ
- ANA's COVID-19 Self-Care Package for Nurses



As the pandemic intensified, by March 20 the American Nurses Foundation and ANA launched a <u>series of surveys</u> <u>of nurses</u> to inform decisions about

how to best support them during the pandemic.

More than **105,000 submissions** were collected for eight surveys throughout 2020, created with the assistance of the ANCC Institute for Credentialing Research and Quality Management, on topics including nurses' general concerns, mental health and wellness, access to PPE, innovations, financial strain, and knowledge and attitudes about COVID-19 vaccines.

The series continues in 2021 to assess changes in perceptions and identify new challenges as the pandemic prevails.

#### NURSES: ENDURING AND STRONG

ANA realized quickly the strain COVID-19 care placed on nurses nationwide and, in collaboration with the American Nurses Foundation and partners, deployed resources to support their mental and physical health.

- The Well-Being Initiative
- Healthy Nurse, Healthy Nation<sup>™</sup>
- Nurse Suicide Prevention & Resilience

#### THE POWER OF COLLECTIVE EFFORT

To amplify public health messages and support nurses during the pandemic, ANA teamed with other health care associations to create public service announcements and to ensure that the key needs of nurses were heard, understood, and respected.



#### When It's Your Turn, Do Your Part: Precautions to Combat COVID-19

ANA, AHA, and AMA urge you to wear a mask to help stop the spread of COVID-19.

AUGUST 27, 2020



# Three Simple Steps to Slow the Spread of COVID-19

ANA, AHA, and AMA recommend a simple yet effective 3-step process to help stop COVID-19.

AUGUST 27, 2020

ANA, AHA, and AMA Issue Open Letter Urging Health Care Professionals
to Take COVID-19 Vaccine and Share Experience with Others

Statement from the Tri-Council for Nursing on the Status of the U.S. Health Care Workforce During the COVID-19 Pandemic

**American Nurses Foundation Launches National Well-Being Initiative for Nurses** 

## A NURSE'S STORY



MEGAN PIOTROWSKI, MS, BSN, RN, ANA-MICHIGAN

"There's already such high turnover and burnout in nursing because of stress. It's important for all health care workers to feel valued, especially as they take on greater risks during this pandemic."

READ THIS NURSES'S STORY ONLINE

# EVOLVE HEALTH CARE

The pandemic placed unprecedented demands on nurses. ANA responded with seminal guidance.

ON THE VANGUARD OF PRACTICE

#### CRISIS STANDARDS OF CARE

ANA issued guidance on <u>Crisis</u>

Standards of Care for the COVID-19

Pandemic. During the pandemic, nurses have practiced in environments demanding a balance between timelimited crisis standards of care and longstanding professional standards of care. This guidance applies to decisions about care made during such extreme circumstances.







#### COVID-19: EVIDENCE AS A BASIS FOR DECISIONS

Developed by the ANA Center for Ethics and Human Rights, this serves as a guide for establishing ethical practice.

DOWNLOAD

#### GUIDING PRINCIPLES FOR NURSES AND THE COVID-19 VACCINES

ANA created this document with key principles for nurses and other health care professionals to consider about immunization against COVID-19.

DOWNLOAD

# CLARION CALL FOR DIVERSITY, EQUITY, AND SOCIAL JUSTICE

The pandemic and the murder of George Floyd at a police officer's knee directed a harsh spotlight on the corrosive effects of the nation's long history of racial injustice and health disparities. ANA, joining with like-minded organizations, raised its voice and pledged substantive actions to address these issues.

"COVID-19 is not the only 'pandemic' Americans are facing today. Racism is a longstanding public health crisis that impacts mental, spiritual, and physical health. COVID-19 has exacerbated this crisis and added to the stress in Black and other communities of color, which are experiencing higher rates of infection and deaths."

ANA PRESIDENT ERNEST J. GRANT, PHD, RN, FAAN



**CLICK TO VIEW VIDEO ONLINE** 

# EFFECTING CHANGE FOR RACIAL AND ETHNIC MINORITIES

# ANA President Condemns Racism, Brutality, and Senseless Violence Against Black Communities

JUNE 2020

"As a black man and registered nurse, I am appalled by senseless acts of violence, injustice, and systemic racism and discrimination ... the Code of Ethics obligates nurses to be allies and to advocate and speak up against racism, discrimination, and injustice. This is non-negotiable."

READ FULL RELEASE ONLINE

# ANA's Membership Assembly Adopts Resolution on Racial Justice for Communities of Color

JUNE 2020

"The 2020 ANA Membership Assembly condemns the brutal death of George Floyd and the many other Black, Indigenous, and People of Color who have been unjustly killed by individuals within law enforcement. Our voice is our commitment to making a difference in all that we do for those we serve."

READ FULL RELEASE ONLINE

#### ANA and the American Academy of Nursing Call to Address Racism and Health Equity in Communities of Color

AUGUST 2020

"Nurses stand to champion equity while upholding dignity and respect of individuals as the country continues to grapple with the devastating spikes in COVID-19 cases and reckons with the compounding, longstanding, and systemic racism within health care and our society."

READ FULL RELEASE ONLINE

#### MINORITY FELLOWSHIP PROGRAM AT ANA

In 2020, ANA continued its commitment to developing minority leaders in mental health through the Minority Fellowship Program (MFP) at ANA, sponsored by the Substance Abuse and Mental Health Services Administration. MFP supports nurses from underrepresented ethnic groups in advancing their post-baccalaureate education, enabling them to assume leadership roles in clinical services and conduct evidence-based research to improve care.





LISTEN

Mental Health Trailblazers — Psychiatric Nurses
Speak Up! is MFP at ANA's podcast featuring the
groundbreaking journeys of psychiatric and mental health
nurses in their quest to meet the urgent and unmet needs
of racial-ethnic minority communities in America.

## INSIGHTS ON INNOVATION

Nursing practice reflects a constant dialogue between the here and now of patient care and the possibility of better tools, outcomes, and systems of care. The ANA Enterprise supported nurses' creativity and reimagining of their practice and practice environment.



To kick off the Year of the Nurse, ANA, together with Johnson & Johnson, launched SEE YOU NOW, a podcast series highlighting innovative and human-centered solutions driven by nurses addressing today's most challenging health care problems.

LEARN MORE ONLINE



Creativity reigned in August 2020 at the second annual NursePitch™, a collaboration between ANA and the Healthcare Information and Management Systems Society, sponsored by BD.

LEARN MORE ONLINE









The American Nurses Foundation's Reimagining Nursing Initiative kicked off in January 2020 with an innovation summit. This gathering of nurses, health care and technology thought leaders established a vision and set goals for this ambitious project, which seeks to improve health care access and outcomes for all Americans by transforming nursing practice.

Learn more

LEARN MORE

## PROJECT FIRSTLINE

A partnership between ANA, the Centers for Disease Control and Prevention and the American Academy of Pediatrics, **Project Firstline** prepares nurses and other front-line health professionals to protect themselves, their patients, and their



communities from infectious disease threats, including COVID-19. Via foundational and practical resources such as engaging web-based training, easy to access toolkits, partner engagement and mentorship opportunities, Project Firstline offers timely and accurate collaborative learning about

"Nurses' role in infection prevention is essential. This program is designed to provide nurses with actionable education and resources in flexible, accessible formats. ANA is deeply committed to reaching every nurse through this collaborate effort."

ANA PRESIDENT ERNEST J. GRANT, PHD, RN, FAAN

A NURSE'S STORY



ERNEST J. GRANT, PHD, RN, FAAN, NORTH CAROLINA

"There's a need for more minority participation in clinical studies because COVID-19 is mostly affecting black and brown populations."

READ THIS NURSES'S STORY ONLINE



The COVID-19 pandemic halted traditional in-person meetings and events, but the ANA Enterprise quickly pivoted to provide governance for the association virtually and offer the same timely and relevant content its constituencies expect, in an online format.

## MEMBERSHIP ASSEMBLY

More than 400 nurses and advocates consisting of constituent and state nurses associations and individual member division representatives, organizational affiliates and the ANA Board of Directors gathered virtually on June 19 for ANA's yearly Membership Assembly. In this unprecedented online format, attendees conducted the association's business, elected officers, and discussed crucial issues of the nursing profession.

On the heels of George Floyd's murder, prior to convening, the Assembly adopted the Resolution on Racial Justice for Communities of Color.

# TRI-COUNCIL FOR NURSING COVID-19 VIRTUAL SUMMIT

120 leaders in nursing and health care education. practice, and policy including ANA leaders and Board of Directors members—gathered in December as part of a milestone summit to assess the effects of the pandemic on nursing. This online convocation, funded by the American Nurses Foundation, identified critical lessons learned and brainstormed opportunities for transforming nursing and health care now and in the future.

WATCH THE SUMMIT ONLINE

## ANCC VIRTUAL SUMMIT™



**VIEW VIDEO HIGHLIGHTS ONLINE** 

Nurses remained committed to excellence in patient care despite the upheaval of the pandemic. This tenet resonated throughout the **ANCC Virtual Summit™**, October 7-8. Enthusiastic attendees learned from subject matter experts, connected with colleagues and exhibitors, participated in special events, and enjoyed a robust live event in a new format.



In October, the U.S. Department of Labor recognized the ANCC Practice Transition Accreditation Program® as a Standards Recognition Entity.

ANCC PTAP was among an inaugural cohort of only 18 organizations so recognized to bolster high-quality Industry-Recognized Apprenticeship Programs (IRAP)—new industry-driven and customizable apprenticeships that provide individuals with opportunities to obtain relevant workplace knowledge and progressively advance skills.

ANCC Practice Transition Accreditation Program Announces Inaugural

125 Dually Recognized (IRAP) Transition-to-Practice Programs

DECEMBER 2020

## CHAMPLAIN VALLEY PHYSICIAN HOSPITAL RECEIVED IRAP RECOGNITION THROUGH ANCC PTAP

"The IRAP recognition allowed our organization to apply for and receive grant funding to expand opportunities for our new graduate nurses as they transition to practice at the bedside. The programs and supplemental education this grant funded will be implemented to improve the graduate nurses' confidence and competence.

This would not have been possible without the IRAP designation."

ABBY BENNETT AND CARLY HAAG



ANA, ANCC, and the Foundation honored nurses and organizations with notable achievements and contributions to nursing in 2020.

CLICK ON THE LINKS BELOW TO VIEW AWARD WINNERS ONLINE



## A NURSE'S STORY



NIKEYIA DAVIS, MBA-HCM, BSN, RN, CNN, ANA-MICHIGAN

"When you work with patients with chronic conditions over 10 or 15 years, you develop strong bonds. So it's very difficult for staff when they lose a life."

READ THIS NURSES'S STORY ONLINE



MIKE HASTINGS, MSN, RN, CEN, EMERGENCY NURSES ASSOCIATION

"This is really a marathon for us. The only way nurses are going to get through this is by working together."

READ THIS NURSES'S STORY ONLINE

# LEADERSHIP

#### SHAPING THE FUTURE OF NURSING

The ANA Enterprise leadership team brings a passionate commitment to advancing the nursing profession.

Ernest J. Grant, PhD, RN, FAAN ANA President

Loressa Cole, DNP, MBA, RN, FACHE, NEA-BC, FAAN ANA Enterprise CEO

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

Rhonda Anderson, DNSC(h), RN, FAAN, FACHE American Nurses Credentialing Center President

Wilhelmina Manzano, MA, RN, NEA-BC, FAAN American Nurses Foundation President

Kate Judge *American Nurses Foundation Executive Director* 

CLICK ON THE LINKS BELOW TO VIEW LEADERSHIP BOARDS



#### **ANA ENTERPRISE** 2020-2023 STRATEGIC PLAN

The ANA Enterprise is the family of organizations that includes ANA, ANCC, and the Foundation. Our three organizations work together to achieve our shared vision, mission, and values.

**VIEW 2020-2023 STRATEGIC PLAN ONLINE** 

ONE VISION, **ONE MISSION** 



A healthy world through the power of nursing.

