Celebrating Our 50Forward Milestone

2023 Year-in-Review
Dear NAPNAP Colleagues and Friends,

Our 50th anniversary year was spectacular in so many ways. Throughout 2023, we celebrated the National Association of Pediatric Nurse Practitioners’ (NAPNAP) place in history as the first national nurse practitioner society. By honoring our rich history of optimizing child and family health while also looking forward to our future as an association, NAPNAP and our members came together and looked 50 Forward.

Our milestone year featured many special programs including our Lessons in Leadership video series with host Dr. Jennifer Sonney, TeamPeds Talks: Forging our Future podcast series moderated by Drs. Jessica Peck and Tedra Smith, and other retrospectives and member storytelling. In honor of our 50 Forward theme, we had an opportunity to showcase emerging leaders from our chapters and special interest groups throughout the year. During our national conference in Orlando and our fall summit in Washington, D.C., members and guests were able to celebrate each other and our profession at social events.

As we looked forward, NAPNAP responded to the growing pediatric mental health crisis in the United States with the launch of our NAPNAP Cares program in 2023. We went beyond raising awareness to leveraging the power and expertise of our membership to support PNPs and pediatric-focused APRNs in their efforts to fulfill the growing need of mental health care to patients and their families. Two of three phases of NAPNAP Cares were published on PedsCESM offering providers more than 20 contact hours of highly valuable pediatric mental health continuing education. The final phase is scheduled to launch in June 2024. Through the generosity of our 50 Forward donors, each phase is free to members for the first year of availability.

Many NAPNAP member experts, professional consultants and staff collaborated on major projects last year. With the CDC’s cooperative agreement award, NAPNAP was able to investigate COVID-19 vaccine hesitancy and provider needs to guide the development of provider education and resources and a multi-channel awareness campaign that garnered over 55 million impressions while educating the public about vaccine safety and efficacy and the important and credible role PNPs and fellow APRNs who care for children have in our nation's public health. Support from the CDC also allowed NAPNAP to continue its NAPNAP Knows Lyme education and public awareness projects. Thanks to corporate support, NAPNAP executed projects related to RSV and other respiratory illnesses.

During our Fall Summit, NAPNAP members engaged in 100 Congressional meetings to advocate for key priorities including immunization, pediatric mental health, patient access and advanced practice nursing education. NAPNAP’s Executive Board continued its support for health equity and inclusion as the association participated in more than a dozen amicus briefs in gender affirming care cases across the country with other leading pediatric health care organizations.

In the spirit of looking forward, NAPNAP’s national office relocated to a streamlined office space that allows greater collaboration between volunteers and employees. We are excited to welcome members to our lower Manhattan headquarters for years to come.

We invite you to discover more about your professional home in the following pages. Thank you for being an expert in pediatrics and an advocate for children.

Regena Spratling, PhD, RN, APRN, CPNP-PC, FAANP, FAAN
NAPNAP President

James H. Wendorf
NAPNAP Executive Director
Highlighting Our Major Milestone

Leadership Series
Featuring a president from six different eras, leaders shared valuable insights and experiences that built NAPNAP.

National Conference Festivities
Conference attendees celebrated our 50th anniversary and place in history as the first national nurse practitioner society.

Anniversary Podcast
This celebratory season highlighted members, achievements, and upcoming opportunities for our profession and members.

Golden Gala
No anniversary celebration would be complete without a party. Members gathered in Orlando to celebrate 50 years of NAPNAP.

Emerging Leaders
Chapters and SIGs identified leaders who make significant contributions and are poised to lead our association in the future.

Celebrating History
Members submitted treasured memories highlighting their involvement with NAPNAP or recognizing a fellow NAPNAP member.
Introducing NAPNAP Cares

As experts in pediatrics and advocates for children, NAPNAP is responding to the pediatric mental health crisis with our bold, innovative NAPNAP Cares initiative. This pediatric provider continuing education collection is available to all providers, but are offered for free to members for the first 12 months on PedsCE℠.

| 2 Phases with 20 Courses | 25.5 Credits | 3,530 Enrollments | 2,067 Completions |
Educating and Connecting Pediatric Leaders

NAPNAP hosted four educational events with more than 2,100 attendees. Whether in-person or online, participants gained evidence-based, expert-developed knowledge and networked with their peers.

More than 94% of attendees at NAPNAP events in 2023 said they were satisfied with their experience.
“The NAPNAP national conference is an opportunity to attend an exclusively pediatric-focused conference. The topics are always relevant and useful to practice. The chance to network with pediatric experts from across the nation is invaluable.”

-2023 Conference Participant

“NAPNAP is an exceptional conference, with high-quality clinical, leadership, scholarship and academic sessions applicable to varying experience levels. I began attending as a student 25 years ago and have never missed a year as I love networking with pediatric provider colleagues old and new!”

-2023 Conference Participant
Providing Greater Access to Valuable Education

NAPNAP's PedsCE℠ platform continued to exceed goals in offering on-demand, evidence-based continuing education for the pediatric-focused APRN community. Learners had access to a record number of free courses on hot topics in infant, child and adolescent health.

- **180 courses offered**
- **52 free courses for members**
- **94 new courses introduced**
- **10,429 certificates awarded**
Addressing COVID-19 Vaccine Hesitancy

After thoughtful research, NAPNAP’s team of experts executed several successful projects to spark conversations among providers and parents and caregivers to address concerns and help overcome COVID-19 vaccine hesitancy. Through a variety of communication tactics and with newly developed and/or curated resources, NAPNAP’s efforts resulted in 55.3M+ impressions. Below are a few examples of our efforts.

**Targeted Messages**
Using a multi-channel approach to engage viewers and share resources, we saw more than 38.2M impressions.

**Outreach**
Member experts met with nursing conference participants to share resources.

**YouTube Videos**
Videos targeting families with children under 5 were created to increase awareness and the PNP profession. These videos produced more than 2.18M impressions.

**Micro-Learning Videos**
Eight videos demonstrating successful ways to address misinformation and disinformation in the pediatric care setting were shared with providers.

Additional efforts included provider CE, a radio media tour, audio news releases in English and Spanish, animations in English and Spanish, a text to families campaign and updated website.
Continuing to Grow NAPNAP Knows Lyme

Through the continuation of our CDC cooperative agreement grant for NAPNAP Knows Lyme, NAPNAP expanded its thought leadership on Lyme disease with a new educational webinar focused on diagnostics and treatment plans utilizing the 2020 Lyme disease guidelines. The webinar is now archived on PedsCESM for providers to access.

During 2023, NAPNAP expanded its multi-channel public awareness campaign to a wider audience of providers and patient families in endemic states making NAPNAPKnowsLyme.org the go-to resources for provider and public education.
Delivering RSV Resources

Increased cases of RSV flanked 2023, and NAPNAP experts and staff quickly developed a robust library of resources to support providers caring for vulnerable infants, toddlers and their families, including a micro-learning video series, social media campaign and TeamPeds Town Hall event.

To educate the public on this very contagious disease, NAPNAP distributed respiratory disease posters to pediatric offices, conducted a radio media tour and shared information via a Spanish audio news release.
Sharing Expert Voices

Thanks to our member experts, special guests and staff, NAPNAP was able to produce timely new content to enlighten listeners and viewers in two popular mediums during our 50Forward year.

**teams**
**pedstalks**

- 2 new series in 2023
- 6 enduring seasons
- 29 new episodes
- 108 total episodes
- More than 19,900 episode plays in 2023
- Nearly 62,000 total listens

**teams**
**pedsexperts live**

- 8 new presentations
- 9 member experts
- More than 2,800 views
Making Our Voice Heard

More than 60 advocates from 25 states convened in Washington, D.C. to advocate for key child issues including:

- Protecting Critical Funding for National Immunization Programs in FY 2024 Appropriations
- Providing Essential Funding for Pediatric Advanced Practice Nurse Education
- Improving Federal Support to Address the Shortage of Pediatric Mental Health Providers
- Eliminating Federal Barriers to Patients’ Access to Advanced Nursing Care
Inspiring Change through Advocacy

- **630+** meetings with child health and advanced practice nursing collaboratives
- **153** meetings with Congress, administration and agency officials
- **216** letters to Congress, administration and agency officials
- **32** nominations to federal advisory commissions, committees and task forces
Engaging Members and Followers on Social Media

Facebook
NAPNAP’s engagement rate for 2023 was 5.27% and far exceeded Facebook’s median engagement rate of 0.064%.

Instagram
NAPNAP earned more than 218,500 impressions across our content. This included organic and paid posts.

X / Twitter
NAPNAP earned more than 152,800 impressions across our content on this platform.

LinkedIn
NAPNAP’s engagement rate for 2023 was 3.56% with more than 543,800 impressions.
Spotlighting Achievements in the Media

News Articles
NAPNAP or our member experts were mentioned in more than 80 news articles to share expertise in various health care topics.

Publications
NAPNAP shared more than 30 press releases, official statements, association updates, and president’s messages.

STOP TRAFFICKING

Position Statement
As an estimated $150 billion criminal industry, human trafficking is a threat that can impact any age, gender, race, or ethnicity. NAPNAP, as part of its commitment to safeguarding vulnerable populations, recognizes the solemn duty to address this issue. NAPNAP encourages all members to consider human trafficking a critical emerging health crisis and a transnational human rights concern with adverse impacts on the physical and mental health of children and adolescents around the world.

Health experts explain why you should vaccinate for flu this year — especially in New Mexico
Featuring NAPNAP Member
Kathleen C. Fabian, DNP, CPNP-AC/PC, NEA-BC

Press Release
Millions of households have adopted the ASK campaign, which has effectively empowered parents to ask if there is a gun where their child plays. By encouraging such questions about unlocked or loaded guns in the home, there is the chance to prevent the risk of children accessing improperly stored firearms and create a forum for a conversation to ensure that children are safe.
Thank You!