



2021: A CLOSER LOOK

INFECTION PREVENTION AND CONTROL TRAINING

TRAINING

-  Developed **23** training modules in collaboration with **12** subject-matter expert partners
-  Offered **8** CDC training modules, and **14** facilitator training session plans
-  Distributed **370** CNE credits
-  Created **3** Insight Surveys with **1,495** total participants and developed **4** downloadable infographics to report results

VIRTUAL INTERACTIVE EDUCATION

Project ECHO is a telementoring program to connect nurses and health care workers on the front lines with IPC experts. 2 eight-session ECHO series were conducted on IPC Fundamentals. Highlights include

950

Participants
Approximately **90** per session
From **45** states and territories
Representing **50** nursing specialties

92%

agreed that the content will help them change/improve their practice

ON-THE-GO RESOURCES

Users can easily link to trusted websites, watch videos, download and share infographics and fact sheets, and access helpful tools and calculators.

200+

Curated resources

27

IPC-related topics

LIVE EDUCATIONAL EVENTS

ANA Project Firstline collaborated with IPC experts to present innovative educational events on new developments and emerging trends.

CDC-ANA PreConference IPC Workshop



171
attendees



89%
felt the content would help them improve their practice

IPC Guidance for a Transmissible Fungus: Candida auris



279
attendees



81.8%
felt the content would help them improve their practice

MARKETING/OUTREACH

ANA Marketing supports Project Firstline by continuing to build awareness and leverage ANA's internal and external channels to drive prospective customers to the website.

33K

targeted email list with nearly **600K** impressions

8

Newsletters and **3** topic-based educational need surveys

4.3M

Total Reach