

Meeting the Challenge, Innovating Our Future: 2020 Year-in-Review

Experts in pediatrics,
Advocates for children.

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National Association of
Pediatric Nurse Practitioners

Dear NAPNAP Community,

2020 was deemed the Year of the Nurse and Midwife to celebrate the 200th anniversary of Florence Nightingale's birth and honor the incredible work of nurses and midwives worldwide. This designation took on new meaning as we all faced unexpected challenges in our professional and personal lives resulting from the COVID-19 pandemic. Our nation's dedicated community of health care providers courageously evolved their practices to care for patients and their families under very demanding circumstances. Amid a global pandemic, social unrest, natural disasters and economic hardships, they have continued to care for our country's population. We applaud our more than 8,000 members who have innovated their clinical practices and nurse practitioner education models to continue to serve patient families and pediatric-focused nurse practitioner students.

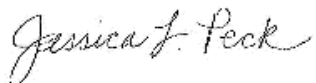
Like many businesses and organizations across the country, the pandemic significantly impacted the National Association of Pediatric Nurse Practitioners. Canceling our 2020 in-person conference scheduled for March in Long Beach, Calif., was a painful but necessary step, which significantly affected our operating budget. The Executive Board and staff responded decisively by reducing expenses, building new revenue opportunities and actually expanding our educational offerings to members.

You, our members, experienced significant challenges, both personally and professionally. In the shadow of a global pandemic, social injustice, political unrest and health disparities, you remain a bright ray of hope for the world in our work to faithfully steward a resilient future for children.

As we look back on 2020 in the following pages, we have much to celebrate, including a virtual conference that attracted the highest number of registrants of any event in our history, formation of the Diversity, Equity and Inclusion standing committee, introduction of our new brand and completely revamped website and launch of our forward-thinking thought leadership series: TeamPeds Town Halls, TeamPeds Experts Live and TeamPeds Talks.

We encourage you to continue to engage with your professional association, where our volunteer leaders and staff support your practice and career goals. And we thank you for being an expert in pediatrics and an advocate for children.

Onward and upward,



APRN, CPNP-PC, CNE, CNL, FAANP, FAAN
NAPNAP President



James H. Wendorf
NAPNAP Executive Director



National Association of
Pediatric Nurse PractitionersSM

The National Association of Pediatric Nurse Practitioners is recognized as **the global leader, trusted authority and indispensable resource** on comprehensive pediatric advanced practice nursing.

Our mission is to **empower pediatric-focused advanced practice registered nurses** and **key partners** to **optimize child and family health.**

2020: A Banner Year for Education

After the unexpected cancelation of our in-person national conference two weeks before the event, we quickly pivoted to a robust virtual conference with multiple session rooms, networking lounges and an exhibit hall.

To adapt to pandemic restrictions while meeting NPs' education needs, we also converted our fall events to a virtual symposium offering four tracks and a myriad of online networking opportunities.

Did the NAPNAP virtual conference meet your expectations?



Virtual Conference on Pediatric Health Care
June 4-5

Conference:
record-breaking **2,138 registrants**



 National Association of Pediatric Nurse Practitioners™

Pediatric Symposium: 2020 Targeted Topics
A virtual event!

Symposium:
record-breaking **891 registrants**



116 courses offered
throughout the year including
46 free courses for members

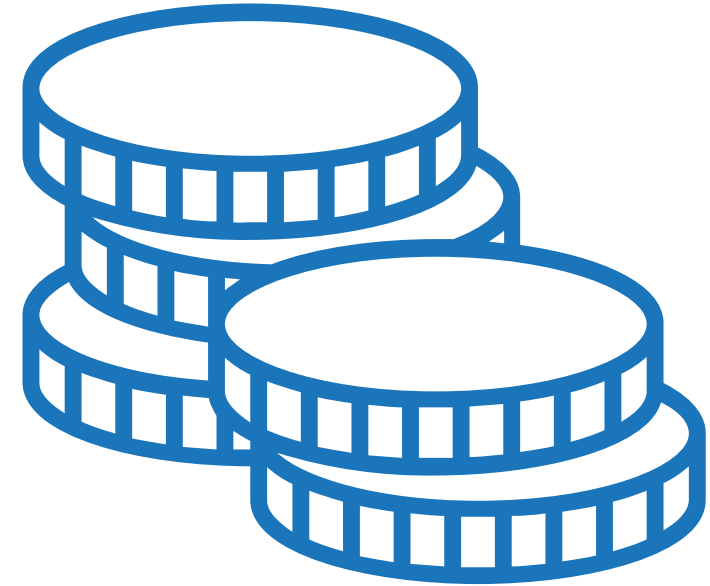


More than **10,000**
certificates awarded

5

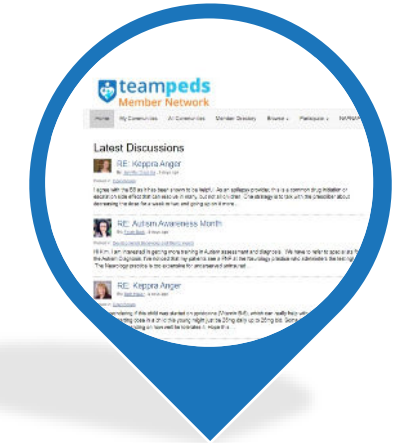
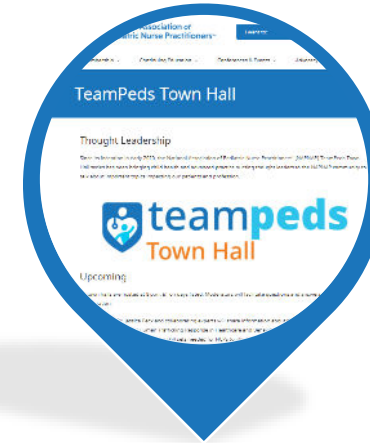
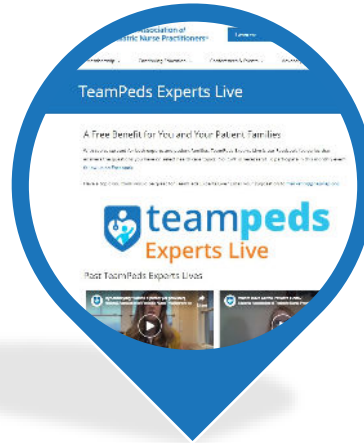
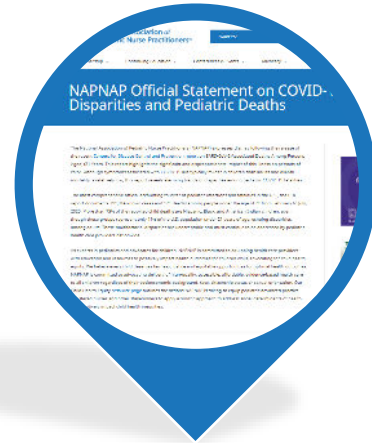
education grants that supported learning

1. Children's Illustrated Flu Books
2. Special Olympics:
Inclusive Health Grant
3. Shifting Paradigm: A New Era in
Treating Spinal Muscular Atrophy
4. Updates in the Diagnosis and
Treatment of Pediatric Influenza:
The Role of Antivirals
5. COVID-19: Shining a Light on
Pediatric Issues



totaling nearly **\$130,000**

2020: Developing Critical COVID-19 Resources



Dedicated
**webpage with
original and
curated content**
for providers and
patient families

7
official
statements and
briefs

5
TeamPeds
Expert Live
events

4
TeamPeds
Town Halls and
webinars

Member to
member
**e-community
engagement** to
share best
practices and get
answers to timely
professional and
practice issues

2020: Advocating for Patients and Profession

323

meetings with child health and advanced practice nursing collaboratives

68

meetings with Congress, administration and agency officials

Over
200

letters to Congress, administration and agency officials

36

member volunteer liaisons to national organizations, committees, workgroups and taskforces

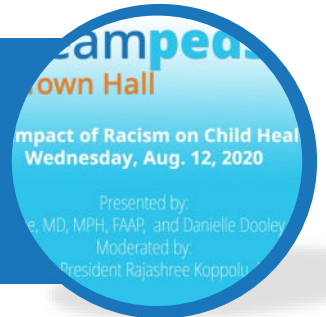
2020: Moving Toward More Equitable Health Care

Created a **Child Health Equity webpage** with resources to support equitable pediatric practice



Launched **TeamPeds Talks: Conversations on Child Health Equity** podcast series

Hosted the TeamPeds Town Hall webinar **"The Impact of Racism on Child Health"**



Established a **Diversity, Equity and Inclusion (DEI) Committee**

2020: An Improved NAPNAP Experience

Executive Board members, member volunteers and staff collaborated with leading consultants on two key initiatives



- Updated **branding** – hero message and logo:
 - Demonstrates deep experience, commitment to advocacy and mission to serve children with the highest quality care
 - Reflects members' core values
 - **Shield:** represents the trust and expertise embodied by our members and the protection we provide to the public
 - **Heart:** represents the holistic scope we embrace and the security we ensure for children
- Modernized, user-friendly **website**:
 - Increased timely, evidence-based practice, career and student resources
 - Enhanced search functionality that effectively organizes the wealth of online resources
 - Improved member portal to streamline access to account information and event registration

2020: Connecting Pediatric-Focused NPs



1,535 new members joined our professional community of experts in pediatrics and advocates for children

Members connected in our e-communities through more than **12,000 posts**



We welcomed **10 new group member institutions**

2020: Expanded Thought Leadership

In a year when reliable and timely information was key, NAPNAP launched **three new content experiences** for our members and community focusing on **experts in pediatrics and advocates for children**.

teampeds Talks



16 episodes



Nearly 3,500
listens

teampeds Experts Live



12 episodes



Nearly 40,000
views

teampeds Town Hall



4 Town Halls



Nearly 1,000
views

2020: Connecting Through Social Media



5% is the goal engagement rate for small business seeking to build a community.

Our engagement rate on Facebook is **7.5%**

3,400 views



1,100 engagements



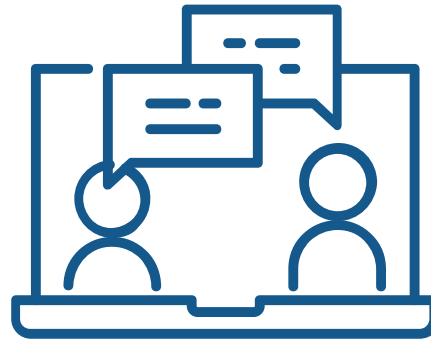
0.5% is the goal engagement rate for small business seeking to build a community.

Our engagement rate on Twitter is **1.1%**



400 engagements

2020: Our Pediatric Experts in the Media



Highlighted in
33 news articles

Experts featured
monthly
on *The NP Show* on
SiriusXM Radio, in
Contemporary Pediatrics
and on
ContemporaryClinic.com

Published
**43 official
statements,**
press releases and other
briefs

Thank You!

We deeply appreciate and applaud the extraordinary efforts and achievements of our members, volunteers and partners in this year of challenges met and opportunities seized. Thanks to you, we are ready to move NAPNAP onward and upward in 2021!