



AWHONN

PROMOTING THE HEALTH OF
WOMEN AND NEWBORNS

1969-2019 **50** YEARS

2019 ANNUAL REPORT

Making **More** of a
Difference in the
Lives of Women and
Newborns **Than Ever**

Contents

A Year in Review with Cheryl Roth, AWHONN 2019 Board President.....	3
2019 AWHONN Board President Cheryl Roth, PhD, WHNP-BC, RNC-OB, RNFA	
The AWHONN 2019 Board of Directors	4
AWHONN's Vision, Mission, and Goals	5
GOAL: DIVERSITY	6
AWHONN's Diversity Statement	6
Guiding Principles	6
Accomplishments	6
GOAL: AWARENESS	7
Accomplishments	7
2019 Legislative Agenda Results.....	7
Maternal Immunization Task Force	8
Social Media	8
GOAL: COMMITMENT TO MEMBERS.....	9
Accomplishments	11
Emerging Leaders Program	11
GOAL: KNOWLEDGE.....	12
2019 AWHONN Convention	12
Research Priorities.....	12
Research Highlights.....	13
Research Awards	13
Fetal Heart Monitoring (FHM) Program	14
FHM Courses Offered in 2019.....	14
AWHONN Online Learning Courses	14
Clinical Practice Resources	14
Patient Education	15
Publications.....	15
AWHONN Strategic Partnerships.....	16
2019 AWHONN Strategic Alliance Partners	16
Accomplishments	17
GOAL: INFRASTRUCTURE.....	17
Accomplishments	17
Financial Position.....	18
Every Woman, Every Baby.....	19
AWHONN expresses its tremendous gratitude to all of its 2019 donors.	20
AWHONN Honors 50 Years of Past Presidents	23
Looking Ahead to 2020 from AWHONN's President.....	24
Preparing for What's Next from Kathleen A. Hale, MS, RN, NE-BC, AWHONN Interim CEO	25
AWHONN Executive Staff.....	26

A Year in Review with Cheryl Roth, AWHONN 2019 Board President

2019 AWHONN Board President Cheryl Roth, PhD, WHNP-BC, RNC-OB, RNFA

In the Opening Session of the 2019 AWHONN Convention, my presentation theme was “Ask Why, Dream Big, and Step Up.”

Throughout the year, I have reflected on these themes and further incorporated them into my presidency, practice, and life.

In 2019, I wanted to focus on a few key priorities:

1. **Establishing a Staffing Standards Task Force.** I believe one of the best ways to reduce the high incidence of maternal morbidity and mortality is to ensure adequate staffing in our hospitals. I also believe that our current Staffing Guidelines published in 2010 needed to be relabeled as Staffing Standards. It is this philosophy that the new Staffing Task Force is working under. AWHONN will be hosting a Staffing Summit with key stakeholders, representatives from The American College of Obstetricians and Gynecologists, Society for Maternal-Fetal Medicine, American College of Nurse-Midwives, American Organization for Nursing Leadership, American Hospital Association, and other key organizations.
2. **Advocacy on the state and federal levels to support state-based maternal mortality reviews.** A key ask at both the 2018 and 2019 AWHONN on Capitol Hill programs was to support the established review boards.
3. **Intentional collaboration with key organizational partners.** We are working very closely with many organizations such as Black Mamas Matter, American College of Nurse-Midwives, The American College of Obstetricians and Gynecologists, Society for Maternal-Fetal Medicine, American Organization for Nursing Leadership, Nurse Practitioners in Women's Health, Centers for Disease Control and Prevention, the National Rural Health Association, the March of Dimes, and multiple other organizations to make a positive impact on mothers and newborns.
4. **Increased communication to AWHONN members.** We accomplished this in a number of ways. Communication was done through Board and staff members attending Section meetings; President and CEO communications through the AWHONN Express and Section newsletters; Section Leadership conference calls; Section Leadership Meeting at the 2019 Convention; and a State of AWHONN and Meet the Candidates Session at the 2019 Convention.

We also started a number of new activities:

1. A yearlong celebration of our 50th Anniversary with updated branding
2. Increasing the number of opportunities for AWHONN members to become involved in the association
3. Critical work and recommendations to the Board of Directors by the Diversity, Equity, and Inclusion Task Force, now a committee
4. Recommendations to the Board of Directors by the Early Career Task Force
5. A new task force to look at the future of our FHM Program
6. A new task force to consider developing an AWHONN Fellows Program
7. Rollout of a new membership database and learning management system
8. Rollout of a new look and functionality to our website
9. Development of more AWHONN Hub communities to meet the needs of members

A hallmark of our association is the extraordinary community of individuals who connect through AWHONN to act on their shared commitment to caring for women and newborns. I want to thank the extraordinary 2019 Board of Directors and terrific AWHONN staff. I also want to thank our incredible Section and Chapter Leaders and all of our National Committee and Task Force chairs and members.

Throughout these pages, I hope that you see many great examples of the ways in which this commitment is put into action yearlong and the tangible ways in which the AWHONN community lives our values. I want to thank each and every one of you for allowing me to serve as your 2019 President.



Cheryl Roth, PhD, WHNP-BC, RNC-OB, RNFA

The AWHONN 2019 Board of Directors



**Cheryl Roth, PhD,
WHNP-BC, RNC-OB, RNFA
President**



**Rebecca Cypher,
MSN, PNNP
President-Elect**



**Raquel "Kelly" Walker,
DNP, RNC-MNN, RN-BC
Secretary Treasurer**



**Jeanne Alhusen,
PhD, CRNP, RN
Director**



**Margie Bridges,
DNP, RNC-OB,
ARNP-BC, CNS
Director**



**Shakira Henderson,
PhD, DNP, MS, MPH,
RNC-NIC, IBCLC
Director**



**Cheryl Larry-Osman,
RN, MS, CNM
Director**



**Audrey Lyndon, PhD,
RNC-OB, FAAN
Director**



**Susan A. Peck, RNC,
MSN-APN
Director**



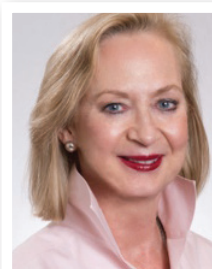
**Kristine Rimbos, MS,
CNS, RNC-OB, C-EFM
Director**



**Barbara S. Tewell,
MSN, RNC-OB
Director**



**Jennifer Doyle, MSN,
WHNP
Ex-Officio Director**



**M. Suzanne C. Berry,
MBA, CAE
Ex-Officio Director**

AWHONN's Vision, Mission, and Goals

Our Vision

"Making a difference in the lives of women and newborns." Our members are committed to the health of women and newborns.

Our Mission

Empower and support nurses caring for women, newborns, and their families through research, education, and advocacy.

Our Goals

- A. DIVERSITY
- B. AWARENESS
- C. COMMITMENT TO MEMBERS
- D. KNOWLEDGE
- E. INFRASTRUCTURE

GOAL DIVERSITY

Promote diversity and inclusion in our organization and profession

AWHONN's Diversity Statement

AWHONN is committed to promoting diversity throughout the organization by recruiting, retaining, and mentoring a diverse workforce of women's health and maternal child nurses. We are dedicated to integrating cultural competence and diversity into all aspects of our work and the communities we serve.

Guiding Principles

- AWHONN strives to shape a diverse work environment that promotes opportunity for personal and professional growth.
- AWHONN has a responsibility to incorporate evidence-based practice in all educational materials for the diverse populations we serve.
- AWHONN encourages a diverse workforce that complements that of women, newborns, and their families.

Accomplishments

1. The Diversity and Inclusion Task Force was formed in 2018. Members of the Task Force met by phone, and an in-person meeting was held in June 2019. Recommendations were made to the Board of Directors in November 2019. One of the recommendations was to become a committee and to be renamed the Diversity, Equity, and Inclusion committee. The Board approved that recommendation.
2. The Early Career Task Force was also formed in 2018, and members met by conference call as well as via an in-person meeting in June 2019. The Task Force had several recommendations, including becoming a committee and a more intentional strategy to reach out to students.
3. AWHONN began to collect demographic information on AWHONN's membership. AWHONN members can voluntarily update their profile and provide the following demographic data: age, race, ethnicity, gender identity, disability status, primary language, and sexual orientation. By understanding more about the makeup of our membership, AWHONN can customize our programs to best meet our member's needs.
4. AWHONN conducted diversity training for the Board of Directors and staff. In January 2019, AWHONN launched a quality improvement project titled Empowering Women to Obtain Needed Care Implementation and Evaluation Project. This program is supported by funding from Merck, through Merck for Mothers, which is the company's \$500 million initiative to help create a world where no woman dies giving life. Our partners are Premier Healthcare Solutions, Inc., the Black Women's Health Imperative, and the National Birth Equity Collaborative.
5. Using AWHONN's POST-BIRTH Warning Signs Program, our goal is to evaluate the project's effectiveness in reducing maternal morbidity in up to 100 hospitals across the U.S. To date, we have on boarded 32 hospitals. Nurses in these facilities are educating nurses, implementing the Post-Birth Warning Signs parent education with mothers and available partners/family members before hospital discharge, and entering demographic and descriptive data.
6. AWHONN's Board and staff participated in a day long session dedicated to diversity inclusion. We are committed to this process and realize that while change doesn't happen over night, we are on a path toward a more diverse and inclusive environment. We will continue to listen to our members and to affect positive change wherever and whenever we can.

GOAL AWARENESS

Advocate for critical issues that impact nursing care to women and newborns while developing collaborations with other communities and organizations

Accomplishments

This year, AWHONN revised our legislative agenda for 2020; revised two position statements; redeveloped our research priorities through 2024; signed 40 letters of support; hosted 55 visits with Congressional staff; attended 34 Congressional coalition meetings, nine briefings, three meetings with the Trump administration; attended two rallies; and solicited member comment for nine federal policy and research documents.

In April 2019, 97 AWHONN members were in Washington, DC for a day of briefings and meetings with members of Congress and staff. Experts briefed the participants on the legislation they'd be speaking about with Congressional office staffers. AWHONN 2019 President Cheryl Roth, PhD, WHNP-BC, RNC-OB, RNFA interviewed Rep. Lauren Underwood, MSN, MPH (D-IL-14) to close out the day. These efforts resulted in 16 additional co-sponsors for H.R.1897, the Mothers and Offspring Mortality Awareness (MOMMA's) Act, four for S.916, the Mothers and Offspring Mortality Awareness (MOMMA's) Act, two for H.R.1185, the Family and Medical Insurance Leave (FAMILY) Act, and 10 for H.R.728, the Title VIII Nurse Workforce Development Reauthorization Act. The 97 nurses from 26 states held 74 House office meetings and 52 Senate office meetings.



AWHONN 2019 President Cheryl Roth, PhD, WHNP-BC, RNC-OB, RNFA interviews Rep. Lauren Underwood, MSN, MPH (D-IL-14) to close out a day of briefings for AWHONN on Capitol Hill.

“AWHONN on Capitol Hill has prepared us for going on the Hill and meeting with legislators. The information that is presented on the first day puts the ask into context, and it gives you a deeper understanding from a political basis, a financial basis, what you as members, or we as members, can do when we're speaking to legislators. And how to actually speak to legislators and tell the stories we live every day when we're taking care of moms and babies.” – Cheryl Larry-Osman, RN, MS, CNM, CNS

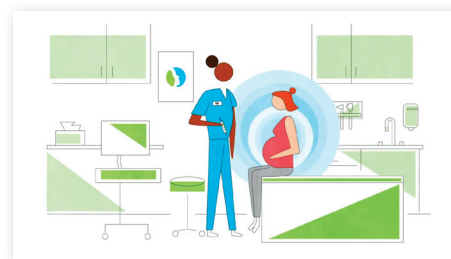
2019 Legislative Agenda Results

- In June 2019, the **Fairness for Breastfeeding Mothers Act** (S.528) unanimously passed the Senate. The bill requires federal buildings that are open to the public and contain a public restroom also provide a lactation room. An identical bill unanimously passed the House on February 6.
- In October 2019, H.R.728, the Title VIII Nursing Workforce Reauthorization Act unanimously passed in the House.
- In November 2019, the House passed (251 – 158) H.R. 1309—**Workplace Violence Prevention for Health Care and Social Services Workers Act**. The bill required hospitals to make a workplace violence prevention plan.

- In December 2019, the House and Senate both passed S.1790, the **National Defense Authorization Act**, to fund national defense. The bill included authorization for 12 weeks of paid parental leave for federal workers. AWHONN supports paid parental leave because financial pressures often force new mothers to return to work, but doing so can interfere with breastfeeding.
- In December 2019, the House passed (230-192) H.R.3—the **Elijah E. Cummings Lower Drug Costs Now Act**. The bill's lead sponsor incorporated into the bill the text of the AWHONN supported H.R.4768 — the Home Visiting to Reduce Maternal Mortality and Morbidity Act. Expanding the reach of home visiting appears to be promising for reducing the rate of maternal mortality and morbidity. The bill would double federal government investment in the Maternal, Infant, and Early Childhood Home Visiting Program.

Maternal Immunization Task Force

AWHONN participated as a member of the Maternal Immunization Task Force steering group, an initiative funded by the Centers for Disease Control and Prevention through a project organized by the American College of Obstetricians and Gynecologists. As part of this project, AWHONN created two animated videos for member education to address common myths, beliefs, and practices surrounding maternal immunizations.



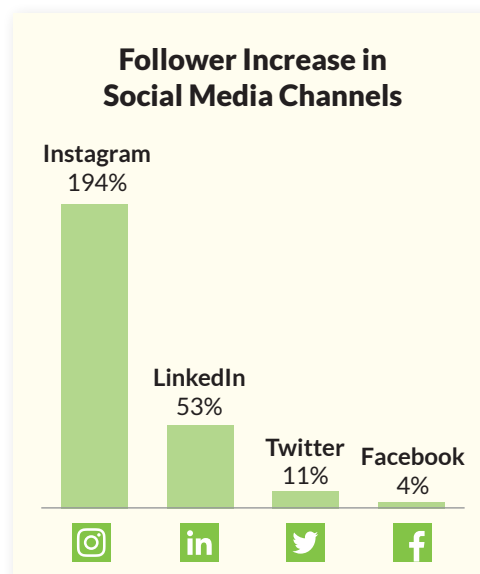
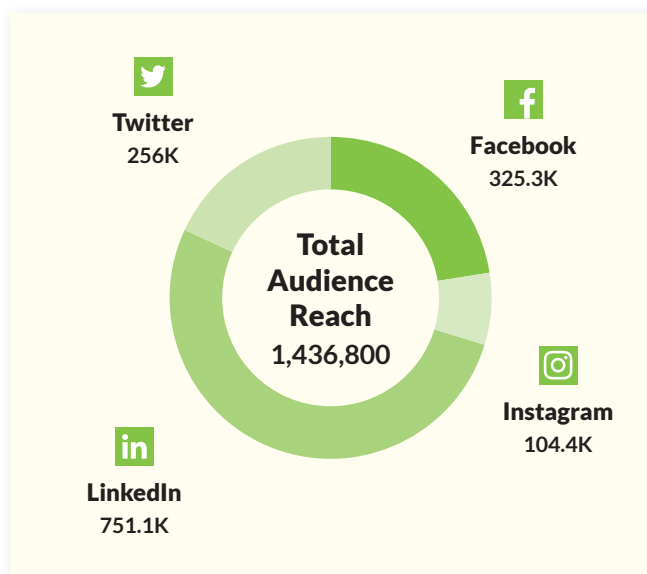
Social Media

In 2019, AWHONN's social media channels had an impressive 102,900 followers. This is up from 87,364 in 2018.

The numbers break down as follows:

Social Media Activities	2019	2018	2017
Facebook	62,300	60,000	55,500
Twitter	9,600	8,600	7,500
Instagram	5,000	1,700	1,000
LinkedIn	26,000	17,000	9,900
Total Reach:	102,900	87,400	74,000

LinkedIn and Instagram showed the strongest growth in 2019, with Twitter and Facebook staying fairly stable.

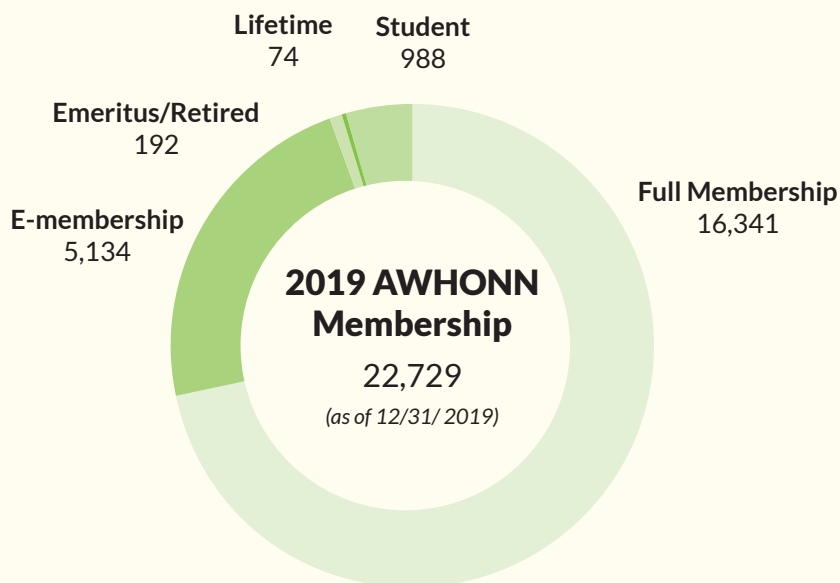


GOAL

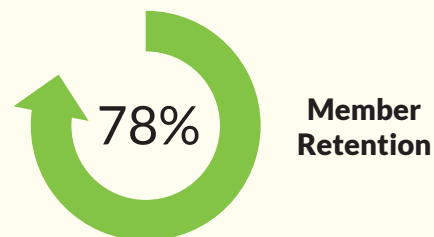
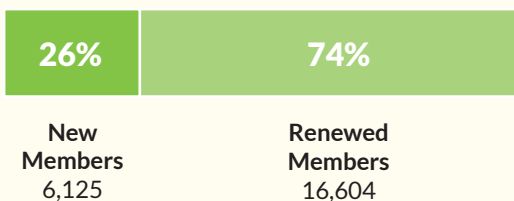
COMMITMENT TO MEMBERS

Maximize the member experience

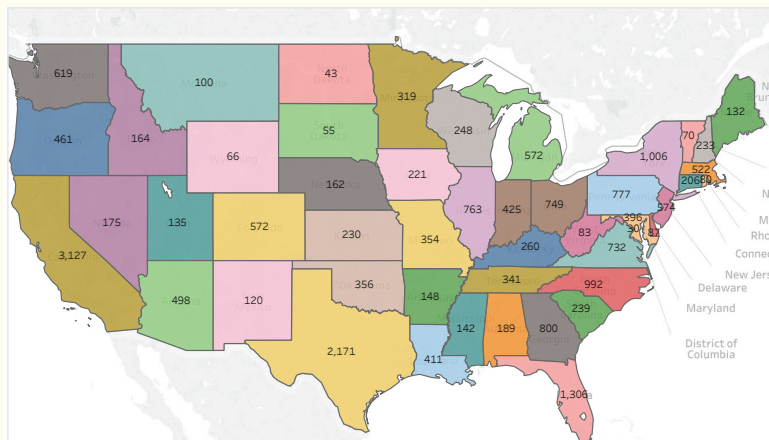
AWHONN's members are the heart and soul of our organization. Membership continues to grow, and at the end of 2019 stood at nearly 23,000, with more than 6,000 new members. We have 51 sections, one in every state and one dedicated to our Armed Forces. Members have access to unlimited resources they can't get anywhere except through AWHONN. They have access to each other through the HUB, a private online community. We are committed to listening to our members so that we can continue to evolve and meet their needs. Our members are also the pipeline to the next generation of leadership of AWHONN; we want to thank and acknowledge our volunteers who are either experienced leaders or who are taking steps toward serving on a future Board of Directors. We are proud of our accomplishments on this front in 2019.



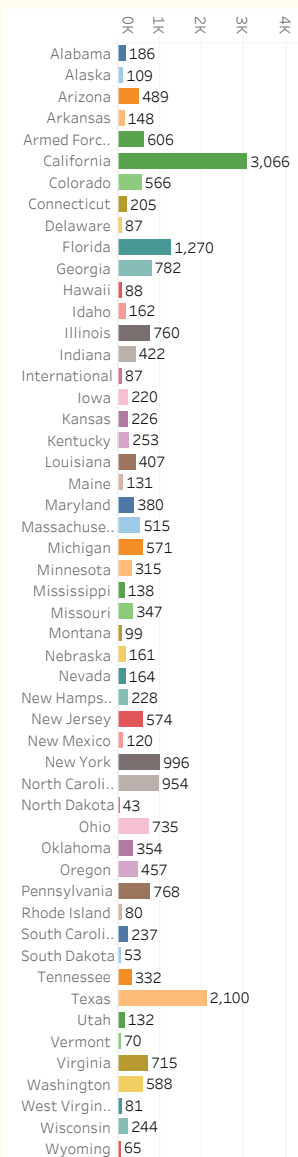
AWHONN has members across all 50 states and in all branches of the US military.



Member Count by State



Member Count By Section



Current Members by Country

Afghanistan	1
Australia	1
Bahamas	1
Bermuda	1
Brazil	1
Canada	72
Georgia	2
India	1
Japan	2
Philippines	1
Sweden	1
United Arab Emirates	3
United Kingdom	2
United States	22,815

Accomplishments

- AWHONN went bold with a new membership database called NIMBLE. This project was aligned with a new Learning Management System, new website design, and content. This was a significant undertaking that staff worked on for two years. We converted more than 1,000,000 records to our new system.
- In 2019, AWHONN leadership was intentional about representing the association at as many Section meetings as possible. We were pleased to attend 15 meetings. Leadership and staff conducted a Fall Town Hall meeting with Section Leadership.
- AWHONN conducted a survey of the Sections regarding their educational needs.
- A task force was formed to look at the feasibility of developing an AWHONN Fellows Program.
- Changes were made to the Retired Membership Category, now called Emeritus
- AWHONN surveyed members to better understand Convention attendance patterns and identify opportunities for improvement.

Emerging Leaders Program

AWHONN's **Emerging Leaders Program** seeks to build upon the leadership skills and acumen candidates have already established within their organizations. The emerging leaders seek opportunities to grow within AWHONN. This program also heavily relies on the use of mentors.

AWHONN is proud of its dedication to serving and fostering the careers of our emerging leaders.



Pictured from left to right: Julia Miner, RN, BSN, RNC-OB, C-EFM, CPHQ, Robin Driver, BS, RN, C-EFM, Nicole Giammarco, MSN, RN, CNL, Amy Dagestad, MSN, RN, NE-BC, RNC-OB, Barbara Schimke, RNC, MNN, Carrie Eaton, PhD, MSN, RNC-OB, C-EFM, CHSE, Kandice Duns, MSN, RN, CLE, Simone Parlier, MSN, RNC-OB, C-EFM, CNML, IBCLC, Angelina Wise, RN BSN

GOAL KNOWLEDGE

Advance AWHONN as the trusted leader in research, education, and evidence-based practice.

2019 AWHONN Convention

AWHONN'S Convention has become a leading forum in the health care field and our core means of developing and communicating new research and innovations.

Convention Statistics	2019 - Atlanta, GA	2018 - Tampa, FL	2017 - New Orleans, LA
Presentations	82	74	76
Poster Presentations	259	113	108
Registration - Total	3,530 (\$1,142,652.00)	3,287 (\$978,411.99)	3,436 (\$1,124,579.00)
Member Registration	2,159 (\$995,374.00)	1,877 (\$866,521.99)	2,206 (\$1,016,041.20)
Nonmember Registration	1,371 (\$147,278.00)	1,410 (\$111,890.00)	1,440 (\$108,537.80)
Exhibitors	242 (\$929,577.84)	249 (\$932,661.25)	248 (\$962,952.50)
Total Convention Revenue	\$2,290,169.84	\$2,130,562.74	\$2,332,773.49

Research Priorities

AWHONN's Research Priorities for 2019–2024 serve as a pathway for the advancement of women's health, obstetric, and neonatal nursing care through research and translation to evidence-based practices that improve patient care. The goal of these priorities is to promote and improve the health and quality of life of women, newborns, and families.

PRIORITY
1

Build the science of women's health, obstetric, and neonatal nursing practice through the discovery and translation of evidence-based strategies in practice settings.

PRIORITY
2

Use the best available evidence to support the creation, provision, and utilization of AWHONN products and services.

PRIORITY
3

Maintain a strong commitment to train the next generation of nurse leaders and scientists to address existing and impending health care challenges facing women and newborns.

PRIORITY
4

Promote clinical scholarship through dissemination of the latest research, evidence-based practice, policies, opinions, and trends in the care of women, childbearing families, and newborns.

Research Highlights

In June 2019, findings from a collaborative research study between AWHONN and Arkansas Children's Hospital were presented at Convention. This study, titled "What Keeps Women's Health, Obstetric and Neonatal Nurses Up at Night? A National Delphi Study" explored the top professional worries and concerns as well as the top professional satisfiers experienced by women's health, obstetric, and neonatal [nurses](#).

Top Three Worriers:

- Obstetric, fetal, and newborn emergencies
- Staffing issues
- Stress and burnout

Top Three Satisfiers

- Providing excellent patient care
- Making a positive impact (making a difference)
- Adequate staffing.

Research Awards

AWHONN's commitment to nursing research and scholarship is reflected in our 27-year history of funding nursing research and promoting evidence-based nursing care. Our program is designed primarily for researchers whose efforts are on the beginning development of a program of research.

Kimberly-Clark Nursing Research Award

- "Neighborhood Disorder and Epigenetic Regulation of Stress Pathways in Preterm Birth"
- "Patterns and Predictors of Problematic Feeding in Very Preterm Infants After Neonatal Intensive Care"

Hill-Rom, Celeste Phillips Family-Centered Maternity Care Award

- "Effect of a Family-Centered Educational Intervention for Parents of Newborns on Parental Self-Efficacy, Daytime Sleepiness, and Depressive Symptoms"

March of Dimes Margaret Comerford Freda "Saving Babies, Together®" Award

- *"Reducing Disparities in Postpartum Care Utilization: Development of a Clinical Risk Assessment Tool"*
- *"Desperately Seeking VBAC: The Experiences of Women Who Sought a Vaginal Birth after Cesarean Section in the U.S."*

AWHONN's Novice Researcher Award (\$35,000)

- *"Understanding Compassion Fatigue Among Obstetric Nurses in the United States"*
- *"Exploring the Effects of Intrapartum Nitrous Oxide Use on Comfort and Satisfaction"*
- *"Development of the TELL Tool to Aid Women and Their Partners with Disclosing Donor Conception to Their Children"*
- *"Exploring the Microbiota in Neonatal Abstinence Syndrome (EMNAS)"*
- *"Postpartum Complications: Women's Knowledge and Impact of Post-Birth Discharge Education"*

AWHONN's Every Woman, Every Baby EBP Training Awards: This award funded two large initiatives for EBP training for our membership at both the University of Iowa's *Promoting Adoption of Evidence-Based Practice* immersion course and The Evidence-Based Practice online training program at the Fuld Institute at The Ohio State University.

- Seven members were funded in 2019 for the University of Iowa program at an award level of \$10,500.
- 115 members were given the opportunity to complete the 13 CEU Evidence-Based Practice Modular Training Program at The Ohio State University online program, with a total award amount of \$24,150.

Position Statements (published in 2019)

- Intimate Partner Violence
- Optimizing Outcomes for Women with Substance Use Disorders in Pregnancy and the Postpartum Period

Fetal Heart Monitoring (FHM) Program

By the end of 2019, AWHONN's live, faculty-led Fetal Heart Monitoring program had nearly 3,000 faculty and more than 23,000 participants. Over 13,000 participated in the intermediate-level program, and more than 9,000 participated in the advanced-level program. Additional FHM Program statistics showcased the success of this program.

FHM Courses Offered in 2019:

- Intermediate courses: 2,485
- Advanced courses: 1,262
- Intermediate Instructor courses: 54

AWHONN Online Learning Courses

AWHONN offers a variety of online educational courses designed to empower and support nurses caring for women, newborns, and their families. In 2019, AWHONN issued over 46,000 CNE certificates to nurses who completed its online courses and generated over \$1 million in revenue for the organization.

Among the online education highlights for 2019 was the release of seven webinars, four journal CNE opportunities, two fetal heart monitoring simulation courses, the 2019 Convention recordings package, and the 4th edition of the Neonatal Orientation and Education Program (NOEP).

Details for selected online courses are as follows:

Product	CNE Certificates Issued in 2019	Total Revenue in 2019
Critical Care Obstetrics Education (CCOE)	773	\$54,654
Journal CNE	5,057	\$330
Maternal Fetal Triage Index (MFTI) Education	1,424	\$132,665
Neonatal Orientation and Education Program (NOEP)	2,114	\$365,375
Perinatal Orientation and Education Program (POEP)	24,211	\$485,848
POST-BIRTH Education	1,831	\$49,119
Webinars	8,625	\$21,958
Total	44,035	\$1,109,952

Clinical Practice Resources

AWHONN's educational resources continue to drive practice. In 2019, AWHONN published the following resources:

- Perioperative Care of the Pregnant Woman, EBG, 2nd edition
- Nursing Care and Management of the Second Stage of Labor, EBG, 3rd edition

Competencies, Education Guides, and Tools:

- Basic, High-Risk and Critical-Care Intrapartum Nursing, 6th edition
- Neonatal Nursing: Clinical Competencies and Education Guide, 7th edition
- Perinatal Competency Validation Tools

Evidence-Based Clinical Practice Guidelines:

- Perioperative Care of the Pregnant Woman, EBG, 2nd edition
- Nursing Care and Management of the Second Stage of Labor, EBG, 3rd edition

Practice Briefs

- Standardized Practices to Address Maternal Venous Thromboembolism: AWHONN Practice Brief Number 7

Patient Education

To support our nurse members, we have increased our consumer education outreach through *Healthy Mom&Baby*. Our *Healthy Mom&Baby* magazine launched a redesigned website in February, and its annual Diaper Drive, sponsored by Huggies® and in partnership with the National Diaper Bank Network, collected more than 468,000 diapers (up from 249,000 diapers in 2018) through the efforts of more than 96% of our AWHONN Sections and Chapters. This is a record-breaking year all around for our Diaper Drive. Mid-year, the drive received prestigious recognition when it was lauded with a “Power of A” Silver Award from the American Society of Association Executives (ASAE) for “Enriching the Lives of Others.”



As of this writing, we can proudly state that since the *Healthy Mom&Baby* Diaper Drive began in 2015, AWHONN nurses have collected and donated more than 2 million diapers to diaper banks in their communities throughout the US.

Throughout each year, our partners enrich AWHONN's reach and effects in concert with our members; here are just a few of many exciting highlights of 2019:

- In its fifth year, the *Healthy Mom&Baby* Diaper Drive, sponsored by Huggies® and in partnership with the National Diaper Bank Network, was recognized with the prestigious “Power of A” award for “enriching the lives of others from the American Society of Association Executives (ASAE). More than 2,000 members and 98% of Sections and Chapters participate in the annual diaper drive.
- Amplifying nursing innovation, AWHONN, partnered with Johnson & Johnson, launched a Quickfire Challenge in Maternal and Newborn Health to provide an opportunity for two nurses to submit innovative ideas that can have the power to profoundly transform maternal and newborn health.
- Corporate contributions to AWHONN's Every Woman, Every Baby by PeriGen and OBIX bolstered \$35,000 of unrestricted funds to support educational programs and professional development programs for AWHONN members at no cost.
- Expanding educational offerings at the AWHONN Convention, partners such as March of Dimes, Prolacta Bioscience, Abbott Nutrition, Relias, and Hologic hosted industry symposia at our 50th anniversary Convention in Atlanta. The innovative topics ranged from addressing neonatal skincare, assessments on preterm labor, and implicit bias in maternal care, and much more.
- Ensuring the next generation of nurses can attend the AWHONN Convention, partner Huggies® continues to fund annual Millennial Nurse Scholarships to early-career nurses that are seeking to expand their knowledge and practice in women's health, obstetrics, and neonatal specialties while working in the hospital and other health care institutions. To date, they have awarded 16 millennial nurses from all over the United States.

Publications

AWHONN continues to enjoy growing success with its journals. Through content discovery initiatives launched with publisher Elsevier, global access of AWHONN's scholarly content achieved a new apex with more than 1.1 million accesses of JOGNN and NWH scholarship combined. *The Journal of Obstetric, Gynecologic, & Neonatal Nursing (JOGNN)* increased its five-year journal impact factor to 1.8, the highest ever for the publication. The JOGNN Facebook reaches 13,993 fans.

Nursing for Women's Health (NWH) was lauded with three prestigious publishing industry awards, including a Silver EXCEL Award for Best Redesign and a Bronze ASHPE Award for Best Peer-Reviewed Journal. NWH Facebook reaches 46,443 followers.



As the AWHONN journals approach their 50th (JOGNN) and 25th (NWH) anniversaries in 2021, look for calls throughout 2020 for special paper collections, and please consider contributing to the journals' anniversary issues.

AWHONN Strategic Partnerships

In 2019, AWHONN premiered the AWHONN Strategic Alliance (ASA), featuring custom corporate and industry partnerships along with the marketing, branding, and recognition benefits of the former AWHONN Industry Member (AIM) program.



The AWHONN Strategic Alliance joins nurses and business leaders as allies for nurses, women, and newborns on clinical issues, practice trends, essential products for care, and educational resources. Aligning with AWHONN provides incomparable engagement opportunities with nurses in hospitals throughout the U.S.

These partnerships greatly enrich, expand, and strengthen the work of AWHONN. In this alliance, everyone benefits, especially nurses, moms, babies, and our partners.

2019 AWHONN Strategic Alliance Partners

PLATINUM ALLIANCE MEMBERS



GOLD ALLIANCE MEMBERS



SILVER ALLIANCE MEMBERS



Gaumard®
Simulators for Health Care Education



BRONZE ALLIANCE MEMBERS



FRONTIER NURSING
UNIVERSITY®



Hillrom™



Medical Interactive
COMMUNITY



BY CLINICAL COMPUTER SYSTEMS INC.



Advancing the Science of Human Milk

GOAL **INFRASTRUCTURE**

Invest in people, technology, and facilities to advance the mission of the organization.

Accomplishments

1. Invested in technology and launched a new membership database and learning management system.
2. Upgraded financial accounting system to provide transparency and clarity in financial reporting to the staff and Board of Directors.
3. Completed a comprehensive Compensation Survey on all staff positions.



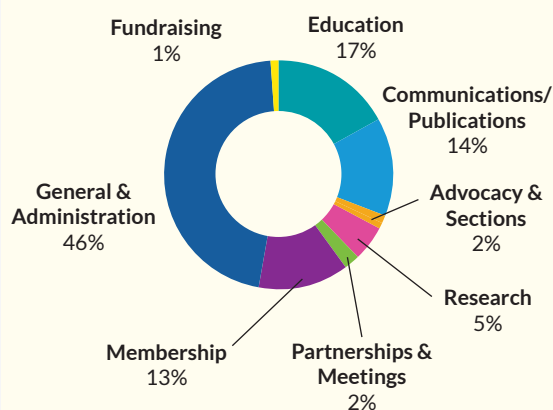
Financial Position

	HQ	Sections	Consolidated	PY	
Assets					
Cash	\$ 730,631	\$ 768,522	\$ 1,499,153	\$ 2,050,263	
Investments	3,840,730	3,428,131	7,268,861	5,659,986	
Other Assets	2,782,222	81,155	2,863,377	3,015,002	
Total Assets	\$ 7,353,583	\$ 4,277,808	\$ 11,631,391	\$ 10,725,251	
Liabilities					
Liabilities	\$ 4,625,719	\$ 34,914	\$ 4,660,633	\$ 4,762,106	
Net Assets without Donor Restrictions	2,082,157	4,242,894	6,325,051	4,786,548	
Net Assets with Donor Restrictions	645,707	-	645,707	1,176,597	
Total Liabilities & Net Assets	\$ 7,353,583	\$ 4,277,808	\$ 11,631,391	\$ 10,725,251	

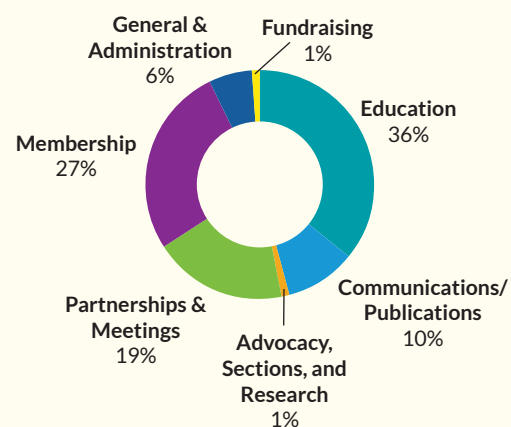
	HQ	Sections	Consolidated	PY YTD	FY19 Budget
Revenue					
Membership Dues	\$ 3,551,394	\$ 334,632	\$ 3,886,026	\$ 3,781,638	\$ 3,977,051
Registration and Meetings Revenue	2,166,270	1,013,134	3,179,404	2,978,406	3,136,636
Royalties	4,070,910	-	4,070,910	4,730,945	4,114,973
Product Sales Revenue	2,075,360	8,223	2,083,583	1,846,979	1,656,216
Other	1,421,884	107,310	1,529,194	1,632,890	2,144,440
Total Revenue	13,285,818	1,463,299	14,749,117	14,970,858	15,029,316
Expenses					
Salaries and Benefits	5,948,797	-	5,948,797	6,819,839	6,136,334
Consultants	2,295,773	-	2,295,773	2,064,526	2,383,195
Occupancy	1,448,902	-	1,448,902	1,418,519	1,509,013
Convention and Meetings Expenses	1,440,804	909,083	2,349,887	2,039,706	2,217,918
Travel	440,463	219,172	659,635	713,551	827,728
Other	1,303,677	110,179	1,413,856	1,482,261	1,690,794
Total Expenses	12,878,416	1,238,434	14,116,850	14,538,402	14,764,982
Change in Net Assets - Operations	\$ 407,402	\$ 224,865	\$ 632,267	\$ 432,456	\$ 264,334
GAAP Adjustments	(93,127)	470,920	377,793	283,379	(233,187)
Change in Net Assets - GAAP	\$ 314,275	\$ 695,785	\$ 1,010,060	\$ 715,835	\$ 31,147

As of December 31, 2019. (Unaudited.)

Expenses by Function



Revenue by Function



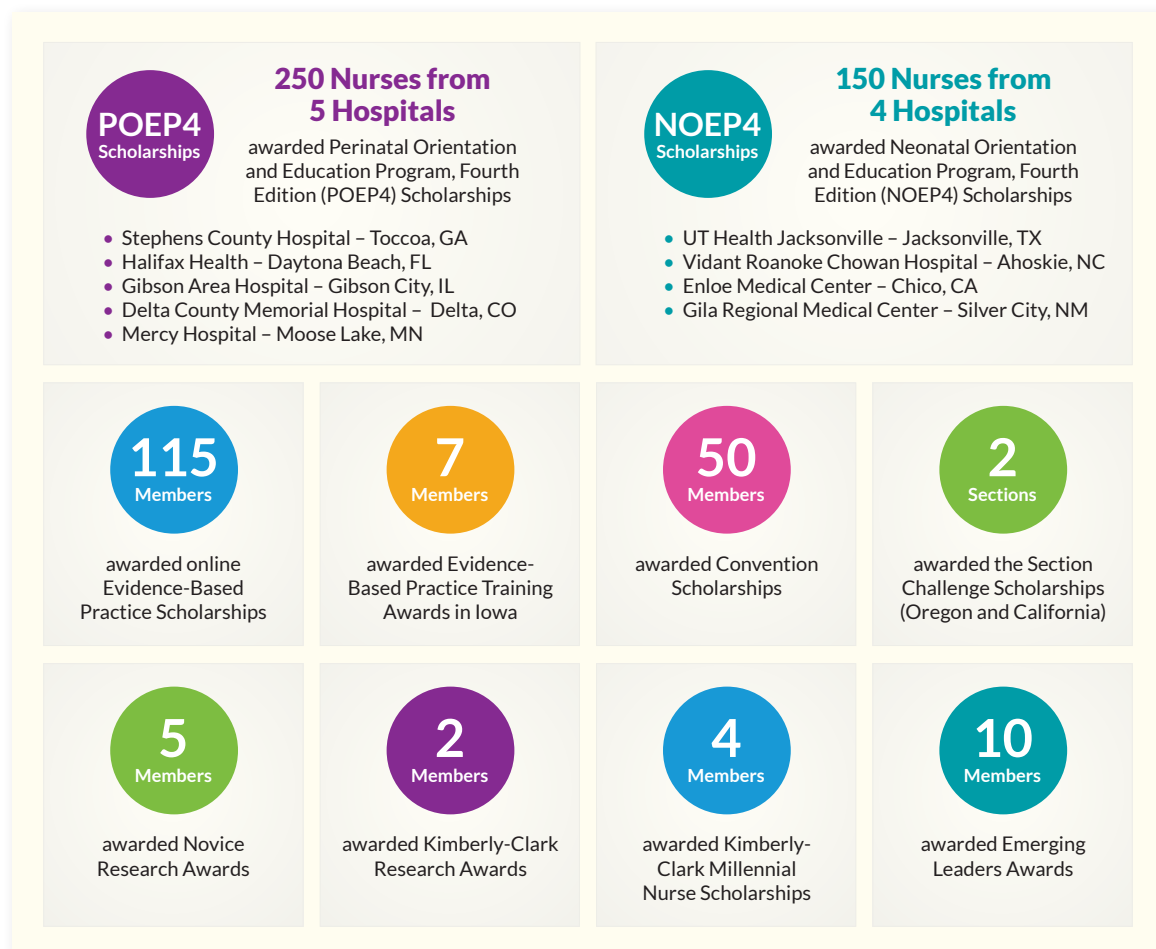
Every Woman, Every Baby

Every Woman, Every Baby is the charitable giving program for AWHONN.



Tax-deductible contributions support research to improve nursing practice and patient care and education and activities promoting the health of women and newborns and professional development for members.

In 2019, nearly \$200,000 was distributed to members and the community.



Together, there is much more we can do even to help improve health care for women and babies.

AWHONN expresses its tremendous gratitude to all of its 2019 donors.

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AWHONN

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Looking Ahead to 2020 from AWHONN's President

What a difference a few months makes. Had I written this letter in December or January, my comments would be very different from what they are now.

COVID-19 has impacted our country and the health care profession in ways we could have never imagined. I want you to know that AWHONN's commitment to our members, patients, and other stakeholders remains the same, especially in difficult times like these. We are here to support each and every one of you during this critical time.



On behalf of the Board of Directors, I want to personally express our gratitude to all our members. Regardless of your specialty, job title, or location, we are on the same team, and together we will navigate through this crucial period to the absolute best of our abilities. This pandemic has created a myriad of questions and concerns, including how to care for the patients we serve while taking care of ourselves and protecting our families and friends.

How can AWHONN best respond to this challenge? By continuing to make more of a difference in the lives of women and newborns than ever.

We pledge to provide timely and accurate information to you. We will keep you up to date on the latest industry information via our website and social media platforms. In addition, we will continue to create and update all educational programs and resources and move them online.

We launched our first podcast series, **AWHONN Insights**, on the topic "Simulations in Perinatal Education." We are moving ahead on a number of fronts, including continued work on updating our Staffing Standards, looking at the next generation of our FHM Program, furthering our work on DEI Initiatives, and a host of other work to enhance and grow our organization.

The health and well being of our AWHONN members and staff is our top priority. As I write this, our physical headquarters office remains closed to protect our staff and visitors. As such, staff continues to work remotely for their safety. I personally want to thank each of them for continuing to tirelessly manage all of their responsibilities during this difficult time.

In closing, as the organization continues to move forward, we welcomed Kathleen Hale as our new interim CEO in May 2020. Kathleen will be a tremendous addition to our team as we embark on a search for AWHONN's next CEO.

Again, thank you for your continued membership and our shared mission of caring for women and newborns.

Be well and safe.

Rebecca S. Cypher

Rebecca "Becky" Cypher, MSN, PNNP
2020 President

Preparing for What's Next from Kathleen A. Hale, MS, RN, NE-BC, AWHONN Interim CEO

Hello to our AWHONN community. I am so thrilled to become your Interim CEO, and I appreciate the opportunity. It's wonderful to be back at AWHONN, having served in many leadership positions, including President.

I'm looking forward to AWHONN's next chapter, which coincides with the next stage of life for all of us. How will our organization adapt to a post-COVID crisis environment? What lessons have we learned that will transform us in the long term?



Like you, I hate the tragedy, but I do appreciate that the coronavirus crisis has demonstrated the value of nurses and has led to a global appreciation of the work that we do every day. That appreciation will not diminish once the immediate threat of the disease begins to wane.

That said, we have to learn from this experience. Why were PPE levels so low? Why were we unprepared? How can we best serve mothers and newborns in difficult times and situations?

Like the rest of the world, we have a lot to unpack and to think about. I want to say again how much we appreciate all that you do and will do everything we can to meet and exceed your needs and expectations of AWHONN.

Sincerely,

A handwritten signature in black ink that reads "Kathleen A. Hale, MS, RN, NE-BC".

Kathleen Hale MS, RN, NE-BC

AWHONN Executive Staff

Kathleen A. Hale, MS, RN, NE-BC

Interim Chief Executive Officer*

**Effective May 1, 2020*

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Vice President

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