



APNA 2018 Annual Activity Report President's Report

Dear Colleagues,

It is my pleasure to present your 2018 American Psychiatric Nurses Association (APNA) Annual Activity Report. APNA activities are guided by a [strategic direction](#) developed by the APNA Board of Directors (BOD). Below I provide some key highlights that speak to what APNA has accomplished this year based upon the four goals set out in our strategic plan.

I am happy to report that your association continues to enjoy sound membership growth and retention. Please see [APNA Secretary Joyce Shea's report](#) for details on membership and more. APNA has also enjoyed a strong financial year - [APNA Treasurer Donna Rolin's report](#) provides you with more information.

Goal A. APNA will be the indispensable resource for member networking, leadership, and professional development.

Through Education

- [APNA eLearning Center](#)
 - 140,818 orders since launch of eLearning Center in March 2011.
 - 330 sessions currently available with 351 contact hours
 - 55 Sessions (84.5 total contact hours) offered for free to members in 2018
- [APNA Annual Conference](#)
 - Call for abstracts and peer review inclusive of all members
 - Conference schedule, program, and technology prioritize networking
 - Foundation presentation will highlight the importance of mentorship through a focus on Grayce Sills' mentorship.
 - Full day training on Wednesday - *APNA Competency Based Training for Suicide Prevention: Psychiatric-Mental Health Nurse Generalist Role*
- [APNA Clinical Psychopharmacology Institute](#)
 - Successful launch of [CPI West](#) ensures broad distribution of opportunities for in-person psychopharmacology education
 - Expansion of CPI Program Committee approved by the Board

- Outcomes panels uses case study application to synthesize information presented that day
 - 2019 CPI will be held in new location at a brand new [Omni](#) in Louisville, KY in order to offer attendees an optimal experience.
- [Opioid Webinars](#) for all nurses at RN and APRN levels offered for free
 - 23,398 total registrations and 13,801 certificates to date
- [Medication Assisted Treatment Waiver Training](#) (in partnership with PCSS-MAT) offered for free
 - 8-hour training: 4,609 registrations & 2,485 certificates to date
 - 16-hour training: 4,650 registrations & 2,903 certificates to date
- [APNA Transitions in Practice](#)
 - 3,500 registrations with 2,286 Certificates awarded thus far
- [APNA Competency-Based Training for Suicide Prevention: PMH Nurse Generalist Role](#)
 - 17 chapters providing this program in 2018
 - 22 Trained facilitators have held 85 Competency Based training classes to a total of 1625 interdisciplinary participants.
- [APNA Recovery to Practice Program](#)
 - Chapters offered the opportunity to enroll members of their chapter in a free training to facilitate this course.
- APNA re-accredited with distinction to provide continuing nursing education by ANCC.

Through APNA Programs

- February Health Policy Summit
 - February 2018 Health Policy Summit on Workforce provided orientation and networking for Council and Chapter leaders and invited affiliates, with added bonus of giving participants opportunity to hear from and interact with leaders in the field of PMH Nursing Workforce
 - Plans in place for 2019 Health Policy Summit with a focus on positioning the psychiatric-mental health nursing workforce for the future.
- [APNA Annual Awards](#) recognize and celebrate leaders each year
 - 9 Nurses received awards for 2018
- [APNA Board of Directors Student Scholars](#)
 - 29 scholars from schools across the country selected from 117 applications received honored with a scholarship which includes APNA membership and attendance at the APNA 32nd Annual Conference
 - Scholars provided the opportunity to access the APNA Transitions in Practice Program at no cost and to provide support to Health Policy Summit Presenters
- [Research Grants program](#)
 - [3 Grants awarded in 2018](#)
 - Expanded to fund both Quality Improvement projects and Research

Through Chapters, Councils, & Task Forces

- 34 [chapters](#) covering 39 states

- New Chapter Collaboration [agreement](#) approved by the Board enables chapters to network and partner with local organizations
- 26 chapters held conferences coordinated by chapter support in 2018 to a total of 1,622 participants
- 10 Active [Councils](#) working on focus areas of: addictions, administration, child & adolescent, education, forensics, mental health advocacy, practice, recovery, research, and safe environments. View their full activity reports [here](#).

Through Communications

- 1,294 visits to the [APNA website](#) each day and 400 visits to [Member Bridge](#) each day
- Revamp of APNA [mentor match](#) program in process
- Letter encouraging a culture of diversity and leadership development sent to council and chapter leaders
- Series of communications sent to council advisory panels to clarify roles and energize involvement.

Goal B. APNA will be the leader in creating strategic alliances with key stakeholders.

Through relationships with Nursing Organizations

- Continued Premiere Organizational Affiliate status with American Nurses Association, organizational membership with Nursing Organizations Alliance and Nursing Community
- APNA attendance at events held by International Society of Psychiatric-Mental Health Nurses, Emergency Nurses Association, American Nurses Association, National Association of School Nurses, National Student Nurses Association, STTI, Nursing Organizations Alliance, American Academy of Nurse Practitioners, American Association of Colleges of Nursing, National Association of Clinical Nurse Specialists, Global Advisory Panel on the Future of Nursing, APRN LACE Network, National Council of State Boards of Nursing, Hospice and Palliative Nurses Association, National Organization of Nurse Practitioner Faculty, Nurses in Washington Internship
- Partnership with the National Association of School Nurses enables their members to access the APNA Transitions in Practice Program
- Representatives from various nursing organizations attended APNA events such as the 2018 Health Policy Summit and APNA Annual Conference
- Representatives from the Academy of Medical Surgical Nurses and American Association of Critical Care Nurses consulted on the [Competency Based Training For Suicide Prevention – Acute Care Settings](#) curriculum

Through relationships with National Organizations

- Partnership with American Academy of Addiction Psychiatry/PCSS-MAT includes APNA representation on its Steering Committee and co-providing 24 hours of training

required by CARA 2016 for APRNs to prescribe Medication Assisted Treatment for Opioid Use Disorders

- Membership in Mental Health Liaison Group
- Continued program partner for the SAMHSA-sponsored Voice Awards, with APNA member representation at the event
- Partnership with American Red Cross Disaster Mental Health
- Representatives sent to events hosted by: National Council for Behavioral Health, NCAA Sport Science Institute, Johnson & Johnson Advisory Council, Council for the Advancement and Application of Psychological Sciences, National Academy of Sciences Engineering and Medicine (NASEM) Forum on Mental Health and Substance Use Disorders, NASEM Forum on Preventing Suicide in the Seriously Mentally Ill, UCLA Dementia Care Program
- Lora Peppard appointed to National Quality Forum's Serious Mental Illness Action Team
- Linda Beeber serving on the SAMHSA Interdepartmental Serious Mental Illness Coordinating Committee

Through relationships with Industry Organizations

- Participation in Johnson & Johnson Nursing Advisory Council
- Industry sponsored product theaters and symposia and APNA conferences

Goal C. APNA will be recognized as the expert voice for psychiatric-mental health nursing to stakeholders.

Through National Communications

- Public relations campaign in process to raise awareness of the profession
- [Comments submitted](#) to national organizations, legislators, and regulatory bodies regarding issues impacting nursing and psychiatric-mental health
- February 2018 Workforce Summit delivered publications that speak to current and future needs of psychiatric-mental health workforce
- APNA programs and members highlighted in industry publications and media (e.g. ADVANCE for Nurses, ANA publications, Johnson & Johnson Nursing Notes, regional newspapers, etc.)
- APNA website continues as top search result for information about psychiatric-mental health nursing
- Ongoing social media communications
- Trademark registration secured for APNA logo, American Psychiatric Nurses Association, JAPNA, Nurses: Advocates for Hope logo, *Whole Health Begins with Mental Health* in process

Through dissemination of resources

- [Competency Based Training for Suicide Prevention - Acute Care Settings](#), a 1.5 hour training to help nursing in acute care settings assess and manage suicide risk, launched October 2018
- Presentation in development by the Community Outreach Task Force will enable psychiatric-mental health nurses to share their PMH nursing expert voice with community stakeholders.
- [Recovery to Practice Facilitator Training](#) for Chapters brings program to local organizations
- APNA Transitions in Practice Program adopted by behavioral health organizations to update staff: 68 institutions have purchased the ATP program in bulk, a total of 2,424 seats.
- Competency-Based Training for Suicide Prevention brings importance of PMH nurses' role in suicide assessment and management to light and standardizes expertise
- Free webinar series, Effective Treatments for Opioid Use Disorders, leverages PMH nurses' expertise in substance use to help inform all nurses

Through representation on national committees and task forces

- National Quality Forum Serious Mental Illness Action Team
- Johnson & Johnson Nursing Advisory council
- SAMHSA Interdepartmental Serious Mental Illness Coordinating Committee
- APRN LACE Network
- Mental Health Parity Accreditation committee, led by the Clear Health Quality Institute
- American Nurses Association
- Nursing Organizations Alliance Planning Committee

Goal D. APNA will be the leader in integrating research, practice, and education to address pressing mental health policy issues that affect psychiatric-mental health nursing and the population served.

Through Education

- Continued expansion of continuing education to bring current evidence-based knowledge to nurses.
- Delivery of APNA Competency Based Training for Suicide Prevention across the world to help address rising suicide rates
- APNA Transitions in Practice Curriculum provides evidence-based foundational education to PMH-RNs to help improve retention, satisfaction, and outcomes
- Jointly providing Medication Assisted Treatment for Opioid Use Disorders training for APRNs with PCSS-MAT
 - Upon completion nurses may apply to SAMHSA with an application for the MAT waiver available to APRNs who meet requirements under current legislation.

Through the [Journal of the American Psychiatric Nurses Association](#)

- Bi-monthly issues available at no cost to members
- Each issue now includes a continuing education article – totaling 6.0 contact hours for APNA members in JAPNA each year. (299 CE certificates awarded thus far in 2018)
- Board of Directors Columns in JAPNA focuses on broad issues affecting the profession
- Continued publication of papers by Councils and Task Forces on issues identified by the Board of Directors as priority for psychiatric-mental health nursing
 - Telepsychiatry White paper approved by Board and published in JAPNA
 - Addiction Council's ENDS paper approved by the Board published in JAPNA
 - Upcoming publication of manuscripts from February 2018 APNA Health Policy Summit
 - Publication of results of PMH-APRN study published in JAPNA
- January/February 2018 Focus Issue on Trauma

Through APNA Programs & Communications

- APNA communications around psychiatric-mental health nursing and stigma support building the workforce and enhancing the capability of the current workforce to meet demand.
- February 2018 Health Policy Summit on Workforce brought together experts in workforce and from all areas of PMH nursing to address current needs and strategies for the future
- Chapters offered the opportunity to present the APNA Competency Based Training for Suicide Prevention in 2018 and train members to become facilitators of the APNA Recovery to Practice Program.
- Continued communications around education and resources to help address the opioid crisis, rising suicide rates, violence prevention, responses to tragic events.
- Research Grants Program fund up-and-coming psychiatric-mental health nurse researchers and help build the evidence base for the profession
- Ongoing dissemination of position papers, talking points, and resources for encouraging grassroots advocacy amongst members

All of the wonderful progress that makes up this report would not be possible without you, the members who generously give your time and expertise to help this organization support and advance psychiatric-mental health nursing. It has been my honor serve as your APNA President over the past year.

Respectfully submitted,



**President
American Psychiatric Nurses Association**

APNA 2018 Annual Activity Report Secretary's Report

Dear Colleagues,

The APNA Secretary is responsible for corporate records and taking meeting minutes during official meetings of the APNA Board of Directors. During the past year, the Board of Directors conducted face-to-face meetings on October 17, 2017, February 23, 2018, and June 6-7, 2018. Conference calls were held on November 14, 2017, December 12, 2017, January 9, 2018, February 13, 2018, March 13, 2018, April 10, 2018, May 8, 2018, July 10, 2018, August 14, 2018, September 11, 2018, and October 9, 2018

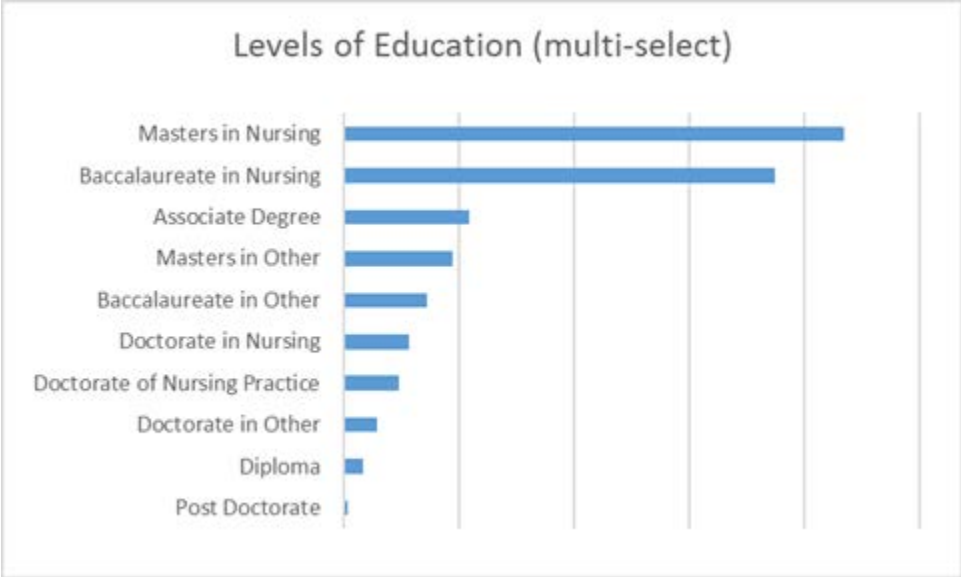
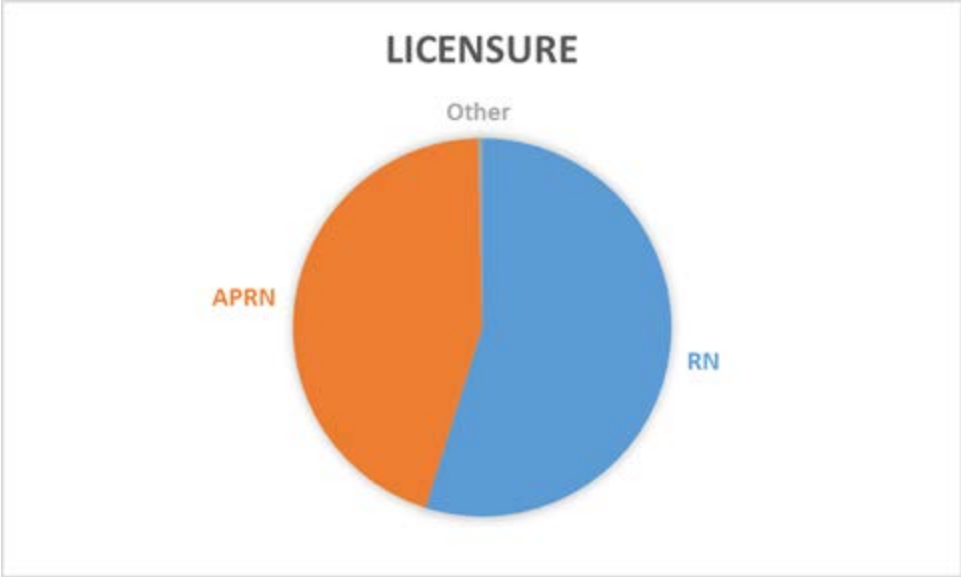
Membership has increased since the last activity report. Based on dues revenue collected from October 1, 2017, through September 30, 2018, there has been an increase of 7.6 % over the same period last year. Current membership as of September 30, 2018 is 12,368. New members from October 1, 2017 to September 30, 2018 are 3230, and is an increase over the same period a year ago of 10.5% .

The website continues to help APNA serve as your resource for psychiatric-mental health nursing. Visits to the site are up 7.16%. APNA also continues to issue press releases and make use of a broad range of social media platforms to disseminate information and engage with the public.

Since its launch in 2011, your resource for online continuing nursing education, the [APNA eLearning Center](#), has seen more than 140,000 orders. More than 330 sessions are available to access online, altogether offering 351 contact hours. 'Free CE of the Month' provides members with access to four free CE podcasts each month.

Our online community site [Member Bridge](#) continues to grow in scope and utility for the members. Users visiting the site are up 26.71%. More than 6,000 discussion posts have been written in more than 250 communities since October of 2017.

Below are a few graphs which show you the current makeup of the APNA membership. (Note that these numbers reflect only members who have filled out their membership profiles.)



Primary Work Setting



For more detailed statistics on the above, please see the full reports in the [Appendix](#).

Respectfully submitted,

Joyce Shea, DNSc, APRN, PMHCNS-BC
Secretary
American Psychiatric Nurses Association

APNA 2018 Annual Activity Report Treasurer's Report

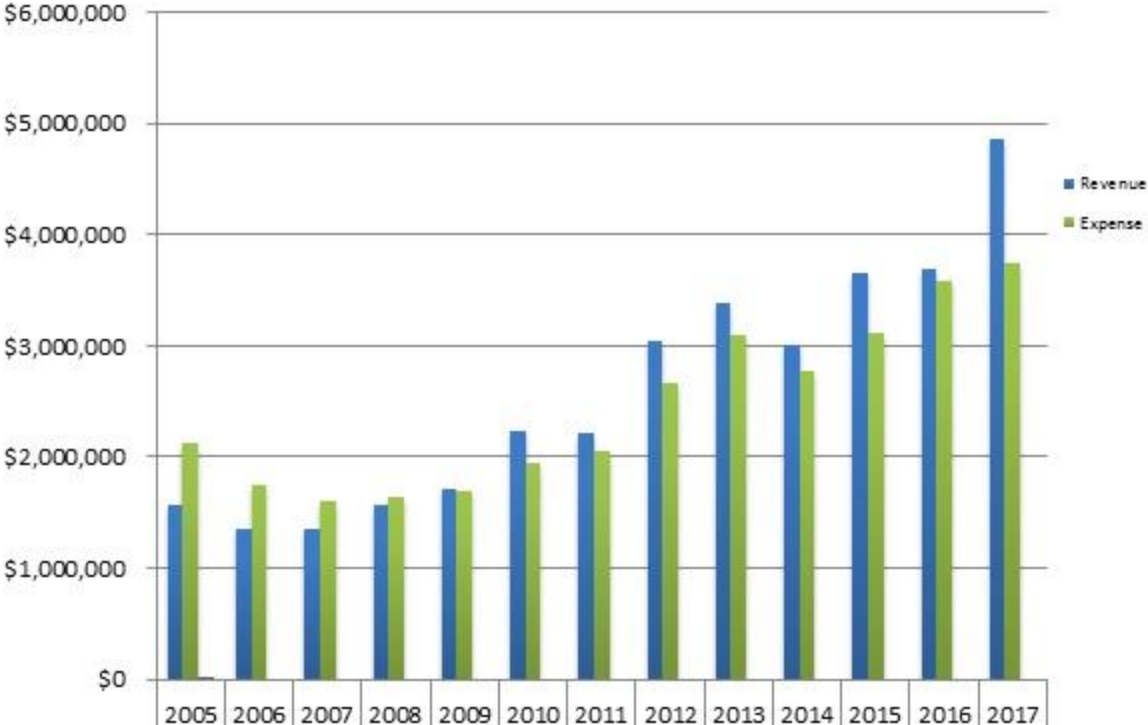
Dear Colleagues,

I am pleased to provide the APNA Treasurer's Report for the most recent fiscal year, 2017. The audited financial statements for the year ending December 31, 2017 can be found in the Appendix. This report shows the complete APNA financial position to include foundation activities. All APNA financials are under the stewardship of the APNA Board of Directors. The results show a total positive return from operations of \$1,170,471.

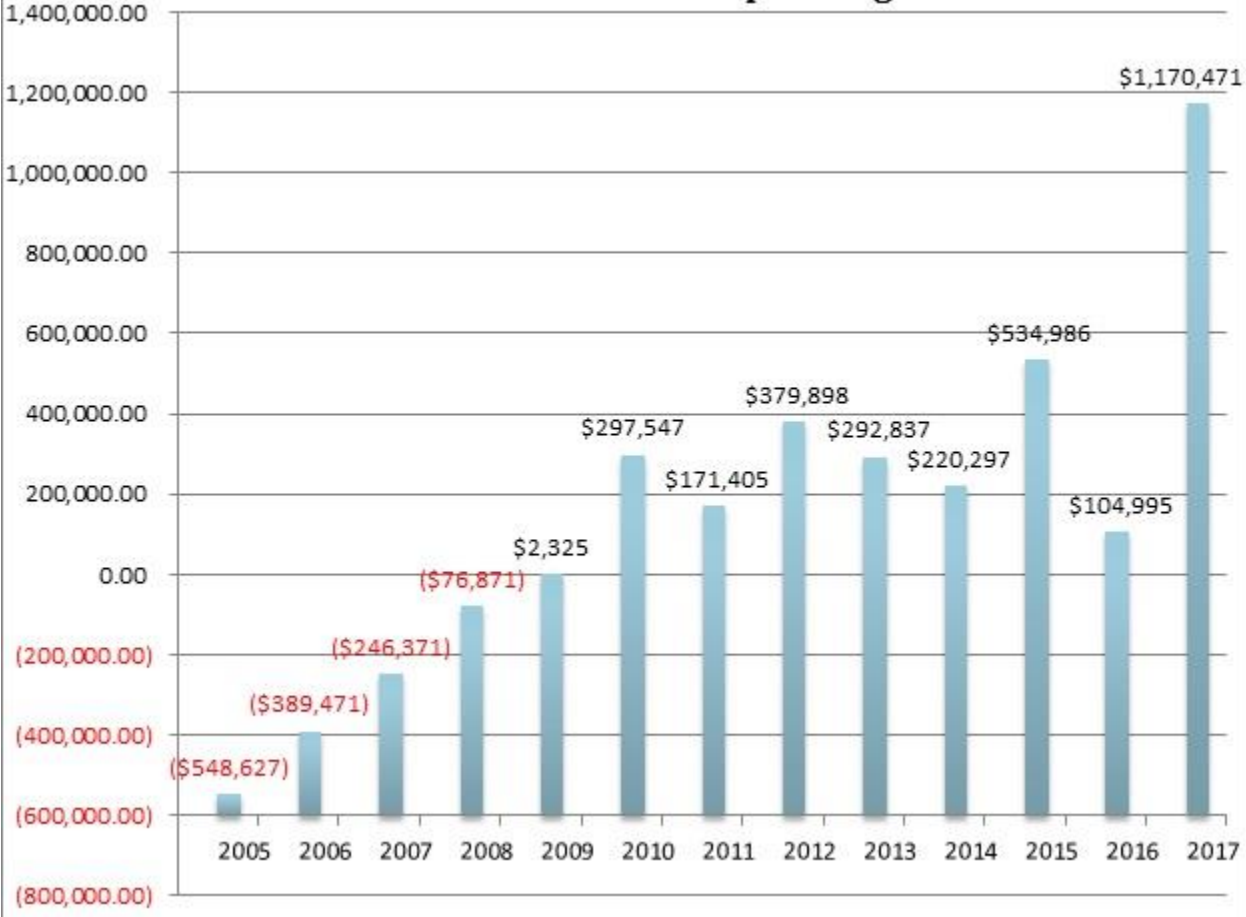
In an effort to oversee the integrity of its financial statements and maintain a system of internal control, APNA established an Audit Committee including Jeanne Clement, Larry Plant, Ben Evans and Avni Cirpili. The committee's responsibilities include reviewing the results of the audited financial statements with the independent auditing firm annually. Last year's audit resulted in a "clean" opinion with no material misstatements.

In addition to the statements discussed above, we have prepared the following charts reflecting the revenues and expenses and the net operating results from January 1, 2005 through December 31, 2017.

Revenue & Expense Summary



Net Operating Results



The Board of Directors functions as the investment committee for APNA funds. It utilizes the services of an investment manager who invests the funds in accordance with the APNA investment policy. The investment policy calls for a diversification of funds with moneys invested in cash, equities, bonds and real estate. The following charts show the results of APNA investments from July 2003 through August 2019. APNA investments have returned a total of \$1,159,875 over that period.



It is my honor to serve as APNA Treasurer and I appreciate the support of staff, the Board and the members who make these positive results possible.

Donna Rolin, PhD, APRN, PMHCNS-BC, PMHNP-BC
Treasurer
American Psychiatric Nurses Association

APNA Membership Report October 2018

Number of current active members as of 9/30/2018: **12,420 – 7.5% increase** from Sept 2017 (11,559)

- Including the 60 day grace period: **13,119 – 6.9% increase** from Sept 2017 (12,272)

Membership Type Breakdown – October 2018

Regular	10,021
Regular (Recurring Payment)	749
Student	694
Retired	278
Complimentary	82
Military	72
International	35
Affiliate	25
Retired (Recurring Payment)	5
Military (Recurring Payment)	3
Affiliate Member (Recurring Payment)	1

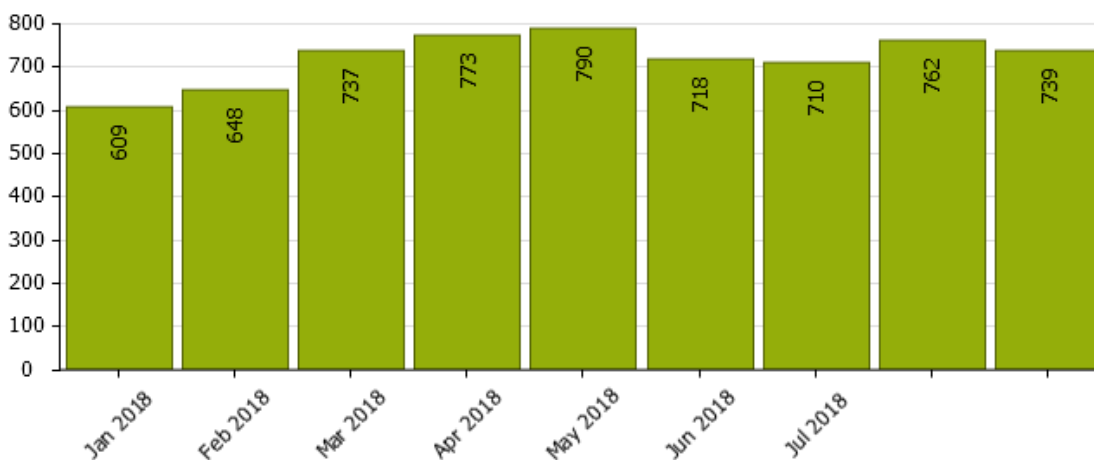
Renewals and New Members in the Last Period (June 1, 2018 – September 30, 2018)

- **Renewals:** 2,665 – **3.5% increase** from the same period in the previous year (2,575)
- **New Members:** 1,096 – **12.6% increase** from the same period in the previous year (973)

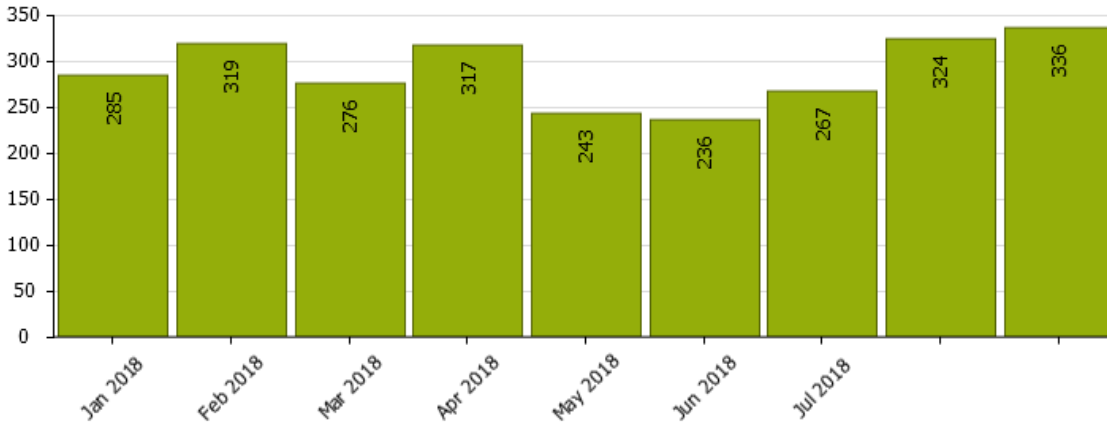
Renewals and New Members in 2018 so far (January 1, 2018 – September 30, 2018)

- **Renewals:** 5,999 – **5.2% increase** from the same period in the previous year (5,701)
 - This is **22+** members renewing each day!
- **New Members:** 2,484 – **10.8% increase** from the same period in the previous year (2,241)
 - This is **9+** new members joining each day!

Renewals by Month 2018 so far (January 1, 2018 – September 30, 2018)



New Members by Month 2018 so far (January 1, 2018 – September 30, 2018)



Renewal Rate

$$\frac{12,420 - 3,236}{9,856} = 93.2\%$$

+5 percentage points from 10/2017

+3.5 percentage points from 6/2018

Current members – members gained in the past year
Total members last year

3,236: join date 9/30/17 – 9/30/18

9,856: renewals + new members 1/1/17 – 12/31/17

Average tenure of a member

$$\frac{1}{(1 - .9318)} = 14.66 \text{ years}$$

Impact of APNA Campaigns on Membership

Free CE of the Month (launched in April 2017):

- In the first year (April 1, 2017 – April 1, 2018), we saw a **2% increase in renewals** and a **5% increase in new members** compared to the previous year.

New Member Automated Emails (launched in January 2017):

- In the first 7 months of impact (January 1, 2018 – August 1, 2018), we saw a **4.2% increase in renewals** compared to the previous year.

Member Profile Data – October 2018

Nurse Profile*	#	% Oct 2018	% Oct 2017	% Oct 2016
RN	7,414	46.50%	47.13%	46.38%
CNS	1,213	7.61%	8.19%	8.27%
NP	2,963	18.58%	17.14%	16.00%
Certified	2,550	15.99%	16.15%	17.19%
Prescriptive Authority	1,805	11.32%	11.39%	12.15%
Total entered	15,945			
<i>Nothing entered</i>	<i>1,141</i>		<i>1,246</i>	<i>1,458</i>

****This is a multiselect field.***

Licensure	#	% Oct 2018	% Oct 2017	% Oct 2016
RN	5,748	54.86%	53.71%	51.79%
APRN	4,691	44.77%	46.24%	48.21%
Other	38	0.36%	0.05%	
Total entered	10,477			
<i>Nothing entered</i>	<i>1,490</i>		<i>1,752</i>	<i>1,579</i>

Levels of Education*	#	% Oct 2018	% Oct 2017	% Oct 2016
Diploma	171	1.37%	1.60%	1.58%
Associate Degree	1,099	8.83%	9.43%	9.46%
Baccalaureate in Nursing	3,749	30.13%	29.49%	28.97%
Baccalaureate in Other	725	5.83%	6.07%	6.41%
Masters in Nursing	4,350	34.96%	33.93%	33.15%
Masters in Other	954	7.67%	8.65%	9.52%
Doctorate in Nursing	575	4.62%	4.79%	5.27%
Doctorate of Nursing Practice	485	3.90%	3.41%	2.88%
Doctorate in Other	291	2.34%	2.36%	2.40%
Post Doctorate	43	0.35%	0.28%	0.36%
Total entered	12,442			
<i>Nothing entered</i>	<i>2,031</i>		<i>2,191</i>	<i>2,158</i>

****This is a multiselect field.***

Age Range	#	% Oct 2018	% Oct 2017	% Oct 2016
20-29	441	8.87%	9.84%	11.40%
30-39	1,003	20.17%	20.54%	19.79%
40-49	1,164	23.41%	24.31%	24.72%
50-59	1,483	29.82%	29.20%	30.21%
60-69	796	16.01%	14.70%	12.93%
70+	86	1.73%	1.41%	0.96%
Total entered	4,973			
<i>Nothing entered</i>	6,994		5,376	5,532

Employment	#	% Oct 2018	% Oct 2017	% Oct 2016
Full Time	5,293	83.31%	83.31%	82.38%
Part Time	720	11.33%	11.39%	12.21%
PRN	120	1.89%	2.02%	1.98%
Retired	100	1.57%	1.29%	1.22%
Unemployed	120	1.89%	1.98%	2.21%
Total entered	6,353			
<i>Nothing entered</i>	5,614		4,051	4,125

Experience in Nursing	#	% Oct 2018	% Oct 2017	% Oct 2016
Less than 2 years	417	7.57%	9.18%	10.85%
2-5 years	884	16.06%	16.73%	17.16%
6-10 years	908	16.49%	16.26%	15.88%
11-15 years	551	10.01%	9.18%	9.07%
16-20 years	523	9.50%	9.59%	9.80%
More than 20 years	2,223	40.37%	39.06%	37.24%
Total entered	5,506			
<i>Nothing entered</i>	6,461		5,090	5,517

Experience in Psych Nursing	#	% Oct 2018	% Oct 2017	% Oct 2016
Less than 2 years	933	17.46%	20.82%	22.60%
2-5 years	1,257	23.52%	24.00%	24.42%
6-10 years	948	17.74%	16.84%	15.81%
11-15 years	503	9.41%	8.44%	7.96%
16-20 years	418	7.82%	7.62%	7.90%
More than 20 years	1,286	24.06%	22.28%	21.30%
Total entered	5,345			
<i>Nothing entered</i>	6,622		5,271	5,682

Gender*	#	% Oct 2018	% Oct 2017	% Oct 2016
Female	6,582	85.61%	86.15%	86.06%
Male	1,097	14.27%	13.75%	13.89%
Other	6	0.08%	0.06%	
Transgender	3	0.04%	0.04%	0.05%
Total entered	7,688			
<i>Nothing entered</i>	4,305		2,584	2,731

****This is a multiselect field.***

Race	#	% Oct 2018	% Oct 2017
African American	521	10.39%	10.14%
American Indian or Alaskan Native	52	1.04%	0.81%
Asian or Pacific Islander	288	5.74%	5.64%
Caucasian	3,967	79.12%	79.02%
Hispanic	186	3.71%	4.38%
Total entered	5,014		
<i>Nothing entered</i>	7,030		5,578

****This is a multiselect field.***

Level of Care*	#	% Oct 2018	% Oct 2017	% Oct 2016
Home Care	176	3.11%	3.19%	3.22%
Inpatient	3,049	53.89%	57.11%	58.55%
Outpatient	2,259	39.93%	37.04%	35.52%
Partial Hospitalization Program	174	3.08%	2.65%	2.70%
Total entered	5,658			
<i>Nothing entered</i>	6,924		5,588	5,887

****This is a multiselect field.***

Primary Work Setting	#	% Oct 2018	% Oct 2017	% Oct 2016
Behavioral Care Company/HMO	306	4.34%	3.88%	3.58%
Community Agency	214	3.03%	3.61%	3.31%
Community Health Center	326	4.62%	4.27%	4.08%
Emergency Services	185	2.62%	2.55%	2.50%
Employee Assistance	1	0.01%	0.06%	0.06%
Home Health Agency	74	1.05%	0.96%	1.19%

Industry	36	0.51%	0.53%	0.69%
Mental Health Care Clinic	1,011	14.33%	13.34%	13.31%
Military	113	1.60%	1.64%	1.80%
Primary Care Office	134	1.90%	1.59%	1.51%
Prison/Jail	82	1.16%	1.22%	1.23%
Private Investor-owned Hospital	432	6.12%	6.24%	6.18%
Private Non-profit Hospital	1,701	24.11%	25.55%	25.91%
Private Practice	558	7.91%	7.91%	7.78%
Public/Federal Hospital	1,169	16.57%	16.85%	17.90%
School/College/Department of Nursing	714	10.12%	9.78%	8.97%
Total entered	7,056			
<i>Nothing entered</i>	4,911		5,329	5,694

Role in Primary Work Setting	#	% Oct 2018	% Oct 2017
Administrator/Director/VP of Nursing	457	6.53%	7.18%
Case Manager	141	2.01%	1.95%
Clinical Educator	227	3.24%	3.27%
Clinical Nurse Specialist	296	4.23%	4.69%
Consultant	69	0.99%	0.99%
Consultation Liaison	35	0.50%	0.48%
Faculty – Academic	503	7.19%	7.11%
Head Nurse/Manager/Assistant Head Nurse	647	9.25%	9.96%
Nurse Practitioner	1,848	26.41%	23.65%
Researcher	23	0.33%	0.38%
Staff Nurse	2,421	34.60%	35.71%
Therapist	57	0.81%	0.88%
Other	274	3.92%	3.73%
Total entered	6,998		
<i>Nothing entered</i>	4,969		5,317

Chapter Activity Report

October 2018

Chapters – 34 chapters covering 39 states

Areas without chapters

- | | |
|-------------------------|-------------------|
| 1. Alaska | 7. Montana |
| 2. District of Columbia | 8. North Dakota |
| 3. Delaware | 9. South Carolina |
| 4. Idaho | 10. South Dakota |
| 5. Maryland | 11. West Virginia |
| 6. Missouri | 12. Wyoming |

Chapters Undergoing Revitalization/Establishment

Georgia

Meeting Registrations Coordinated by Chapter Support in 2018:

Event	Attendees	Month
Texas RTP	32	Jan
Kentucky Conf	48	Mar
Mississippi Conf	17	Mar
New Mexico Conf	55	Apr
Iowa Conf	38	Apr
Florida CBT & Conf	106	Apr
Michigan Conf	111	Apr
New Jersey Spring Conf	25	Apr
New York Conf	112	Apr
Illinois Conf	337	Apr
Washington Conf	82	Apr
Pennsylvania Conf	25	Apr
Tennessee Conf	54	May
New England Workshop	24	May
New York (Regional Mtg)	12	May
Arkansas Conf	60	May
Nebraska Conf	32	May
Oregon Conf	40	Jun
Nebraska CBT	63	Aug
Virginia Conf	107	Aug
Kentucky CBT	21	Aug
Pennsylvania CBT	40	Sep
New Jersey Fall Conf	44	Sep
Tennessee CBT	16	Sep
New York (Regional Mtg)	58	Sep
New England CBT	63	Sep
26	1,622	

RTP – APNA Recovery to Practice Program

CBT - Competency Based Training for
Suicide Prevention

Additional Chapter CBT events held,
but registration handled through
Education staff:

<u>Chapter</u>	<u>Month</u>
Texas	Mar
Hawaii	Mar
Arizona	Mar
Nevada	Apr
Minnesota	Apr
Louisiana	Apr
California	Apr

Council Activity Report

October 2018

Addictions

Current Activities:

- At the request of the BOD, the Tobacco Dependence Branch is now constructing a task force to develop nursing competencies for the treatment of tobacco use and dependence.
- Significant updates submitted to the 2016 Opioid Webinars titled "Effective Treatments for Opioid Use Disorders."
- In response to member requests, created a topical information/FAQ sheet and posted it on Member Bridge in March 2018, and received BOD support to request that a special edition of *JAPNA* be focused on substance use and addictions to be published late 2019 or 2020.
- Strengthened the council's structure and focus at this 5 year mark, adding 2 new members to the Steering Committee and identifying the next Addictions Council co-chairs who will take office after the 2018 APNA Annual Conference.
- Members of the Addictions Council represented APNA at national stakeholder meetings on pressing addictions issues, including: 1) The National Academies "Forum on Mental Health and Substance Use Disorders;" 2) Johnson & Johnson's "Nursing Advisory Council"

Addictions

Matthew Tierney, MSN, PMHNP-BC, ANP-BC – *Chair*

Carol Essenmacher, DNP, C-TTS – *Associate Chair*

Steering Committee

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Administrative

Current Activities:

- As reported in 2017, reorganization of the Administrative Council began in 2018 as planned. Monthly Steering Committee conference calls are currently being held with minutes posted in the Member Bridge library. The council is actively recruiting new members.
- Surveyed advisory panel and steering committee members regarding the top priorities faced by PMH Nurse Administrators and resources needed to meet these areas. Collated results and starting work on workforce and leadership development and staff engagement.
- Reviewed a number of toolkits in order to inform proposal to the national board outlining the plan to develop a toolkit for PMH Nurse Administrators.
- Begun a literature search on priority areas: staff engagement, leadership and workforce development. Articles are shared on the Member Bridge library. Developed PMHN Standards for Professional Behavior that represent attributes that contribute to success.
- Developed an Interactive Discussion Panel Presentation for the APNA 32nd Annual Conference. We will share advisory panel survey results and a proposed PMHN Standards for Professional Behavior for discussion and input during the session.

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Suzie Marriott, MS, BSN, RN-BC – *Co-Chair*

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Child and Adolescent

Current Activities:

- Monthly conference calls of Steering Committee to identify and plan ways to address the educational needs of PMHNPs caring for Children and Adolescents en and Adolescents
- Utilized Member Bridge to provide resources / online links to members for up to date Articles, Psychopharmacology and Evidence Based Practice
- Encouraged members to actively participate in submitting abstracts and have an increasing number of posters and presentations on C and A topics for the APNA Annual Conference in October.
- Co-chairs represented C and A Council at Workforce Summit, Task Force on Role of PMH nurses, on task force on Violence and at the Mental Health America Summit
- Planning to use the Interactive Panel as an opportunity to conduct a Meet and Greet to mobilize interest to increase participation in small groups and producing more educational materials for C and A members

Child and Adolescent

Kathleen Gaffney, APN, MSN, PMHCNS – *Co-Chair*

Joy Lauerer, DNP, MSN, APRN, BC – *Co-Chair*

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Education

Current Activities:

- Education regarding mental health promotion for student athletes.
- IPEC with Mental Health Simulation Case Scenarios.
- Updates to Undergraduate Education Toolkit and Creating Graduate Education Toolkit.
- Understanding and promoting clinical supervision to prevent compassion fatigue, burn out and enhancing expertise.
- Leadership succession for all three branches and the Education Council Co-Chair positions.

Education

Diane Esposito, PhD, ARNP, PMHCNS-BC - *Chair*

Shirlee Davidson, MSN, RN – *Associate Chair*

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Margaret Yearwood, EdD, MSN, CNE, RN-BC

Forensic

Current Activities:

- The council leadership is engaged in dialogue with the APNA Board leaders and staff to set in place programs that will support forensic nursing.
- Presentation for the APNA Annual Conference accepted. The focus of the presentation is assisting law enforcement in the field and ED personnel in regards to mental illness.
- Contacted APNA members who expressed an interest in the Forensic Council and solidified council members, including the addition Miriam Farrell onto the council
- Discussed how to improve access to mental health care and strategized on how to disseminate info from the Cook County jail program.
- Transition of leadership of the council: review of processes, delegation of responsibility of recording, submitting and maintaining meeting minutes; and selection and approval of Evelyn Perkins as new co-chair, along side Leslie Miles

Forensic

Helen Birkbeck, APRN – *Co-Chair*

Leslie Miles, APRN, BC – *Co-Chair*

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Sheila Webster, PMHCNS-BC, CNS
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Kathleen Wolff, PhD, APRN, CNS
Cathi Zillmann, NPP

Mental Health Advocacy

Current Activities:

- Working on educating members about grassroots lobbying at the APNA Annual Conference
- Kathy Brotzge participated in the Nurses in Washington Institute to learn about lobbying
- Collecting advocacy information from chapters for the APNA Annual Conference
- Requested a white paper be submitted to the Board on the Immigration separation of families – in the time of urgency a Position Statement was released on this issue by the President
- Continued work on getting a tool added to promote nurses joining Boards

Mental Health Advocacy

Kathryn Brotzge, MSN, APRN, NP - *Chair*

Steering Committee

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SANE
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PMHFNP-BC
Gerald Thompson, MSN
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Margaret Yearwood, EdD, MSN, CNE, RN-BC
Cathy Zawacki, RN, BSN, BS
Judith Anne Zdziera, MSHA, RN, C

Practice

Current Activities:

- Revitalizing RN Branch of the council
- Providing presentations at the APNA Annual Conference based on APRN feedback
- Re-evaluating steering committee membership
- Probable reorganization in the upcoming year

Practice

Sattaria Dilks, DNP, APRN, PMHNP-BC, FAANP - *Chair*

Steering Committee

Rita Haverkamp, MSN, PMHCNS-BC, CNS
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Susan Wrona, PMHNP

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Wendy Zubenko, EdD, MSN, CNS

Recovery

Current Activities:

- Update of APNA Recovery Council webpage
- Explore potential of liaison with other councils for joint efforts in informing membership of best practices
- Develop stronger and more frequent communication between newly appointed Steering Committee members to ensure engagement and continued enthusiasm, continued leadership development
- Continued discussion of an APNA audio/video library for Lived Experience and Recovery storytelling
- Development of briefing paper for APNA Board review for potential report of status of Recovery focused programming, examination of gap between evidence and practice

Recovery

Constance Noll, DNP, MA, PMHNP-BC, CRNP – *Chair*

Steering Committee

Susan Brammer, PhD, RN
Dawn Cogliser, MSN, RN-BC
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Ruth Ifediora, MEd, RN
Terrie Kirkpatrick, RN, BSN, MS
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Janet Stagg, MS, RN, PMHCNS
Karen Tucker, RN-BC, BSN

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Rebecca Deisler, RN
Nancy Dillon, PhD, RN, CNS
Mary Ellen Donovan, MA, RN, CRSS
Sandra Dukes, CNS
Helene Durham, MSN, CNS, RN-BC
Susan Ellenbecker
Cindy Estes, DNP, MHA, RN, NE-BC
Brienne Fitzgerald, RN, MSN, NP, MPH
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Virginia Fox, BSN, MSN, PMHCNS-BC
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Edna Hamera, PhD, ARNP
Ingrid Hausner

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PMHCNS/NP-BC
Gregory Jones, RN
Helen Jones, PhD, RN, APN-C
Ruth Jordan, RN, MS, MBA, PMHCNS-C
Claire Ketteler, RN, BC
Johanna Kolodziej, MSN, RN
Olena Korsun, RN
Marion Kyner, MSN, PMHCNS-BC
Sandra Lavelle, CNP
James Leahy, RN, BC
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MBA, ARNP
Katherine McDermott, MSN, RN, CNL
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CADC-II, FAAN
Kim Moreno, PhD, RN
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Marian Roman, PhD, PMHCNS-BC
Amy Rushton, MSN, RN, PMHCNS-BC

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Ryan Stevens, RN, PMH, BC
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Vivian Streater, RN

Jamie Surfus-Lewiston, RN, MSN, NEA-BC
Nancy Testerman, MS
Wendy Trout, RN, PMHNP
Kathleen Webster, DNP, PMHNP, CNSMH
Candice Wilson, RN

Research

Current Activities:

- Organizing/Finalizing Research Council (RC) Interactive Panel for the APNA Annual Conference in October.
- Monthly meetings of RC Steering Committee
- Finalizing transition plan/process for new Co-Chairs
- Finalizing process/plan for Image of Psychiatric Mental Health Nursing proposal
- Facilitating ideas related to research (discovery-oriented) and scholarship for practice (application, translation, EBP)

Research

Jane Mahoney, PhD, RN, PMHCNS-BC – *Co-Chair*

Dan Willis, RN, DNS, PMHCNS-BC, FAAN – *Co-Chair*

Steering Committee

Genevieve Chandler, PhD, RN

Janice Goodman, PhD, PMHCNS-BC,
PMHNP-BC

Karen Jennings, PhD, RN, PMHNP-BC
Ursula Kelly, PhD, ANP-BC, PMHNP-BC,
FAANP

Linda Lewin, PhD, PMHCNS-BC

Kathleen McCoy, DNSc, APRN-BC, PMHNP-
BC, PMHCNS-BC, FNP-BC, FAANP

Marybeth McManus, MPA, BSN, RN-BC

Brandy Mechling, PhD, RN, PMHCNS-BC

Olimpia Paun, PhD, PMHCNS-BC

Bethany Phoenix, PhD, RN, CNS

Marianne Smith, PhD, RN, ARNP, BC, FAAN

Jeanne Marie Stacciarini, PhD, RN, FAAN

Kimberly Williams, RN, DNSc, APN-BC,
PMHNP-BC

Advisory Panel

James Adams, MSN, PMHCNS-BC

Susie Adams, PhD, APRN, PMHNP-BC,
PMHCNS-BC, FAAN

Pamela Adamshick, PhD, RN, PMHCNS, BC
Christine Agenor, RN

Relindis Akwanga, RN, BSN, MSN student

Beth Ananda-Stout, PhD, APRN

Lorraine Anderson, PhD, RN, MPA

Paula Anderson, MS, PMHNP-BC

Linda Beeber, PhD, CNS-BC, FAAN

Aimee Bensimhon, RN, BSN

Kathleen Bolding, MSN, RN-BC

Jill Bormann, PhD, RN, PMHCNS-BC, FAAN

Nancy Bowllan, EdD, CNS, RN

Kaleen Boyd, PMHNP, MS, RN-BC

Susan Brammer, PhD, RN, CNE

Nancy Buccola, MSN, APRN, PMHCNS-BC

Rebecca Casarez, PhD, RN, PMHCNS-BC

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Malachy Corrigan, RN, MSN, NPP-BC

Laura Dayton, RN

Joanne Dedowicz, RN

Della Derscheid, RN, PhD, CNS

Joanne DeSanto Iennaco, PhD

Nancy Dillon, PhD, RN, CNS

Mary Ellen Donovan, MA, RN, CRSS

Sandra Dukes, CNS

Helene Durham, MSN, CNS, RN-BC

J. Carol Elliott, PhD, RN, PMHCNS, BC

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Linda Evinger, RN, MSN, WHNP

JaneFrances Ezimorah, MSN, RN, APRN

Loraine Fleming, DNP, PMHNP-BC

Beverlee Furner, FNP

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ANEF

Suzanne Goetz, APRN

Sonya Green, MSN, RN

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Edward Herzog, MSN, APRN

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Rebecca Horn, MSN, RN-BC

Julia Houfek, PhD, APRN-CNS, BC

Helen Karpilovsky, BSN, RN, MSN

Saissy Kendig, PMHNP

Claire Ketteler, RN, BC
Mary Kozy, RN
Sheryl LaCoursiere, PhD, APRN
Judy Lark, MS, RN, PMHCNS-BC
Patricia Latham, RN, PhD, PMHCNS-BC
Heeyoung Lee, PhD, CRNP PMHNP-BC
Kathleen Lehmann, EdD(c), RN-BC, PMHN,
EdS, MEd, BSN, BA
Debra LeMasters-Parzel, MSN, APRN
Andrea Lerma, MSN, RNCS, APRN
Mary Leveillee, PhD, RN, PMHCNS-BC
Janie LeVieux, PhD, LPC-S, RN-BC, NHDP-BC
Liberty Olive Macias, DNP, PMHNP-BC, RN-
BC, CFN
Jihan Mahmoud
Tara Mariolis, MS, RN
Ernestina Martin, RN, BSN, MSN
Margherite Matteis, PhD, RN
Debra Mayers, APRN, NP
Linda Mays, PMHNP-BC
Graham McDougall, PhD, RN, FAAN
Teena McGuinness, PhD, PMHNP-BC, FAAN
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CADC-II, FAAN
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Sandy Mishkin, RN, BC, MSN, MEd
Lisa Naugle, MSN RN, BC
Pamela Nelson, PhD, PMH, CNS, RN
Jennifer Nolan, RN, BC
Vareen O'Keefe-Domaleski, MSN, EdD, NEA,
BC
Joyce Olagoke, RN-BC, BSN, MSN
Paul Panakal, MSN, RN-BC
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Pamela Pepper, PMH, CNS, BC
Mary Phillips, RN, BSN
Eula Pines, PhD, DNP, PMHCNS, BC

Michael Polacek, MSN, RN-BC
Karen Pounds, PhD, APRN, BC
Judy Rice, DNP, MSN, FNP, CS
Gale Robinson-Smith, PhD, RN
Kelly Rock, DNP, CRNP
Jezel Rosa, BSN, RN
Karen Schepp, PhD, APRN, BC
Nancy Scheutz, MSN, RN
Daryl Sharp, PhD, PMHCNS-BC, NPP
Joyce Shea, DNSc, APRN, BC
Margaret Sherlock, MA, PMHCNS-BC
Sylvia Simeone, DNP, PMHNP-BC, PMHCNS-
BC
Shaquita Starks, APRN
Debbie Steele, MFT, PhD, RN
Gail Stern, MSN, PMHCNS-BC
Sylvia Stevens, APRN, MS, BC
Gail Stuart, PhD, RN, CS, FAAN
Lourdes Sumilang, BSN, RN, BC, MSNEd
Kimberly Swartz, RN
Peter Taulbee, APRN, FPMHNP-BC
Helen Thamm, APRN, PMHCNS-BC
Sandra Thomas, PhD, RN, FAAN
Michelle Tsai
Michael Valenti, RN, PhD
Debra Van Dyke, MSN, MA, BSEd, BSN, RN
Blake Vaughan, RN
Renee Vives, PMHNP-BC
Kelly Voll, ADN, RN
Barbara Warren, PhD, RN, APRN-CNS, PMH-
BC, FNAP, FAAN
Carolyn Wellford, RN
Gerry Wieder, RN, MBA
Diane Wieland, PhD, MSN, RN, PMHCNS-BC
Barbara Wolfe, PhD, APRN, BC, FAAN
Cathi Zillmann, NPP
Sarah Zimmerman, PMHNP-BC
Cynthia Zolnierrek, PhD, MSN, RN

Safe Environments

Current Activities:

- Steering Committee meets monthly via telephone conference call and minutes are posted on Member Bridge and in Council library
- Submitted paper to *JAPNA* calling for a common definition and standardized measures for violence and aggression in healthcare.
- Submitted systematic review paper to *JAPNA* on efforts to reduce the use of physical restraint
- Led task force to develop scripts for PMH nurses to use for community presentations to address MI, violence, suicide and improve image of PMH nurses.
- Developed presentation for CSE Interactive Discussion Panel at APNA 32nd Annual Conference in Columbus Ohio

Safe Environments

Diane Allen, MN, RN-BC, NEA-BC, FACHE – *Chair*

Richard Ray, MS, RN, PMH-BC – *Associate Chair*

Steering Committee

Catherine Batscha, DNP, RN

Kathleen Delaney, PhD, PMH-NP, RN

Carlie Frederick, APRN-PMHCNS, BC, CPNP

Jeannine Loucks, MSN, RN-BC PMH

Marlene Nadler-Moodie, MSN, APRN,
PMHCNS-BC

David Sharp, PhD, RN

Advisory Panel

Carla Abel-Zieg, ARNP, CNS

Relindis Akwanga, RN, BSN, MSN student

Cheryl Allen, RN-BC, BSN

Leslie Atkins, RN

Lisa Auditore Reynolds, RN, Associates

Jeanette Avery, PhD, MSN, CNE

Elizabeth Balota, MSN, RN - BC, CEN

Lauren Barber, MSN, PMHNP-BCC, MHSA

Sandra Barton, MS, RN-BC

David Becker, MS RN

Jaime Biava, MSN, PMHNP-BC

Ellen Blair, APRN, BC

Kathleen Bolding, MSN, RN-BC

Mary Bollinger, RN, BS, MSED

Anthony Boxrud, RN-BC

Debra Brodersen, RN, MSN-MHA

Crystalmichelle Brown, BSN, RN

Deborah Bruening, RN

Kelly Bryant, RN-BC, NEA-BC, BSN, MS, CNE

Hope Campbell, RN, MSN, NEA-BC

Angela Carter, ADN, RNBC

Angela Chesser, PhD, APRN, CNS

DessyeDee Clark, PhD, APRN, PNS

Ramona Coffman-Fratkin, RN, BC

Constance Cruz, PMHCNS-BC

Laura Dayton, RN

Joanne Dedowicz, RN

Rebecca Deisler, RN

Valerie Devereaux, DNP, MSN, RN

John Dool, RN, MSN

Cindy Estes, DNP, MHA, RN, NE-BC

Carole Farley-Toombs, MS, RN, NEA, BC

Karen Federspiel, DNP, MS, RN-BC, GCNS-
BC

Melodie Fitts, RN, CPN

Linda Flaherty, RN, PMHCNS-BC

Ashley Folgo, APRN

Niki Gjere, MA, MS, RN, PMHCNS-BC

JoAnn Glover, RN, MS, MHA

Suzanne Goetz, APRN

Teresita Gonzales, MSN Ed, RN-BC

Jacqueline Gunning, RN, MS

Melanie Ham, MA, MSN, RN, CSAC,
PMHCNS

Nancy Hanrahan, PhD, RN, FAAN

Pat Harrington

Misty Harris, RN

Paula Harrison, RN, BSN, MSN

Todd Hastings, PhD, MS, RN

Shannon Hennessee, MSN, MHA, RN

Julia Hess, MHDL, PMHN-BC, CAMF, CCFP

Kathy Holley, MS, BSN

Kim Hutchinson, EdD, PMHCNS-BC, LCAS,
CARN

Feodora Jacobsen, RN, SANE, BS, MED

Lisa Jarmon, RN

Gretchen Johnson, DNP, MSN, RN-BC

Eudora Jones, APRN

Christine Judge, BSN, RN

Nancy Kehiayan, MS, PMH CNS, BC

Claire Ketteler, RN, BC
Kristen Kichefski, MSN, MBA, RN-BC
Terrie Kirkpatrick, RN, BSN, MS
Rose Kutlenios, PhD, CRNP
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Andrea Lerma, MSN, RNCS, APRN
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Donna Linette, DNP, RN, HN-BC, NEA-BC
Pamela Lusk, RN, DNP, PMHNP-BC, FAANP
Mary Magnusson, MSN, RN
Elizabeth Maree, MSN, RN, PMHCNS-BC,
NEA-BC
Brenda Matlock, RN, BSN
Kathleen McCann, RN, PhD
Katherine McDermott, MSN, RN, CNL
John McDonnell, RN, BC
Joanne McNeal, PhD, RN, ACNS-BC
Heather Muxworthy, DNP(s), PMHNP-BC,
LLC
Linda Nagy, MSN, CNS
Lisa Naugle, MSN RN, BC
Sandra Nelson, PhD, APRN-BC
Jeanne Nightingale-Teresi, RN, BSN
Mary Ann Nihart, MA, APRN, PMHCNS-BC,
PMHNP-BC
Lauren Paul, BSN, RN
Clark Pelphrey, RN
Darren Penix, BSN, RN
Kathryn Phillips, PhD, APRN
Maryellen Phillips, RN-BC, MS, MBA, MSN
Michael Polacek, MSN, RN-BC
Jennifer Pursley, RN, BSN
Nancy Purtell, MBA/HCM, RN
Iola Radtke, RN, BSN
Deirdre Rea, DNP, BSN, RN, MSN
R. John Repique, DNP, RN, NEA-BC

Michael Rice, PhD, APRN, BC, FAAN
Donna Riemer, PMH RN-BC
Gladys Riley, BS, RN
Patricia Roberts, MSN, RN, PMHCNS-BC, NE-
BC
Amy Rushton, MSN, RN, PMHCNS-BC
Luanne Sadowsky, ARNP, BC
Darlene Santi-Rogers, RN, MSN, PMHCNS-
BC
Karen Schepp, PhD, APRN, BC
Lorna Scoggins, RN, BC, MSN
Mona Shattell, PhD, RN, FAAN
Margaret Sherlock, MA, PMHCNS-BC
Sylvia Simeone, DNP, PMHNP-BC, PMHCNS-
BC
Virginia Singer, DNP
John Smeltzer, BSN, RN
Kathy Smith, MSN, RN, CENP
Jane Sobolov, MS, RN-BC
Mina Spadaro, BSN
Janet Stagg, MS, RN, PMHCNS
Vivian Streater, RN
John Sturtevant, MSN, RN-BC
Lourdes Sumilang, BSN, RN, BC, MSNEd
Peter Taulbee, APRN, FPMHNP-BC
Nancy Testerman, MS
Miriam Thornton, MSN, RN
Judith Van Cleef, MS, RN-BC-Retired
Jessica Vetter, RN, MSN, CNS, PMHNP-BC
Wendy Waddell, PhD(c), MSN, RN
Michael Waggoner, MSN, RN
Naomi Walker, RN
Barbara Warren, PhD, RN, APRN-CNS, PMH-
BC, FNAP, FAAN
Tamsyn Weaver, BSN, RN-BC
Babette Wieland, MSN, BSN

Communications Report

October 2018

1. EMAIL BLASTS AND WEBSITE COMMUNICATIONS
2. APNA NEWS
3. SOCIAL MEDIA
4. PRINT COMMUNICATIONS
5. PUBLIC RELATIONS

Unless otherwise specified, all data refers to time period of May 31 to October 4, 2018.

1. ONLINE COMMUNICATIONS

Emails

- **Overall Emails (i4a and Constant Contact)**
 - Sent: 690,406
 - Opened: 236,412 (34.24%)
 - Industry Standard: 24.98%
 - Link Clicked: 21,942 (9.28%)
 - Industry Standard: 2.76%
 - Unsubscribe rate: 0.07%
 - Industry Standard: 0.19%

2. APNA NEWS – ONLINE NEWSLETTER

Emailed out Once a Month (4 sent June 2018 – September 2018)

APNA News June 2018 - September 2018							
name	sent	Bounces %	clicks	%	html opens	%	unsubscribes
June 2018	25166	0.6%	4001	15.9%	8022	31.9%	25
July 2018	25348	0.6%	4235	16.7%	8250	32.5%	23
August 2018	25292	1.2%	3273	12.9%	7762	30.7%	33
September 2018	25914	0.8%	4021	15.5%	7284	28.1%	31

- Members' Corner Issue – bi-monthly (September, November, January)
 - 3 President's Messages
 - Members featured in Member News, Member Profiles, and Articles: 60

3. SOCIAL MEDIA

APNA has an established presence on the following social media sites:

- Facebook
- Instagram
- Twitter
- Pinterest

- Google+
- Youtube
- LinkedIn
- Reddit

Our primary social media sites are Facebook, Twitter, and Instagram.

FACEBOOK

- 12,580 Likes (As of 10/4/2018)
- Highest number of new likes (56) generated on June 19 when APNA's statement on the immigration policy was posted.
- 151,747 people reached via Facebook between May 31 and October 4, 2018
- On average, posts reach 3,449 people
- 137,968 people reached via post featuring an APNA resource (90.92% of total people reached)
- 72.73% of posts reach 1,000 or more people
 - 75.61% of those posts feature APNA resources

TWITTER

Top 5 Tweets:

Engagement includes likes, retweets, and link clicks.

Tweet text	impressions	engagement	engagement rate
APNA is calling for an immediate end to the #immigrationpolicy separating families at the border. As #mentalhealth #nurses , we feel it imperative to emphasize the seriousness of this issue. Read the full statement here: https://goo.gl/qxCq7z . #KeepFamiliesTogether pic.twitter.com/LDlrYBXeYf	4,950	177	3.6%
Celebrate the future of #mentalhealth #nursing this #feelgoodFriday ! Meet the 30 #students in the 2018 Class of APNA Board of Directors #StudentScholars : http://bit.ly/2vtHNRa pic.twitter.com/eAe4L4lcuj	2,263	53	2.3%
Do you want to #publish your #mentalhealth #nursing work, but aren't sure to start? Get #writingtips at #PMHNCon for #scientific #publication : https://buff.ly/2v6h6mc pic.twitter.com/z98mLq55zq	1,596	27	1.7%
Passionate about #mentalhealth ? Join @PCORI and @ResearchAmerica 's chat on the need for mental health research. Tomorrow at 2PM ET. Use #MHRResearch to join. https://buff.ly/2Mlhxqz pic.twitter.com/QfX5NyOO0l	1,536	21	1.4%
30 students awarded the APNA Board of Directors Student Scholarship http://omkt.co/AA7dpW	1,423	10	0.7%

INSTAGRAM

- 1,272 followers (up 14.80%)
- Top 6 Posts average 1,040 impressions each

Top 6 Instagram Posts

Instagram text	Impressions (total # of times post was seen)	Reach (# of unique accounts that saw post)	Engagement (comments, likes, and saves)
For #WorldSuicidePreventionDay , support your #psychnurse practice with essential competencies for assessment and management of suicide risk: www.apna.org/SuicideCompetencies	1,131	791	90
Celebrate the future of #mentalhealth #nursing this #feelgoodFriday ! Meet the 30 #students in the 2018 Class of APNA Board of Directors #StudentScholars : www.apna.org/2018StudentScholars	1,095	676	39
APNA is calling for an immediate end to the #immigrationpolicy separating families at the border. As #mentalhealth #nurses , we feel it imperative to emphasize the seriousness of this issue. Read the full statement at www.apna.org/ImmigrationPolicy #KeepFamiliesTogether	1,062	721	101
Of the 2.2 million individuals incarcerated in the US, more than 26% have been diagnosed with a #mentalhealth disorder. Get strategies for providing care to these individuals at #PMHNCon : www.apna.org/AnnualConference	998	699	58
When providing care to an individual at risk of suicide, the #nurse-#patient relationship can provide an important sense of connection. Learn about how the interpersonal theory of suicide can support #SuicidePrevention at #PMHNCon (www.apna.org/AnnualConference)	976	724	66
Rural communities can have limited resources for #mentalhealth care. Find out how teleprecepting can better equip the next generation of #psychnurses to increase access to care at #PMHNCon : www.apna.org/AnnualConference	975	753	61

4. PRINT COMMUNICATIONS

- New Member Packet – Includes welcome letter, Resource Center Brochure, eLearning Center Brochure, ANA eMembership Postcard, Scope & Standards Postcard
- Elections postcard mailed June 2018
- Print Newsletter mailed to members and recent lapsed members June 2018, August 2018
- 2 Rounds of Annual Conference Registration Brochures: Mailed June 2018, August 2018
- Annual Conference Trifold mailer sent September 2018

5. PUBLIC RELATIONS

Work is underway with Westfourth Communications to create messaging and collateral for a campaign to enhance the image of the psychiatric-mental health nursing profession and encourage more members of the public to enter the workforce. To date, the following has been completed or initiated:

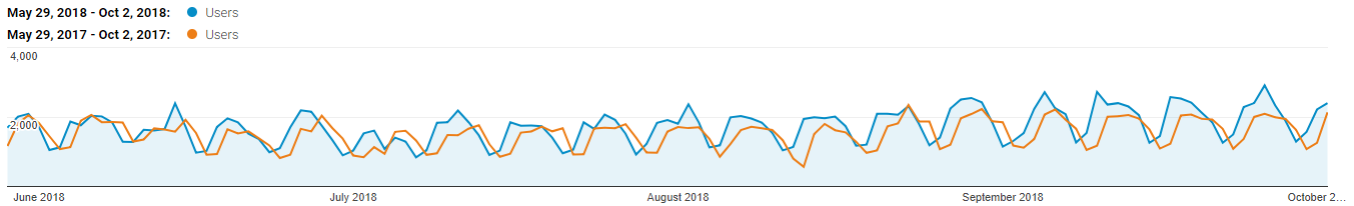
- 2 in person meetings to discuss messaging, goals, and outcomes
- Development of a main message platform to inform communications
- 1-page flyer and an infographic targeted to potential psychiatric-mental health nurses – students (both nursing and other), nurses in other fields, etc. (*drafted and undergoing revisions*)
- Report on importance/value/impact of psychiatric-mental health nursing profession to use in pitching stories to media (*in process*)

APNA Website Report

1. APNA Website (<http://www.apna.org>)
2. Member Bridge (<http://community.apna.org>)

APNA WEBSITE

From May 29, 2018 to October 2, 2018 (as compared to May 29, 2017 to October 2, 2017):



Visits / Visitors

Visits: 163,090 – up 11.81%

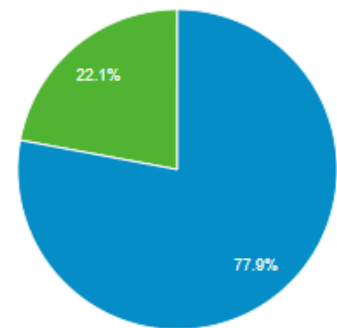
Visits per Day: 1,294

Visits by Location:

1. United States
2. India
3. Canada
4. Australia
5. United Kingdom

■ New Visitor ■ Returning Visitor

May 29, 2018 - Oct 2, 2018



May 29, 2018 - Oct 2, 2018

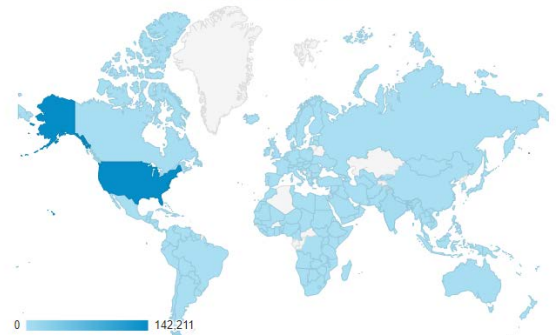
Page views / Top Content

Page views: 732,838 (up 0.66%)

- Average time on page: 1:27 – up 15.47%

Top Content May 29, 2018 to October 2, 2018:

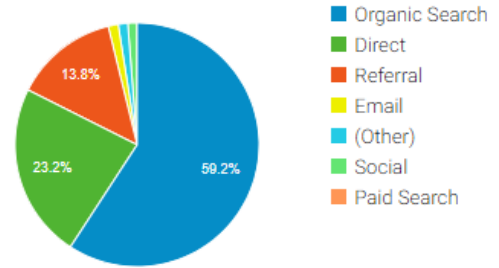
1. APNA Homepage – up 38.02%
2. About Psych Nurses – up 207.25%
3. Continuing Education – up 51.82%
4. Member Login – down 59.44%
5. Free Continuing Education – up 14.70%
6. APNA Membership – up 16.46%
7. APNA Annual Conference – up 52.54%
8. PCSS MAT Waiver Training – up 122.58%
9. Student Verification Letter Example – up 67.84%
10. About APNA – up 8.78%



May 29, 2018 - Oct 2, 2018

Traffic Sources

- Direct Traffic: 23.22% of all traffic (up 21.06%)
- Referring Sites: 13.77% (up 38.68%)
- Search Engines: 59.20% of all visits (up 5.52%)
- Social: 1.22% of all visits (up 2.88%)



MEMBER BRIDGE

From May 29, 2018 to October 2, 2018:

Visits: 50,902 – up 15.10%

Visits per Day: 200

- *Unique Visitors:* 25,279 – up 34.55%
- *New Users:* 77.18% of visitors – up 41.07%
- *Returning Visitors:* 22.82% of visitors – up 1.64%

Page views: 266,653

- *Average pages Viewed Per Session:* 5.24

Community Discussions:

All Communities				
Subscribed	Total Public Messages	New Threads	Public Replies	Members
4,630	1,907	774	1,133	36,386

All Purpose Discussion Forum			
Subscribed	Unique Contributors	Total Public Messages	New Threads
11,102	540	1,047	285

Logins:

Total Logins During Date Range	Unique Contacts During Date Range
30,908	6,034

Resource Libraries:

All Resources Accessed: May 29, 2018 to October 2, 2018 *(as compared to May 29, 2017 to October 2, 2017)*

- 779 Total Resources Shared (up 0.78%)
- 8,068 Views (down 0.48%)
- 11,486 Downloads (up 6.98%)

New Resources Added: May 29, 2018 to October 2, 2018 *(as compared to May 29, 2017 to October 2, 2017)*

- 242 Total Resources Shared (up 2.54%)
- 3,126 Views (up 14.25%)
- 4,015 Downloads (up 19.89%)