

2018 ANNUAL REPORT

Community
Connection
Commitment



AWHONN

PROMOTING THE HEALTH OF
WOMEN AND NEWBORNS



AWHONN is
committed to
promoting **diversity**
throughout the
organization.



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

- We strive to shape a diverse work environment that promotes opportunity for personal and professional growth.
- We have a responsibility to incorporate evidence-based practice in all educational materials for the diverse populations we serve.

FROM THE 2018 AWHONN PRESIDENT

On behalf of the Board of Directors, committee and task force members, and staff of the Association of Women's Health, Obstetric, and Neonatal Nurses, I am pleased to present the annual report for 2018.



Looking back over the past year, I am very proud of AWHONN and our extraordinary **community** of individuals who have **connected** to a shared **commitment** to improve the lives of women and newborns.

As with any successful organization, change is part of a continuous process to improve and remain vital. Suzanne Berry, MBA, CAE, joined us in February 2018 as our interim CEO and the board of directors was so pleased with the progress she was making at AWHONN that we asked her to remain as our CEO. The Board of Directors did not take this decision lightly and performed its due diligence in conjunction with the CEO Search Committee, in consultation with a national search firm and legal counsel. I also want to take this opportunity to give my heartfelt thanks to the dedicated and hardworking staff at AWHONN who ensured that AWHONN executed on its strategic plan, moving the organization forward to benefit our members.

At the June 2018 board meeting in Tampa, FL, the board updated its organizational strategic plan refocusing our Mission Statement: *Empower and support nurses caring for women, newborns, and their families through research, education, and advocacy.* Our five major goals that appear later in this Annual Report support our Mission Statement and provide a roadmap for the staff to develop an annual operational plan and budget.

■ Highlights of 2018 include:

- Membership has grown to 21,260, with 6,330 new members in 2018
- A very successful 2018 Annual Convention with more than 3,300 attendees, 165 exhibiting companies and 26 sponsors and partners
- We hosted a Facebook Live event at Convention with a viewing audience of more than 500 online participants
- An operating profit was generated in 2018 allowing AWHONN to invest in new membership database software
- Development of an assessment of current infrastructure needs to support the growth and vitality of AWHONN
- Becoming intentional about our collaborations with our related organizations to work toward reducing the terrible impact of maternal morbidity and mortality
- Creating three new taskforces to focus on Diversity and Inclusion as well as the needs of our Early Career Nurses. A Retired Members Task Force was formed to look at the needs of our engaged retired members.

Thank you for your contributions to the advances made this year through your sharing of expertise, volunteer service, leadership, and contributions of support. Thank you to the 2018 Board of Directors. It was an honor to serve and work with each of you.

A handwritten signature in black ink that reads "Jennifer L. Doyle". The signature is written in a cursive, flowing style.

Jennifer L. Doyle, MSN, WHNP-BC

BOARD OF DIRECTORS



Jennifer L. Doyle,
MSN, WHNP-BC
President



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



Raquel "Kelly" Walker,
DNP, MSN, BSN, RA
Secretary Treasurer



Jeanne Alhusen,
PhD, CRNP, RN
Director



Robert Durkee,
RN, MHA, FACHE
Director



Cyndy Krening, MS,
RNC-OB, C-EFM, CNS
Director



Lisa A. Miller,
CNM, JD
Director



Cheryl Larry-Osman,
RN, MS, CNM
Director



Susan A. Peck,
RNC, MSN-APN
Director



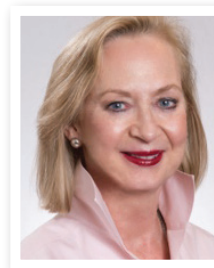
Kristine Rimbos, MS,
CNS, RNC-OB, C-EFM
Director



Barbara S. Tewell,
MSN, RNC-OB
Director



Emily Drake,
PhD, FAAN
Ex-Officio Director



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

Our Vision

Nurses making a difference in the lives of women and newborns

Our Mission

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

OUR GOALS

DIVERSITY: Promote diversity and inclusion in our organization and profession.

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

COMMITMENT TO MEMBERS: Maximize the member experience.

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

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

CORE VALUES *(as expressed in the acronym "CARING")*

Commitment to professional and social responsibility

Accountability for personal and professional contributions

Respect for diversity of and among colleagues and clients

Integrity in exemplifying the highest standards in personal and professional behavior

Nursing excellence for quality outcomes in practice, education, research, advocacy and management

Generation of knowledge to enhance the science and practice of nursing to improve the health of women and newborns

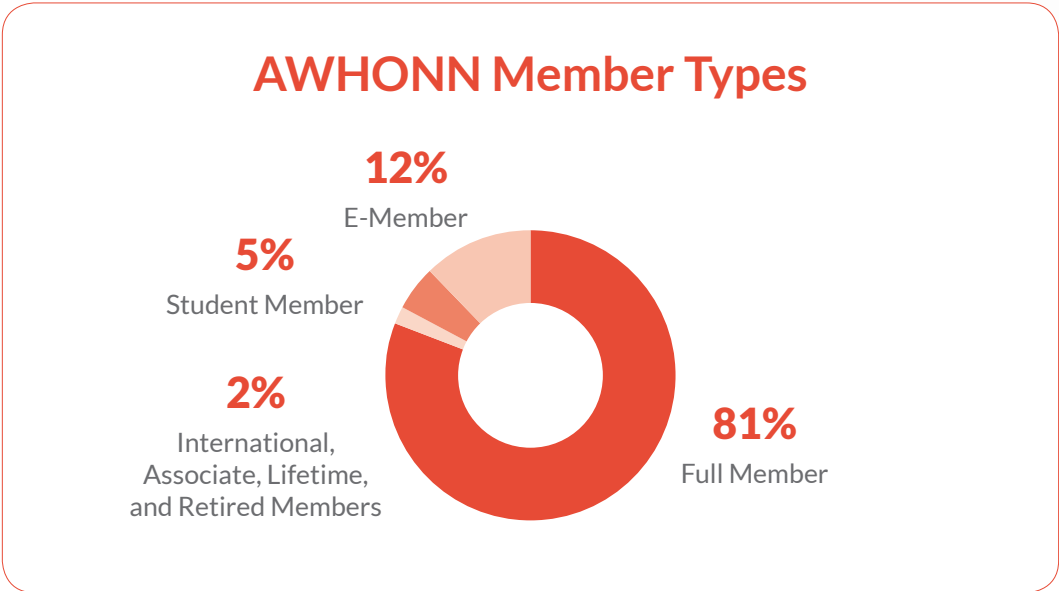
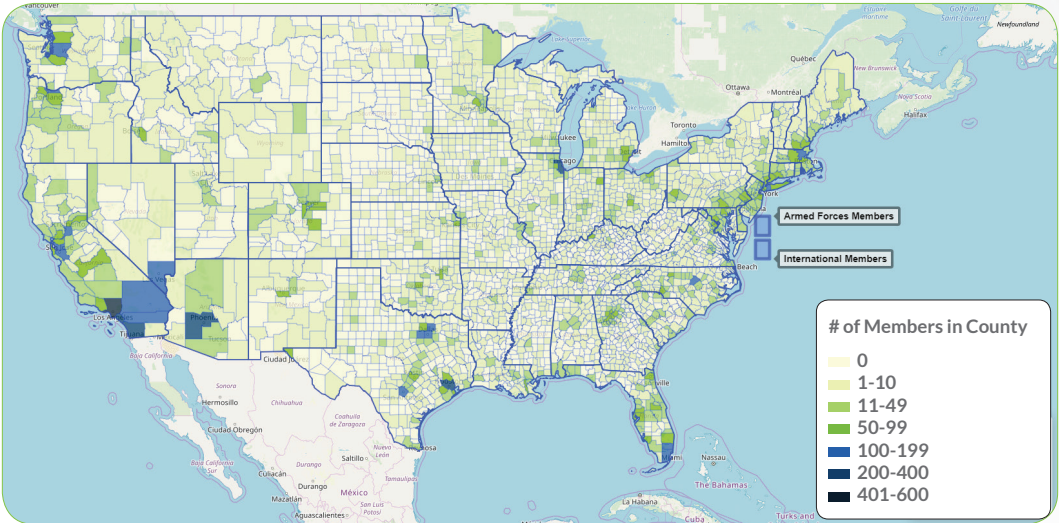
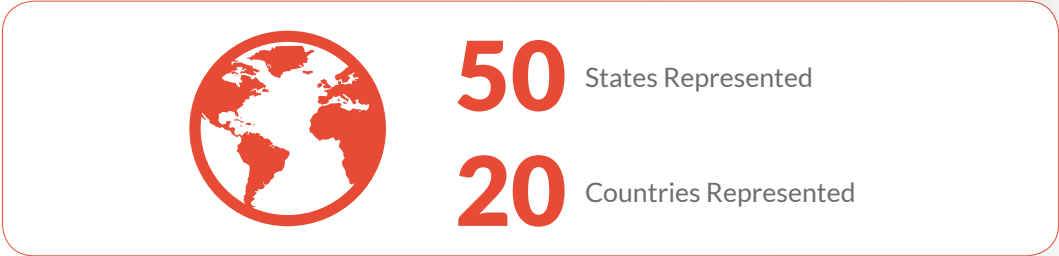
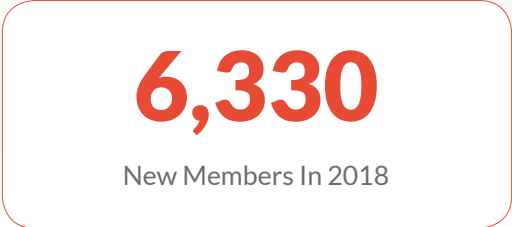
AWHONN HONORS ITS PAST PRESIDENTS

Constance Cole Waxter, RN - 1969
Patricia Reilly, RN - 1970
Swanee Anderson Wilson, RN - 1971
Susan Hershberger Bodtke, RN - 1972
Patricia B. Owens, RN - 1973
Dorothy J. Telega, RN - 1974
Jean D. Staats, RN - 1975
Barbara V. Bland, RN - 1976
Bonnie Wiltse, RN - 1977
Sallye Brown, RN - 1978
Rosanna Lenker-Battista, RN, CNM - 1979
Catherine Myers, RNC, OG, NP - 1980
Mary Mercurio, RN - 1981
Barbara O'Neill, RN, MN - 1982
Eileen Leaphart, RNC, MN - 1983
E. Joanne Jones, RN, MSN - 1984
Helen Wohlert, RN, MSN - 1985/1986
Delphine Jewell, RN, CNM, MSN - 1986/1987
Irene Morelli, RN, MSN - 1988
Bobbie Frye, RN, MS - 1989
Carla D. Harris, RN, RNS, MSN - 1990
Ann L. Ropp, RN, MS - 1991
Catherine H. Garner, RNC, MSN, MPA - 1992
Nancy Lindberg, RNC, MSN, MPA - 1993
Chee Hamilton, RN, MN, ACCE - 1994
Sylvia H. Wood, MSN, RN, CNM - 1995
Joy Grohar, CNM, RNC, MS - 1996
Pamela Reidy, USAF, NC, BSN, MS - 1997
Patsy Kennedy, CNP, RCN, WHNP - 1998
Leith Mullaly, RNC, MSN, ACCE, IBCLC - 1999
Janice Semler, RNC, MS - 2000
Martha Lavender, PhD, RN, FAAN - 2001
Mary Henrikson, MSN, RNC - 2002
Kathleen M. Campbell, MN, RNC, MSN - 2003
Debra Hobbins, MSN, APRN, NP - 2004
Beverly J. Deaton, MSN, RNC - 2005
Joan E. Edwards, RNC, MN, CNS - 2006
Judith H. Poole, PhD, RNC - 2007
Barbara A. Moran, PhD, CNM - 2008
Kim L. Armour, NP-BC, APN, MSN, RDMS - 2009
Susan A. Albrecht, PhD, RN, FAAN - 2010
Kathleen A. Hale, MS, RN, NE-BC - 2011
Rose L. Horton, MSM, RNC - 2012
Mimi Pomerleau, DNP, WHNP-BC, RNC-OB, CNE - 2013
Cathy Ivory, PhD, RNC-OB - 2014
Karen T. Harris, MSN, RN, WHNP-BC - 2015
Suzanne Ketchem, MSN, RNC-OB, CNS - 2016
Emily Drake, PhD, RN, FAAN - 2017

We honor the
leaders who shaped
AWHONN into
the organization
it is today.

COMMUNITY: MEMBERSHIP

AWHONN members are nurses from all practice areas and locations.



COMMUNITY: AWHONN HUB

All AWHONN members receive access to our new, exclusive online community, **Member Central**.



165

Active Communities



3,627

Discussion Posts

COMMUNITY: SECTIONS AND CHAPTERS

Section	# of Members
Alabama	183
Alaska	105
Arizona	449
Arkansas	135
Armed Forces	615
California	2730
Colorado	539
Connecticut	231
Delaware	101
Florida	1216
Georgia	657
Hawaii	88
Idaho	151
Illinois	761
Indiana	403
International	103
Iowa	202
Kansas	220
Kentucky	212
Louisiana	322
Maine	124
Maryland	371
Massachusetts	503
Michigan	553
Minnesota	330
Mississippi	103

Section	# of Members
Missouri	306
Montana	74
Nebraska	155
Nevada	144
New Hampshire	200
New Jersey	562
New Mexico	125
New York	916
North Carolina	833
North Dakota	44
Ohio	642
Oklahoma	349
Oregon	439
Pennsylvania	771
Rhode Island	62
South Carolina	224
South Dakota	44
Tennessee	287
Texas	1870
Utah	124
Vermont	66
Virginia	659
Washington	578
West Virginia	87
Wisconsin	225
Wyoming	47

COMMUNITY: VOLUNTEERS

- Finance Committee
- Nominating Committee
- Education Advisory Committee
- Program Committee and Abstract Reviewers
- Section Advisory Committee
- Development Committee
- Section Leaders: 51 Section Chairs, Secretary/Treasurers, Program Chairs, Social Media and Public Policy, and many more
- Development Committee
- Early Career Task Force
- Diversity + Inclusion Task Force
- FHM Task Force, Instructors and Trainers
- JOGNN Editorial Advisory Board, Authors and Reviewers
- *Nursing for Women's Health* Editorial Advisory Board, Authors and Reviewers
- *Healthy Mom&Baby* Editorial Advisory Board, Authors and Reviewers
- Evidence-Based Guideline Workgroups
- Position Statement Work Group
- NOEP 4 Development Team
- Retired Members Task Force

**Thank you to
our more than
300 AWHONN
volunteer members.**

COMMUNITY: AWHONN EMERGING LEADERS-2018 CLASS

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

- **Cheryl Parker, DNP, CRNA, RNC-OB**, lives in Louisville, KY, and is a Nurse Anesthetist working for Obstetric Anesthesia Consultants at Norton Women's and Children's Hospital.
- **Tracy L. Buder RNC, MSN**, of Oak Harbor, OH, is the Clinical Director of Labor & Delivery and Antepartum Departments of ProMedica Toledo Hospital.
- **Kimberly N. Hughes, DNP, RNC, CNS**, of San Antonio, TX, is an Assistant Professor of Nursing, non-tenured track since at the UT Health School of Nursing for three years.
- **Kellie Griggs, DNP, MSN-Ed, RNC-OB**, of Wilmington, NC, is an Assistant Professor of Women's Health at the University Of North Carolina Wilmington School Of Nursing, and serves part-time in the nurse education department at New Hanover Regional Medical Center.
- **Marin Skariah, MSN, FNP-BC, RNC-MNN, IBCLC**, is from Westchester, NY, and is the Nursing Professional Development Specialist (NPDS) for Obstetrics and Labor & Delivery at NYU Langone Health at the Tisch Campus.
- **Megan Raleigh, BSN, RNC-OB**, of Dallas, TX, is a Registered Nurse working in Labor and Delivery.
- **Shelly Jensen, BSN, MHA, RN, NEA-BC**, is from Twin Falls, ID, and is the Senior Director of Nursing & Patient Care for Labor & Delivery, Mother Baby, NICU, Pediatrics, and Respiratory Therapy at St. Luke's Magic Valley, where she is also a significant member of the St. Luke's Health System Perinatal Quality & Safety Council.
- **Kristen Srna, MSN, RN**, resides in Abilene, KS, and is the Inpatient/Obstetric Nurse Manager at Memorial Hospital.
- **Linda Cassar, DNP, RNC-OB**, of Stone Ridge, VA, is an Assistant Clinical Professor at The George Washington University School of Nursing, where she has taught Obstetrics, Leadership, and the Capstone Course, Transition to Practice.
- **Michelle Hirsch Korn, MSN, RNC-OB, CNS**, from Salem, OR, is the Perinatal Clinical Nurse Specialist at Salem Hospital in Salem, Oregon.



COMMUNITY: ANNUAL CONVENTION

Quality, breadth and depth are the hallmarks of the AWHONN Annual Convention. The goal of the 2018 AWHONN Annual Convention was to “ignite passion and empower nurses to transform care.”

We focus on bringing nurse professionals together to learn from each other and gain insights into advances in treatment and care.

2018 Convention Snapshot

3,300

Attendees

113

Poster Presentations

4

General Sessions

55

Concurrent Sessions

8

Precon Events

1

Leadership Summit

95%

of respondents agreed or strongly agreed that the “Convention was excellent”

165

Exhibitors

10

Simulation Sessions held in the AWHONN Interactive Healthcare Pavilion

32.75

CNE Contact Hours Available

CONNECTIONS: EDUCATION

AWHONN offers a variety of educational courses and programs to enhance you, your team and your facility with the resources and knowledge needed for the improvement of women's health and neonatal health.

3,000

Fetal Heart Monitoring Program (FHM) Faculty

21,340

FHM Participants

1,156

Advanced FHM Courses Offered

12,360

Participants in Intermediate FHM Program

8,513

Participants in Advanced FHM Program

2,311

Intermediate FHM Courses Offered

106

Intermediate FHM Instructor Courses Offered

273

CNE Certificates issued for Critical Care Obstetrics Education (CCOE)

16,096

Certificates issued for Perinatal Orientation & Education Program (POEP)

74

Online prerequisite certificates issued for Obstetric Patient Safety Program

40

Classroom Course certificates issued for Obstetric Patient Safety Program

CONNECTIONS: EDUCATION

AWHONN developed the **Post-Birth Warning Signs Education Program** to help nurses educate and empower new mothers to recognize and respond to life-threatening symptoms. The **Post-Birth Warning Signs Education Course**, **Post Birth Warning Signs Toolkit**, **Post Birth Warning Signs Magnets**, and adaptable downloadable templates are available for purchase.

3,949

Total learners (individual and institutional) for Maternal-Fetal Triage Index Educational Course (MFTI)

2,376

Total learners (individual and institutional) for Post-Birth Warning Signs Education Program

11,749

Total learners (individual and institutional) for Perinatal Orientation & Education Program (POEP)

450

Total learners for Neonatal Orientation & Education Program (NOEP)

Here is what a nurse shared after taking the course and implementing Post-Birth Warning Signs at her facility:

“

Just readmitted a postpartum patient this week who arrived via EMS with AWHONN’s Save Your Life flyer in hand! We implemented the program about 6 weeks ago. So grateful for this resource and that it is truly saving lives.

”

—Ashley N. Locklear, MSN,
RNC-OB, C-EFM
Clinical Practice Specialist

CONNECTIONS: ONLINE LEARNING

85

Total number of offerings

295.15

Total CNE contact hours available

220.90

Contact hours in the Online Learning Center

18

New offerings in 2018

2,660

Webinars viewed

9,639

CNE certificates issued

10,495.95

CNE contact hours granted

CONNECTIONS: BEST PRACTICES

AWHONN has a long history of developing and publishing important Position Statements that guide our public policy and advocacy efforts.

Position Statements published in 2018:

- *Fetal Heart Monitoring*
- *Intimate Partner Violence*
- *Marijuana Use During Pregnancy*
- *Nursing Care of Incarcerated Women During Pregnancy and the Postpartum Period*
- *Women's Cardiovascular Health*

Evidence-Based Guidelines (EBGs) published in 2018:

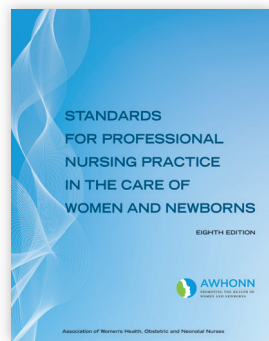


Neonatal Skin Care Evidence-Based Clinical Practice Guideline, 4th edition



Nursing Care and Management of the Second Stage of Labor, Evidence-Based Clinical Practice Guideline, 3rd edition

Other Notable Publication:



Standards for Professional Nursing Practice in the Care of Women and Newborns, 8th edition

CONNECTIONS: SHARING KNOWLEDGE

AWHONN's two journals and consumer magazine publish the latest in evidence-based research, practice and advice for the care of women and newborns by nurses working in women's health, childbearing and neonatal health.

AWHONN's journals and magazine are led by nurse experts in our focus areas and supported by groups of expert volunteers who provide advice and guidance via editorial advisory boards, as well as groups of nurses and other experts who voluntarily review content.

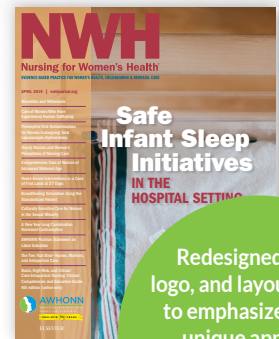
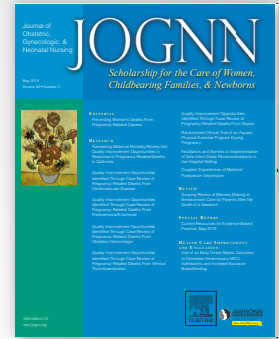
Journal of Obstetric, Gynecologic & Neonatal Nursing (JOGNN) is AWHONN's research journal. It publishes research, reviews, health care improvement and evaluation, and methods papers as well as critical commentary, case reports, and letters to the editor.

Nursing for Women's Health (NWH) is AWHONN's scholarly clinical practice journal. It publishes clinical research, review articles, quality improvement projects, practice innovations and trends, and personal essays.

AWHONN members receive AWHONN's journals as a benefit of membership.

- 22,000 copies disseminated monthly in print and online
- 2018: More than 750,000 unique downloads at both journals sites combined
- JOGNN #2 globally in Maternal Child Health (MCH) citations in 2018 among 118 international nursing journals
- NWH awarded the bronze award in the category of "Best Peer-Reviewed Journal" by the American Society of Healthcare Publication Editors
- 98%* of readers engage regularly with both JOGNN and NWH
- JOGNN and NWH are in the top #3 reasons AWHONN members join and remain members in the association

* Member research conducted by McKinley & Associates



Redesigned cover, logo, and layout in 2018 to emphasize NWH's unique approach to the application of scholarship in clinical settings.

92%

of members say the journals are relevant to patient care and contain the latest research and scholarship

90%

of members say the journals are "vital" to their professional work

3 out of 7

members say JOGNN and NWH are the "most important" journals in their field

3 out of 4

members share JOGNN and NWH articles with their colleagues

CONNECTIONS: PATIENT EDUCATION

Healthy Mom&Baby (HMB) is AWHONN's nurse-authored, patient education magazine. It is powered by the nurses of AWHONN to help childbearing women navigate conception, pregnancy, birth, and parenting. It also amplifies the volunteerism of AWHONN nurses through its annual **Healthy Mom & Baby Diaper Drive**.

- **Distribution:** 125,000 copies per issue through 2,167 member distributors (10% members)
- **Online at** Health4Mom.org
- **New Website:** Mobile-first, modern website with an app that will premiere in 2019



Members who distribute *Healthy Mom&Baby* say they give the magazine to their patients for the following reasons, among others:

Easy to Understand and Use with Patients

"As a nurse practitioner who cares for families with various reading abilities, I know I can count on Healthy Mom&Baby to provide all of them with information that is evidence-based, timely, and easy to understand."

—Michele Savin, DNP, MSN, NNP-BC, Neonatal Nurse Practitioner, Wilmington, DE

Provides More Information Post-Office Visit

"Healthy Mom&Baby is an essential resource for our patients because it gives them more information than I can provide in a short interaction, and I know I can trust the information to be evidence-based and usable by our patients because it's from my nursing organization, AWHONN."

—Susan Angelicola, MSN, APN, Nurse Practitioner, Morris Plains, NJ

Nurses Read it Too

"I endorse AWHONN'S Healthy Mom&Baby magazine because it reaches out to all cultures with important health information for women and babies. As a nurse, I also read Healthy Mom&Baby to stay up to date on the latest advice for moms and families, as well as the new products my patients are considering using in pregnancy or with their baby."

—Sharon Scott, MSN, RN, Nurse Educator, Fredericksburg, VA

CONNECTIONS: SPREADING THE WORD



60,015

Facebook Followers

▲ 9% increase from 2017



8,683

Twitter Followers

▲ 16% increase from 2017



1,694

Instagram Followers

▲ 59% increase from 2017



16,972

LinkedIn Followers

▲ 76% increase from 2017



5,212,115

Total Reach

▲ 28% increase from 2017

2018 Federal Legislative and Policy Priorities

The Association of Women's Health, Obstetric and Neonatal Nurses (AWHONN) represents the interests of 350,000 women's health, obstetric, and neonatal nurses across the United States. AWHONN leaders and members:

- Advocate for improved health outcomes for vulnerable populations, including women who are pregnant and incarcerated, have low income or substance use disorders, are members of racial or ethnic minority groups or immigrants, are military members or veterans, are currently trafficked or are at risk for human trafficking, and/or are marginalized for their gender identities or relationship status.
- Maintain current and advocate for increased access to preventive health care services for all women, such as annual well-woman visits; HPV vaccination; mammograms; cervical cancer screening; pre-, inter-, and post-conception care; screening for domestic violence, substance use, and human trafficking; and smoking cessation programs.
- Increase access to and information about the range of evidence-based options for contraception, to include long-acting reversible contraception (LARC) for women of all reproductive ages, including teenagers and adolescents, as well as access to LARC in the immediate postpartum period.
- Ensure strong nursing representation on state, federal, and other multidisciplinary taskforces, advisory boards, working groups, and maternal mortality review teams.
- Expand research funding and opportunities to investigate and alleviate the causes of maternal morbidity and mortality.
- Support national efforts to protect and promote breastfeeding through policy to support family leave for as long as 6 months, so women can establish and sustain breastfeeding.
- Support the use of advanced practice registered nurses and certified nurse midwives to meet the increasing demand for primary care and women's health services, including federal efforts to reduce scope-of-practice barriers for advance practice nurses so they may practice to the full extent of their education and training.
- Support federal efforts that aim to reduce student loan debt burden for nurses, including expanded access to federal aid and decreased tuition costs.
- Support initiatives to allow for unrestricted over-the-counter access to oral contraceptives that are low cost, covered by insurance, and available to people of all ages without restrictions, as well as full contraception coverage by all insurance payers with no out of pocket expense.

AWHONN worked to advance the following legislation that was ultimately passed by Congress and signed into law:

To pass the Preventing Maternal Deaths Act:

- At AWHONN on Capitol Hill 2018, 44 nurses met with 68 members of Congress or staff resulting in 7 additional cosponsor for HR 1318 and 10 for S1112.
- 115 nurses emailed or called 28 US Representatives and 61 US Senators.
- In state meetings and op-eds by AWHONN members in major newspapers in Kentucky and Oklahoma earned support by key senators to move this bill to the floor for an ultimately successful vote.

Provisions of the Addiction Treatment Access Improvement Act (HR 3692/S 2317) were enrolled into HR 6, the SUPPORT for Patients and Communities Act, which contains dozens of measures to combat the opioid epidemic including Section 3201 that would authorize APRNs (NPs, CNMs, CRNAs, and CNSs) and PAs to prescribe medication-assisted treatments for five years. The authorization would be permanent for NPs. At AWHONN on Capitol Hill 2018, 44 nurses met with 68 members of Congress or staff resulting in 6 additional cosponsors for HR 3692 and two for S 2317.

COMMITMENT: PARTNERSHIPS

AWHONN partners with many organizations on initiatives, research, and programs.



COMMITMENT: 2018 AIM PARTNERS

The AWHONN Industry Member Program (also known as AIM) is our flagship corporate membership program. AIM members enjoy greater direct connections with industry and nurse leaders who are dedicated to protecting, enriching, and empowering the nursing profession for the benefit of women and newborns.



COMMITMENT: 2018 SPONSORS



Mobile App

Family to Family Support Network
Mean Johnson Nutrition

Symposium



Hill-Rom Celeste Phillips Family-Centered Maternity Care Award



Distinguished Professional Service Award; Soap in Bathrooms;
Interactive Healthcare Pavilion Mom and Baby Hospital Room



Hotel Key Cards; Nursing Outreach Award; Interactive Healthcare
Pavilion Healthy Baby Nursery



Focus Group



Interactive Healthcare Pavilion Delivery Room



Convention Bags; President's Party; Symposium; Interactive
Healthcare Pavilion NICU Room



Symposium



Mobile App



Symposium



Interactive Healthcare Pavilion Delivery Room



Interactive Healthcare Pavilion NICU Room



Official Service Contractor



Official Audio Visual Provider



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



Symposium



Ancillary Event; Focus Group



Symposium

COMMITMENT: 2018 EXHIBITORS

A Royal Treasure
 Abbott Nutrition
 Accutech
 AccuVein
 Adroit Industries
 Advanced Life Support in
 Obstetrics (ALSO)
 AdventHealth
 Adventist Health
 Air Force Recruiting Services
 AltroCare Inc.
 AMAG Pharmaceuticals
 Amazing Stim
 Ameda Breastfeeding Products
 American Mobile Healthcare
 AMICO Corporation
 Aqua-Eez, Inc.
 ARUP Laboratories
 Association of Public Health
 Laboratories
 Atom Medical
 AWHONN
 B.E. Smith, Inc.
 BabyScripts
 BayCare Healthcare System
 Bella Baby Photography
 BJC HealthCare
 Bravo! Designs
 Cake Lingerie Pty Ltd
 Calmoseptine, Inc.
 Cardinal Health
 CAREstream America
 Cariant Health Partners
 CaringWisdom®/ClayLinks® Kits
 Catapult Products, LLC
 Cedars-Sinai Medical Center
 Ceek Women's Health
 CenTrak
 Centurian Labs, LLC
 Certascan Technologies
 Chamberlain University
 Charley's Angels
 Christus Health
 Clinical Innovations
 CliniComp, Intl.
 Clogs by C&C Sweden/Funq Wear
 Support Socks
 Coffective
 Coloplast
 Comfort Innovations LLC
 Cook Medical
 CooperSurgical
 Cottonwood Kids
 Creche Innovations
 Cross Country TravCorps
 Customized Communications
 Dabir Surfaces, Inc.
 Dandle-Lion Medical
 Dignity Health
 Divergent Medical Technologies
 DM Med Group
 doTERRA
 Draeger Medical
 Duchesnay USA
 EBSCO Health
 Entermics Medical
 Envision Physician Services
 Erlanger Health System
 Evacu B
 Evolve BioSystems

EvolveMD
 Exeltis USA Inc.
 Ferring Pharmaceuticals Inc.
 Florajen Probiotics a Clarion
 Brands company
 Fridababy
 Frontier Nursing University
 Gaumard Scientific
 Gauss Surgical, Inc.
 GCX Corporation
 GE Healthcare
 Getinge
 Global Health by Keypath
 Education
 GOLD Conferences International
 goumikids
 Grand Canyon University
 GSquared Medical LLC
 Guam Regional Medical City
 Guard RFID Solutions Inc.
 Halo Innovations, Inc.
 Happiest Baby
 Hawaiian Moon
 HCA Healthcare
 Healthy Birth Day
 Hill-Rom
 Hologic, Inc.
 Holy Cross Health
 Homewood Health Care
 HoverTech International
 HPSRX Enterprises
 Human Milk Banking Association
 of North America
 Hyland's Homeopathic/TxOptions
 IBLCE: International Board
 of Lactation Consultant
 Examiners
 ICP Care
 Infa-Print/Kelly Dawn Systems,
 Inc.
 InJoy Health Education
 Innovating Education in
 Reproductive Health
 Innovent Global
 Intelligent Hearing Systems
 International Biomedical /Airborne
 Life Support Systems
 IOA Healthcare Furniture
 Ionic Trends
 Irish Breeze, Ltd
 iSimulate
 Joeyband: skin-to-skin and fall
 prevention
 Johnson & Johnson
 K2 Medical Systems, Inc.
 Kaiser Permanente
 Kansas Instruments
 Kaplan Higher Education
 Kayabirth, Ltd.
 Kedrion
 Kimberly-Clark
 Kirlin Lighting
 Knú LLC dba La-Z-Boy Healthcare
 Laclede Inc.
 Lactation Education Resources
 Lakeland Regional Medical Center
 Lamaze International
 Lansinoh
 L'ATHENE
 Lee Health

Life Events, Inc.
 Limbs & Things
 LINET Americas
 LiquidGoldConcept
 Living Well Products Direct
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Nursing for Women's Health Excellence in Writing Award

Marissa Tenenbaum Potter, BA, RN, CCE

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■ EVERY WOMAN, EVERY BABY COMMUNITY SCHOLARSHIPS

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■ RESEARCH GRANTS

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

Joyce K. Edmonds, PhD, MPH, RN, PHCNS-BC

Understanding Nurse Attitudes About Childbirth Practices to Reduce Unnecessary Cesarean Deliveries

The Kimberly-Clark Nursing Research Award

Marliese D. Nist, MS, RNC-NIC

Inflammatory Mediators of Stress Exposure and Neurodevelopment in Very Preterm Infants

The March Of Dimes "Saving Babies, Together®" Award

Bridget Basile Ibrahim, MSN, FNP-BC

Caitlin Dreisbach, BSN, RN, C-EFM

AWHONN Novice Researcher Award

Zhiyuan Yu, BSN, RN

Chinese Immigrant Mothers Postpartum Depression Experience: A Grounded Theory Study

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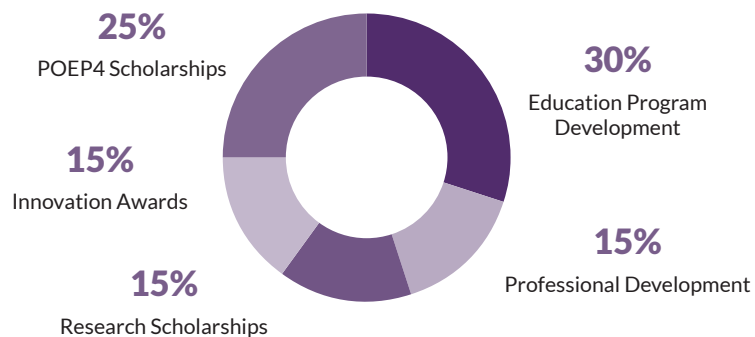
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OBSTETRICS PATIENT SAFETY COURSE

Building Instructor Trainer capacity: AWHONN visited three sites in fall of 2018 to review instructors teaching the course and approve Instructor Trainers. These Instructor Trainers and then able to teach and approve additional OPS Instructors.

# of Courses Held	# of Instructors Trained	# of Students Purchased
2018: 15	2018: 16	2018: 82
2019: 20*	2019: 44	2019: 17 (as of Feb 1)

*Note: More courses will continue to be scheduled in 2019.

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- Rosemarie Cervantes - Long Beach, CA
- Jennifer Orlosky-Novack - Milford, DE
- Sue Ellen Abney- Roberts - Augusta, GA
- Mary Sandelski - Hammond, IN
- Amanda Huber - Edina, MN
- Holly Champagne - Roseville, CA
- Jannice Phillips - Texarkana, TX
- Nancy McMenemy - Detroit, MI

October 2018 Cohort

- Mimi Dent - Santa Barbara, CA
- Melissa Lane - Augusta, GA
- Macy McKim - Grand Junction, CO
- Elizabeth Patel - Florence, SC
- Jennifer Peterman - Philadelphia, PA
- Robinson Jaimee - Leesburg, VA
- Alexandria Russell - Washington, DC
- Cheryl Sharp - Newport News, VA
- Danielle Suhy - Ypsilanti, MI
- Kristin Thayer - Smithtown, NY

2018 Hospital Scholarships for Perinatal Orientation and Education Program (POEP)

- Kings County Hospital - Freeport, NY
- McLeod Health - Florence, SC
- Brookdale University Hospital Medical Center - Brooklyn, NY
- Hahnemann University Hospital - Philadelphia, PA
- Trinitas Regional Medical Center - Elizabeth, NJ

STATEMENT OF FINANCIAL POSITION

As of December 31, 2018 (unaudited)

	HQ	Sections *	Consolidated	PY
Assets				
Cash	\$ 1,079,292	\$ 682,733	\$ 1,762,025	\$ 1,534,352
Investments	2,919,017	2,741,334	5,660,351	6,036,317
Other Assets	2,712,216	203,301	2,915,517	2,583,925
Total Assets	\$ 6,710,525	\$ 3,627,368	\$ 10,337,893	\$ 10,154,594
Liabilities				
Liabilities	4,647,963	8,326	4,656,289	4,907,284
Unrestricted Net Assets	955,224	3,619,042	4,574,266	4,518,900
Temporarily Restricted Net Assets	1,107,338	-	1,107,338	728,410
Total Liabilities & Net Assets	\$ 6,710,525	\$ 3,627,368	\$ 10,337,893	\$ 10,154,594

STATEMENT OF ACTIVITIES

Twelve-month period ending December 31, 2018 (unaudited)

	HQ	Sections *	Consolidated	PY YTD	FY18 Budget
Revenue					
Membership Dues	\$ 3,380,227	\$ 326,203	\$ 3,706,430	\$ 3,725,905	\$ 4,064,641
Registration and Meetings Revenue	2,108,741	450,603	2,559,344	2,944,162	3,091,533
Royalties	4,196,227	-	4,196,227	3,026,731	3,648,775
Product Sales Revenue	1,718,341	-	1,718,341	1,809,132	1,470,000
Other	2,000,674	128,950	2,129,624	2,054,868	2,386,054
Total Revenue	13,404,210	905,756	14,309,966	13,560,798	14,661,003
Expenses					
Salaries and Benefits	6,803,430	-	6,803,430	7,170,783	6,713,515
Consultants	1,603,651	-	1,603,651	920,243	1,736,997
Occupancy	1,022,914	-	1,022,914	908,169	1,033,604
Convention and Meetings Expenses	1,199,707	491,026	1,690,733	2,157,238	1,931,436
Travel	457,856	185,741	643,597	611,558	712,919
Other	2,074,749	100,411	2,175,160	2,981,136	2,655,768
Total Expenses	13,162,307	777,178	13,939,485	14,749,127	14,784,239
Change in Net Assets - Operations	\$ 241,903	\$ 128,578	\$ 370,481	\$ (1,188,329)	\$ (123,236)
GAAP Adjustments	63,814	-	63,814	1,211,590	-
Change in Net Assets - GAAP	\$ 305,717	\$ 128,578	\$ 434,295	\$ 23,261	\$ (123,236)

COMMITMENT: SERVING AWHONN MEMBERS

AWHONN staff is dedicated to serving all of our members each and every day.

How can we help you?

Membership and Customer Service

1-800-354-2268

customerservice@awhonn.org

Sections and Chapters

cmccormick@awhonn.org

Advocacy

advocacy@awhonn.org

Every Woman, Every Baby

giving@awhonn.org

Fetal Heart Monitoring

fhm@awhonn.org

Maternal Fetal Triage

mfti@awhonn.org

Obstetric Patient Safety

ops@awhonn.org

Online Learning Center

learning@awhonn.org

Research

researchprograms@awhonn.org

Media Inquiries

mediarelations@awhonn.org

Strategic Partnerships

partnerships@awhonn.org

LOOKING AHEAD: 2019

From the 2019 President: Cheryl Roth, PhD, WHNP-BC, RNC-OB, RNFA

As I begin my presidency, I am excited about the good work that was done by the talented and dedicated Presidents who preceded me. I realize, as do all of you, how much work we still have ahead of us.



A continued focus during my Presidential year will be on maternal morbidity and mortality. Continuing the work of Jenn Doyle, I would like to focus on the following initiatives:

1. **Establishing a Presidential Task Force to work on maternal morbidity and mortality.** AWHONN needs to bring a group of member experts to develop a roadmap with action items. This taskforce will be a multi-disciplinary group that will look at all aspects of the problem and potential solutions that AWHONN can contribute.
2. **Advocacy at state and federal levels to support state-based maternal mortality reviews.** A key ask at our 2018 and 2019 AWHONN on Capitol Hill programs was to support the establishment of review boards.
3. **Intentional collaboration with key organizational partners.** We are working very closely with many organizations (Black Mamas Matter, ACNM, ACOG, SMFM, CDC, and many other organizations) to make a positive impact on women's health and neonatal health.

Our Sections and Chapters have been the cornerstone of our membership retention and recruitment strategy. In 2018, we began an intentional program to streamline the tedious work done by our Section leaders. We are in the midst of centralizing all bill paying and financial reporting to HQ, allowing Section leaders the time to devote to program and membership development.

■ Some other initiatives you will see in 2019 include:

1. Year-long celebration of our 50th anniversary
2. Development of a volunteer recruitment and management process, allowing members to share their talents in the committees and taskforces that are forming to accomplish important work on behalf of AWHONN members
3. A new taskforce to look at the future of our FHM program
4. A new taskforce to update our 2010 Staffing Guidelines
5. A taskforce to consider developing an AWHONN Fellows program
6. Rollout of a new membership database
7. Development of more AWHONN HUB communities to meet the needs of members
8. Development of social media ambassadors

And much more to come.

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. Throughout these pages, I hope you saw great examples of the ways in which this commitment is put into action all year long – the tangible ways in which the AWHONN community lives our values.

Cheryl K. Roth

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



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