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 use 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
  - Expanding 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
- 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
  o Telepsychiatry White paper approved by Board and published in JAPNA
  o Addiction Council’s ENDS paper approved by the Board published in JAPNA
  o Upcoming publication of manuscripts from February 2018 APNA Health Policy Summit
  o 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,

[Signature]

President
American Psychiatric Nurses Association
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

- Private Non-profit Hospital
- Public/Federal Hospital
- Mental Health Care Clinic
- School/College/Department of Nursing
- Private Practice
- Private Investor-owned Hospital
- Community Health Center
- Behavioral Care Company/HMO
- Community Agency
- Emergency Services
- Primary Care Office
- Military
- Prison/Jail
- Home Health Agency
- Industry
- Employee Assistance
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
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.
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.

![Investment Summary]

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

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<tr>
<th>Membership Type</th>
<th>Count</th>
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<td>Regular</td>
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<td>Student</td>
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<td>Retired</td>
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<td>Complimentary</td>
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<td>Military</td>
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<td>International</td>
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<td>Military (Recurring Payment)</td>
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<tr>
<td>Affiliate Member (Recurring Payment)</td>
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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

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*

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<tr>
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<th>% Oct 2017</th>
<th>% Oct 2016</th>
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<tbody>
<tr>
<td>RN</td>
<td>7,414</td>
<td>46.50%</td>
<td>47.13%</td>
<td>46.38%</td>
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<td>CNS</td>
<td>1,213</td>
<td>7.61%</td>
<td>8.19%</td>
<td>8.27%</td>
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<tr>
<td>NP</td>
<td>2,963</td>
<td>18.58%</td>
<td>17.14%</td>
<td>16.00%</td>
</tr>
<tr>
<td>Certified</td>
<td>2,550</td>
<td>15.99%</td>
<td>16.15%</td>
<td>17.19%</td>
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<td>Prescriptive Authority</td>
<td>1,805</td>
<td>11.32%</td>
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*This is a multiselect field.

### Licensure

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<th>% Oct 2017</th>
<th>% Oct 2016</th>
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<tr>
<td>RN</td>
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<td>54.86%</td>
<td>53.71%</td>
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<td>APRN</td>
<td>4,691</td>
<td>44.77%</td>
<td>46.24%</td>
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<td>Other</td>
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<td>1,752</td>
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### Levels of Education*

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<th>% Oct 2016</th>
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<td>Baccalaureate in Other</td>
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<td>Masters in Nursing</td>
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<th>% Oct 2016</th>
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<td>20-29</td>
<td>441</td>
<td>8.87%</td>
<td>9.84%</td>
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<td>30-39</td>
<td>1,003</td>
<td>20.17%</td>
<td>20.54%</td>
<td>19.79%</td>
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<tr>
<td>40-49</td>
<td>1,164</td>
<td>23.41%</td>
<td>24.31%</td>
<td>24.72%</td>
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<td>50-59</td>
<td>1,483</td>
<td>29.82%</td>
<td>29.20%</td>
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<td>60-69</td>
<td>796</td>
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<td>70+</td>
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<td>1.73%</td>
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<td>5,532</td>
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<tbody>
<tr>
<td>Full Time</td>
<td>5,293</td>
<td>83.31%</td>
<td>83.31%</td>
<td>82.38%</td>
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<td>Part Time</td>
<td>720</td>
<td>11.33%</td>
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<td>PRN</td>
<td>120</td>
<td>1.89%</td>
<td>2.02%</td>
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<tr>
<td>Retired</td>
<td>100</td>
<td>1.57%</td>
<td>1.29%</td>
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<td>Unemployed</td>
<td>120</td>
<td>1.89%</td>
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<td>4,051</td>
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<table>
<thead>
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<th>Experience in Nursing</th>
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<th>% Oct 2018</th>
<th>% Oct 2017</th>
<th>% Oct 2016</th>
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<tbody>
<tr>
<td>Less than 2 years</td>
<td>417</td>
<td>7.57%</td>
<td>9.18%</td>
<td>10.85%</td>
</tr>
<tr>
<td>2-5 years</td>
<td>884</td>
<td>16.06%</td>
<td>16.73%</td>
<td>17.16%</td>
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<tr>
<td>6-10 years</td>
<td>908</td>
<td>16.49%</td>
<td>16.26%</td>
<td>15.88%</td>
</tr>
<tr>
<td>11-15 years</td>
<td>551</td>
<td>10.01%</td>
<td>9.18%</td>
<td>9.07%</td>
</tr>
<tr>
<td>16-20 years</td>
<td>523</td>
<td>9.50%</td>
<td>9.59%</td>
<td>9.80%</td>
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<td>More than 20 years</td>
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<td>40.37%</td>
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</table>

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

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

*This is a multiselect field.

### Race

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

*This is a multiselect field.

### Level of Care

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

*This is a multiselect field.

### Primary Work Setting

<table>
<thead>
<tr>
<th>Primary Work Setting</th>
<th>#</th>
<th>% Oct 2018</th>
<th>% Oct 2017</th>
<th>% Oct 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Behavioral Care Company/HMO</td>
<td>306</td>
<td>4.34%</td>
<td>3.88%</td>
<td>3.58%</td>
</tr>
<tr>
<td>Community Agency</td>
<td>214</td>
<td>3.03%</td>
<td>3.61%</td>
<td>3.31%</td>
</tr>
<tr>
<td>Community Health Center</td>
<td>326</td>
<td>4.62%</td>
<td>4.27%</td>
<td>4.08%</td>
</tr>
<tr>
<td>Emergency Services</td>
<td>185</td>
<td>2.62%</td>
<td>2.55%</td>
<td>2.50%</td>
</tr>
<tr>
<td>Employee Assistance</td>
<td>1</td>
<td>0.01%</td>
<td>0.06%</td>
<td>0.06%</td>
</tr>
<tr>
<td>Home Health Agency</td>
<td>74</td>
<td>1.05%</td>
<td>0.96%</td>
<td>1.19%</td>
</tr>
<tr>
<td>Industry</td>
<td>#</td>
<td>% Oct 2018</td>
<td>% Oct 2017</td>
<td></td>
</tr>
<tr>
<td>----------------------------------------</td>
<td>-------</td>
<td>------------</td>
<td>------------</td>
<td></td>
</tr>
<tr>
<td>Mental Health Care Clinic</td>
<td>1,011</td>
<td>14.33%</td>
<td>13.34%</td>
<td>13.31%</td>
</tr>
<tr>
<td>Military</td>
<td>113</td>
<td>1.60%</td>
<td>1.64%</td>
<td>1.80%</td>
</tr>
<tr>
<td>Primary Care Office</td>
<td>134</td>
<td>1.90%</td>
<td>1.59%</td>
<td>1.51%</td>
</tr>
<tr>
<td>Prison/Jail</td>
<td>82</td>
<td>1.16%</td>
<td>1.22%</td>
<td>1.23%</td>
</tr>
<tr>
<td>Private Investor-owned Hospital</td>
<td>432</td>
<td>6.12%</td>
<td>6.24%</td>
<td>6.18%</td>
</tr>
<tr>
<td>Private Non-profit Hospital</td>
<td>1,701</td>
<td>24.11%</td>
<td>25.55%</td>
<td>25.91%</td>
</tr>
<tr>
<td>Private Practice</td>
<td>558</td>
<td>7.91%</td>
<td>7.91%</td>
<td>7.78%</td>
</tr>
<tr>
<td>Public/Federal Hospital</td>
<td>1,169</td>
<td>16.57%</td>
<td>16.85%</td>
<td>17.90%</td>
</tr>
<tr>
<td>School/College/Department of Nursing</td>
<td>714</td>
<td>10.12%</td>
<td>9.78%</td>
<td>8.97%</td>
</tr>
<tr>
<td>Total entered</td>
<td>7,056</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nothing entered</td>
<td>4,911</td>
<td>5,329</td>
<td>5,694</td>
<td></td>
</tr>
</tbody>
</table>

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


Chapter Activity Report  
October 2018

**Chapters** – 34 chapters covering 39 states

**Areas without chapters**
1. Alaska  
2. District of Columbia  
3. Delaware  
4. Idaho  
5. Maryland  
6. Missouri  
7. Montana  
8. North Dakota  
9. South Carolina  
10. South Dakota  
11. West Virginia  
12. Wyoming

**Chapters Undergoing Revitalization/Establishment**
Georgia

**Meeting Registrations Coordinated by Chapter Support in 2018:**

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

RTP – APNA Recovery to Practice Program  
CBT - Competency Based Training for Suicide Prevention  

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

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Texas</td>
<td>Mar</td>
</tr>
<tr>
<td>Hawaii</td>
<td>Mar</td>
</tr>
<tr>
<td>Arizona</td>
<td>Mar</td>
</tr>
<tr>
<td>Nevada</td>
<td>Apr</td>
</tr>
<tr>
<td>Minnesota</td>
<td>Apr</td>
</tr>
<tr>
<td>Louisiana</td>
<td>Apr</td>
</tr>
<tr>
<td>California</td>
<td>Apr</td>
</tr>
</tbody>
</table>

1,622

Submitted by: Tandi-Jo Lantrip
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
Carolyn Baird, DNP, MBA, RN-BC, CARN-AP, CCDPD, FIAAN
Susan Caverly, ARNP, PhD
Deborah Finnell, DNS, PHMNP-BC, CARN-AP, FAAN
Michelle Knapp, DNP, PMHNP-BC
Laura Leahy, DrNP, APRN, PMH-CNS/FNP, CARN-AP, FAANP
Kris McLoughlin, DNP, APRN, PMHCNS-BC, CADC-II, FAAN
Susanne Meyers, NP, PMHNP-BC
Ann Mitchell, PhD, RN, FAAN
Madeline Naegle, PhD, CNS, PMH-BC, FAAN
Michelle Tsai, DNP, PMHNP-BC
Bridgette Vest, DNP, RN, PMHNP, GNP

Advisory Panel
Carla Abel-Zieg, ARNP, CNS
Marissa Abram, PMHNP-BC CASAC
Anna Acee, EdD, ANP-BC, PMHNP-BC
James Adams, MSN, PMHCNS-BC
Susie Adams, PhD, APRN, PMHNP-BC, PMHCNS-BC, FAAN
Tramarea Adams, RN
Relindis Akwanga, RN, BSN, MSN student
Robert Allen, RN, FPMHNP, LMSW
Rose Theresa Anderson, MSN, PMHNP, BC, BSN, RN, PHN
Juanita Andrews, BSN, RN
Susan Archacki-Resnik, MSN, ARNP, PMHNP-BC
Kandace Arlaud, ADN, RN-BC
Romnee Auerbach, MS, ANP-BC, PMHNP-BC
Jenny Bailey, RN-BC, CARN, CMSRN
Jamie Baldy Hicks, CRNP
Diane Barber, DNP, APRN, FNP-C, PMHNP-BC
Lauren Barber, MSN, PMHNP-BC, MHSA
Audur Bardardottir, RN, NP
Aimee Bensimhon, RN, BSN
Maureen Bentley, MSN, RN, PMHNP-BC
Kirk Bergmark, APN, PMHCNS-BC
Ann Bispo, PCNS, MSN, RN, CNS
Suzan Blacher, MSN, RN, CARN, TTS
Jana Briggs, BSN, RN-BC
Margaret Brown, MSN, PMHNP-BC
Vanessa Brown, RN
Harold Burns III
Meriel Campbell, MS, RN, NP, CNS
Therese Carlson, RN, BSN
Bethanne Carson, MSN, PMHNP
Tara Chelioudakis, RN
DessyeDee Clark, PhD, APRN, PNS
Theresa Damien, PMHNP-BC, RN
Donna Davis, MSN, CNS, CRNP
Sharon Davis, FPMHNP-BC
Susan Dawson, EdD, PMHCNS/NP-BC
Laura Dayton, RN
Diane Decarolis, APRN, PMHCNS/NP-BC
Mark deClouet, Jr., PMHNP
Valencia Derice, BSN, RN
Joanne Devine, MS, PMHCNS-BC, PNCS
Sherry Doney, APRN, PMHCNS-BC
Julie Donley, MBA, BSN, RN
Rebecca Dorsey, MSN, PMHNP-BC
Sharon Dragovich, APRN, BC, PMH, CNS
Nina Drinnan, MSN, CRNP, ANP-BC, PMHNP-BC
Elizabeth Ducat, PMHNP
Sandra Dukes, CNS
Jill Ebright, RN
Mark Pavlick, RN, MS
Christina Pawlish, RN
Elizabeth Petitt, MSN, Ned, FNP-C, PMHNP-BC, SANE-A
Bethany Phoenix, PhD, RN, CNS
Corina Picchiottino, BSN, RN
Stephanie Plummer, DNP, APRN, PMHNP-BC, FNP
Leigh Powers, DNP, MSN, MS, APRN, PMHNP-BC
Jennifer Pursley, RN, BSN
Maureen Rafa, BS, RN, PMHBC
Tammy Reddington, MSN, BSN, APRN, RN
Emily Reljin, RN, BSN
Rhonda Reynolds
Judy Rice, DNP, MSN, FNP, CS
Jdee Richardson, PhD, PMHNP
Luann Richardson, PhD, DNP, FNP, PMHNP, FAANP
Danielle Ross, MHNP
Donald Roth
Margaret Scharf, PMH-NP, FNP, DNP, PMHNP Leader
Amanda Schuh, PhD, APRN, PMHNP-BC
Rhonda Schwindt, DNP, RN, PMHNP/CNS-BC
JT Seaman, MSN, RN, PMHNP-BC
Angela Seckman, RN, MSN, CNL
Daryl Sharp, PhD, PMHCNS-BC, NPP
Sylvia Simeone, DNP, PMHNP-BC, PMHCNS-BC
Liliana Simmons, MSN, MA, PMHNP-BC, PHN
Patricia Simpson, BSN, RN
Tracy Simpson, RN-BC
Virginia Singer, DNP
Lori Sloan

Rosemary Smentkowski, MSN Ed, RN, CARN
Martha Snow, MSN, RN, PMHNP, CARN-AP
Nicholas St Clair, BSN, RN
Janet Stagg, MS, RN, PMHCNS
Jill Steinke, MS RN
Bruce (Jamie) Stevens, PMHNP-BC, MSN, APRN
Dina Stewart, PMHNP-BC
Barbara Stoner, RN, MSN
Laura Sullivan, RN
Lourdes Sumilang, BSN, RN, BC, MSNEd
Philip Sweet, MSN RN PMHCNS-BC
Nancy Syms, PMHNP-BC
Peter Taulbee, APRN, FPMHNP-BC
Kimberlie Taylor, BSN, RN
Kate Thomson
Michael Tierney, BSN RN-BC NE-BC
Wendy Trout, RN, PMHNP
Michael Valenti, RN, PhD
Dorothy Valin, PhD, APN CNS
Judith Van Cleef, MS, RN-BC-Retired
Blake Vaughan, RN
Jessica Vetter, RN, MSN, CNS, PMHNP-BC
Pamela Waranowicz, Associate, RN
Dorain Webb, PMHCNS
Kathleen Webster, RN, DNP, PMHNP, CNSMH
Max Whipple, Jr., CARN, CDP
Diane Wieland, PhD, MSN, RN, PMHCNS-BC
Lew Wiest, BSN, RN
Cynthia Wilson, MSN, PHMCNS, BC
Kathleen Wolff, PhD, APRN, CNS
Julie Worley, PhD, FNP-BC, PMHNP-BC
Tia Young, BS Psych, BS Nursing
Michelle Zapanta, MSN, RN-BC
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 started 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.
Administrative

Kristen Kichefski, MSN, MBA, RN-BC – Co-Chair
Suzie Marriott, MS, BSN, RN-BC – Co-Chair

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Janet Stagg, MS, RN, PMHCNS

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Theresa Terry-Williams, RN  
Miriam Thornton, MSN, RN  
Judith Van Cleef, MS, RN-BC-Retired  
Jennifer Ziccardi-Colson, MHA, MSN, BSW, RN
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

- 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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Kimberly Young
Wendy Zubenko, EdD, MSN, CNS
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

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Shirlee Davidson, MSN, RN – Associate Chair

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Brittany Yates, DNP, APRN, PMHNP-BC
Margaret Yearwood, EdD, MSN, CNE, RN-BC
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

Steering Committee
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Sheila Webster, PMHCNS-BC, CNS
Moira Wertheimer, Esq., RN, CPHRM
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

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Cathy Zawacki, RN, BSN, BS
Judith Anne Zdziera, MSHA, RN, C
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

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Jessica Walker, RN

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Sue Barrett, PhD, PMHNP
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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

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Marian Roman, PhD, PMHCNS-BC
Amy Rushton, MSN, RN, PMHCNS-BC
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
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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
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Jeanne Clement, EdD, APRN, PMHCNS-BC, FAAN
Sharon Colley, PhD, RN, CNE
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
Cindy Estes, DNP, MHA, RN, NE-BC
Linda Evinger, RN, MSN, WHNP
Janefrances Ezimorah, MSN, RN, APRN
Loraine Fleming, DNP, PMHNP-BC
Beverlee Furner, FNP
Lucille Gambardella, PhD, APN-BC, CNE, ANEF
Suzanne Goetz, APRN
Sonya Green, MSN, RN
Nancy Hanrahan, PhD, RN, FAAN
Judith Hauck, RN, PMHCNS-BC
E. Claire Heilman, MSN, PMH, CNS-BC
Edward Herzog, MSN, APRN
Diane Hickman, PhD, APRN, PMHCNS-BC
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
Kris McLoughlin, DNP, APRN, PMHCNS-BC, CADC-II, FAAN
Joanne McNeal, PhD, RN, ACNS-BC
Mary Meiselman, CNS, NP
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
Sudha Patel, DNS, MN, RN, MA
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 Zolnierek, 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
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
Pat Harrington
Misty Harris, RN
Paula Harrison, RN, BSN, MSN
Todd Hastings, PhD, MS, RN
Shannon Hennessey, 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
Kathy Lee, MS, APN, PMHCNS-BC
Andrea Lemarié, MSN, RNCS, APN
Janie LeVieux, PhD, LPC-S, RN-BC, NHDP-BC
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 Purcell, 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, NEA-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
Monashattell, 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, PMHNP-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)

<table>
<thead>
<tr>
<th>APNA News June 2018 - September 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>name</td>
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<tr>
<td>------------</td>
</tr>
<tr>
<td>June 2018</td>
</tr>
<tr>
<td>July 2018</td>
</tr>
<tr>
<td>August 2018</td>
</tr>
<tr>
<td>September 2018</td>
</tr>
</tbody>
</table>

- 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
- Twitter
- Instagram
- Pinterest
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.*

<table>
<thead>
<tr>
<th>Tweet text</th>
<th>impressions</th>
<th>engagement</th>
<th>engagement rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>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: <a href="https://goo.gl/qxCq7z">https://goo.gl/qxCq7z</a> #KeepFamiliesTogether pic.twitter.com/LDIrYBXeYf</td>
<td>4,950</td>
<td>177</td>
<td>3.6%</td>
</tr>
<tr>
<td>Celebrate the future of #mentalhealth #nursing this #feelgoodFriday! Meet the 30 #students in the 2018 Class of APNA Board of Directors #StudentScholars: <a href="http://bit.ly/2vtHNRa_pic.twitter.com/eAe4L4Icuj">http://bit.ly/2vtHNRa_pic.twitter.com/eAe4L4Icuj</a></td>
<td>2,263</td>
<td>53</td>
<td>2.3%</td>
</tr>
<tr>
<td>Do you want to #publish your #mentalhealth #nursing work, but aren’t sure to start? Get #writingtips at #PMHNCon for #scientifc #publication: <a href="https://buff.ly/2v6h6mc_pic.twitter.com/z98mLq55zg">https://buff.ly/2v6h6mc_pic.twitter.com/z98mLq55zg</a></td>
<td>1,596</td>
<td>27</td>
<td>1.7%</td>
</tr>
<tr>
<td>Passionate about #mentalhealth? Join @PCORI and @ResearchAmerica’s chat on the need for mental health research. Tomorrow at 2PM ET. Use #MHRsearch to join. <a href="https://buff.ly/2Mhuzq_pic.twitter.com/QfX5NyOOo">https://buff.ly/2Mhuzq_pic.twitter.com/QfX5NyOOo</a></td>
<td>1,536</td>
<td>21</td>
<td>1.4%</td>
</tr>
<tr>
<td>30 students awarded the APNA Board of Directors Student Scholarship <a href="http://omkt.co/AA7dpW">http://omkt.co/AA7dpW</a></td>
<td>1,423</td>
<td>10</td>
<td>0.7%</td>
</tr>
</tbody>
</table>
INSTAGRAM

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

Top 6 Instagram Posts

<table>
<thead>
<tr>
<th>Instagram text</th>
<th>Impressions (total # of times post was seen)</th>
<th>Reach (# of unique accounts that saw post)</th>
<th>Engagement (comments, likes, and saves)</th>
</tr>
</thead>
<tbody>
<tr>
<td>For #WorldSuicidePreventionDay, support your #psychnurse practice with essential competencies for assessment and management of suicide risk: <a href="http://www.apna.org/SuicideCompetencies">www.apna.org/SuicideCompetencies</a></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1,131</td>
<td>791</td>
<td>90</td>
<td></td>
</tr>
<tr>
<td>Celebrate the future of #mentalhealth #nursing this #feelgoodFriday! Meet the 30 #students in the 2018 Class of APNA Board of Directors #StudentScholars: <a href="http://www.apna.org/2018StudentScholars">www.apna.org/2018StudentScholars</a></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1,095</td>
<td>676</td>
<td>39</td>
<td></td>
</tr>
<tr>
<td>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 <a href="http://www.apna.org/ImmigrationPolicy">www.apna.org/ImmigrationPolicy</a> #KeepFamiliesTogether</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1,062</td>
<td>721</td>
<td>101</td>
<td></td>
</tr>
<tr>
<td>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: <a href="http://www.apna.org/AnnualConference">www.apna.org/AnnualConference</a></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>998</td>
<td>699</td>
<td>58</td>
<td></td>
</tr>
<tr>
<td>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 (<a href="http://www.apna.org/AnnualConference">www.apna.org/AnnualConference</a>)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>976</td>
<td>724</td>
<td>66</td>
<td></td>
</tr>
<tr>
<td>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: <a href="http://www.apna.org/AnnualConference">www.apna.org/AnnualConference</a></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>975</td>
<td>753</td>
<td>61</td>
<td></td>
</tr>
</tbody>
</table>
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

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%
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:

<table>
<thead>
<tr>
<th>All Communities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Subscribed</td>
</tr>
<tr>
<td>-------------</td>
</tr>
<tr>
<td>4,630</td>
</tr>
</tbody>
</table>

All Purpose Discussion Forum

<table>
<thead>
<tr>
<th>Subscribed</th>
<th>Unique Contributors</th>
<th>Total Public Messages</th>
<th>New Threads</th>
</tr>
</thead>
<tbody>
<tr>
<td>11,102</td>
<td>540</td>
<td>1,047</td>
<td>285</td>
</tr>
</tbody>
</table>

Logins:

<table>
<thead>
<tr>
<th>Total Logins During Date Range</th>
<th>Unique Contacts During Date Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>30,908</td>
<td>6,034</td>
</tr>
</tbody>
</table>

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%)