

2017 - 2018 Annual Report

The NASN Story: *Student Health and Learning*



The National Association of School Nurses is Accredited with Distinction as a provider of continuing nursing education by the American Nurses Credentialing Center's Commission on Accreditation. This accreditation has been granted for four years, from February 26, 2018 to February 28, 2022.

Letter from NASN President and Executive Director

Dear Friends,

Throughout the fiscal year April 1, 2017- March 31, 2018, the National Association of School Nurses' (NASN) deepened mission-minded actions to optimize student health and learning by advancing the practice of school nursing. NASN focused on being a voice for student health and learning in multiple ways.

Advocacy:

NASN advocates for the health, safety, and learning of all students – in person, on paper, and electronically.

- **Sign-On Letters** – NASN joined with national organizations to promote children's health and safety including: extending and reauthorizing CHIP; support for Medicaid in schools and opposition to cuts to the Medicaid program; support for ESSA Title IV; and, support for CDC led gun violence research.
- **[The NURSE Act](#)** – Nurses for Under-Resourced Schools Everywhere Act (HR 5251/ S 2532) – The NURSE Act, S. 2532 was introduced by Senator Jon Tester (D-MT) in the Senate. In the House, Representative Dina Titus (D-NV) introduced H.R. 5251.

Communication:

NASN shares who school nurses are and what school nurses do to keep students healthy, safe, and ready to learn.

- NASN spokespersons informed stories and audiences about student health and safety, as well as the work of school nurses.
- NASN introduced [NASN School Nurse Chat](#), a podcast for school nurses about student health and well being. The first episode featured helping students become anti-bullying advocates.

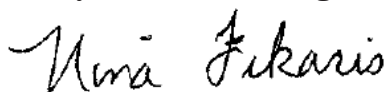
School Nurse Education:

NASN supports school nurses as they advance their nursing practice. Several resources and tools available to support school nurses include:

- Launched the revised [School Emergency Triage Training \(SETT\)](#) live program
- A NASN cohort began work as Johnson & Johnson School Health Leadership Program Fellows working on a project that will result in development of message maps for school nurses.

We appreciate every member, affiliate, board leader, grant funder, sponsor, and donors who help us focus on students because we know: *Better Health. Better Learning.*TM

Sincerely and with best regards,



Nina Fekaris, MS, BSN, RN, NCSN
NASN President (2017 - 2019)



Donna Mazyck, MS, RN, NCSN, CAE
NASN Executive Director

Grant Funded Programs for Student Health and Learning



[SETT](#) is a program written for registered nurses employed in the specialty of school nursing. The goal of this program is to provide school nurses with the knowledge, skills, and resources to

perform as leaders of first-aid teams in response to mass casualty events occurring in schools. Effective management of school emergencies where there are mass casualties requires careful training, preparation, and planning to maximize effectiveness under less than optimal conditions.

The school nurse coordinates the collection of information from a variety of sources to develop emergency plans. Emergency response plans require coordination with school administrators, staff, and other community first responders. This program equips the school nurse with knowledge to develop and lead school first-aid teams.

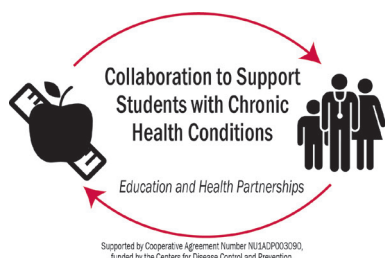
Between April 1, 2017 – March 31, 2018, nine SETT programs were hosted, including in Germany and Guam and 463 participants were trained.

[NICE – Nursing Infection Control Education Network](#)

NASN partnered with the American Nurses Association (ANA) and the Centers for Disease Control and Prevention (CDC) to train United States (U.S.) nurses in infection prevention and control. The goal of the partnership was to provide real-time, tailored infection control training to nurses and improve infection prevention and control practices known to be effective in preventing exposure to viruses and diseases like Ebola and Zika and other emerging infectious diseases. Through this initiative NASN shared webinars and resources to assist school nurses with these efforts.



**Nursing Infection
Control Education
NETWORK**



[1601](#)

The Centers for Disease Control and Prevention awarded a five-year cooperative agreement beginning June 1, 2016 to NASN to implement *National Collaboration to Support Health, Wellness, and Academic Success of School-age Children* to address the priority area of school health services for managing chronic conditions. Annual funding is \$375,000. The goal of the project is to improve chronic condition management in schools by strengthening partnerships between local and state leaders in education and health.

During Year 1 it was discovered that lack of a common definition presents ongoing challenges to planning, implementing, and evaluating outcomes of care coordination for students with chronic health conditions. With that in mind, NASN planned to host in April 2018 the *Strategy to Action Roundtable* bringing leaders in education and health together to articulate a common definition of care coordination for school and community stakeholders to guide a coordinated approach to management of students' chronic health conditions. This will provide the foundation for work in Years 2-5.

Year 2 Activities

Continued focus on 4 target states (MD, MI, WA, WI)

CDC/NASN conference presentation

NASN/WA Case Management ToT

Campaign for Dental Health Advisory Committee appointment

Partners: ALA, NEEF, other 1601 NGOs

National *Roundtable* planned



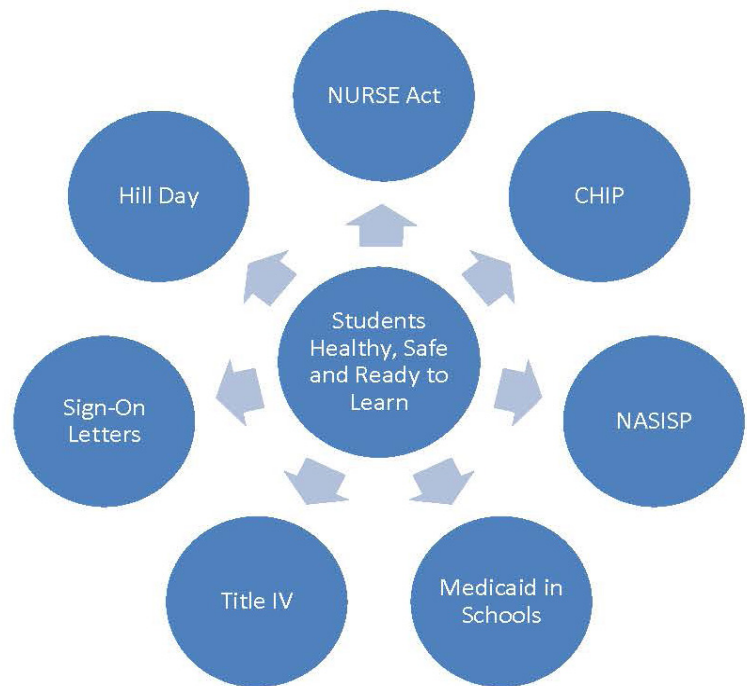
Advocacy for Student Health and Learning

Children's Health Insurance Program (CHIP)

NASN was at the forefront of many coalitions in the fight to re-authorize CHIP; initially given a six year re-authorization by Congress and then they went back and added another four years to the re-authorization for a total of ten years to ensure all children are covered by quality, affordable health insurance.

National Alliance of Specialized Instructional Support Personnel (NASISP)

NASISP is an extremely important coalition that NASN participates in that represents Specialized Instructional Support Personnel. School Nurses are SISP professionals along with their sister organizations including school social workers, school psychiatrists, and others to address barriers to educational success to help students achieve academic excellence. SISP professionals are recognized by the Every Student Succeeds Act (ESSA) as integral members of school teams to improve school and student outcomes.



Medicaid in Schools

NASN was a leading voice in the Medicaid in Schools Coalition that fought against cuts to Medicaid (or changes to the structure of the Medicaid program) that could affect the one percent of Medicaid that flows directly to schools. NASN and other organizations repeatedly made the case to the Hill that Medicaid needed to be protected and educated Congress, and their staffs, that Medicaid helped children in school. Increasingly, schools are partners in health promotion and interventions of students' physical and mental health so that they can be healthy, safe, and ready to learn.

Hill Day

NASN's Board of Directors participated in Hill Day when each of the 54 members met with their two Senators and Member of Congress as they advocated for NASN's four legislative priorities. Additionally, they explained the role of the school nurse in keeping children healthy, safe, and ready to learn.



Title IV Coalition

NASN is a principle player in the Title IV Coalition that is comprised of many national organizations working together to advance and advocate for full funding of the new flexible block grant under the Every Student Succeeds Act (ESSA). The block grant, known as the Student Support and Academic Enrichment (SSAE) grant program, is designed to ensure that high poverty districts have access to programs that foster safe and healthy students, provide students with a well-rounded education, and increase the effective use of technology in our nation's schools.

Membership for Student Health and Learning



October 2017 - Membership Campaign

In October 2017, NASN launched a celebration on social media #TodaysSchoolNurse. We highlighted a different membership benefit each week that advances the school nursing. NASN engaged members on Facebook, Twitter, and in NASN's Weekly Digest sharing informative blogs, graphics, and conversation starters. NASN recruited non-members using segmentation marketing strategies via automated messaging. NASN Affiliates joined in the recruitment efforts by launching a membership drive.

21st Century NASN Affiliate Leadership Development Initiative

December 2017 - NASN received \$10,000 grant from ASAE to build the capacity of Affiliates to plan and implement innovative membership recruitment and retention.

Affiliate Guide

- good practices in membership recruitment and retention
- Will be shared with affiliates in May 2018

Affiliate Basics

- A reference guide for NASN affiliates
- In Process

Innovation Plan Contest

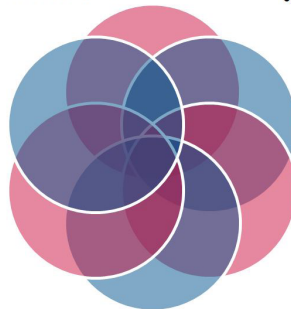
- NASN Affiliates will develop and submit plans
- Winners will present their innovation at NASN2019

Leadership Day 2018

- Elizabeth Engel will lead a work session on membership recruitment and retention

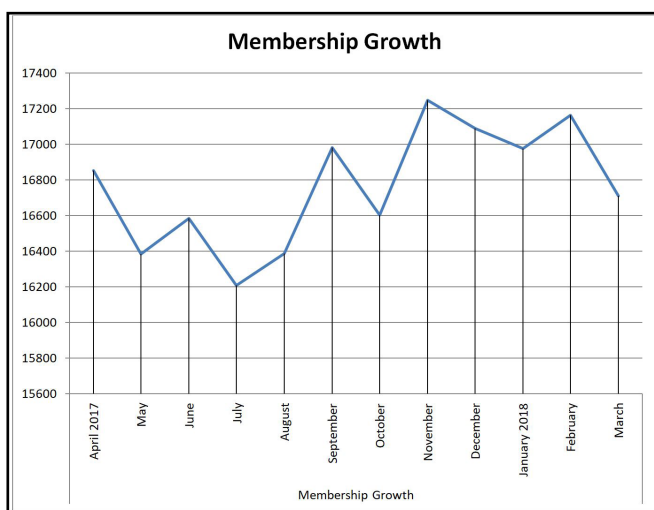
Needs Assessment

- Affiliates completed a needs assessment in preparation for the leadership day presentation



Webinars

- A series of webinars total will be offered to affiliates
- Webinar #1: NASN Unified Affiliate Chapter Leader Portal Tutorial
- Webinar #2: Managing Volunteers Part 1: The Volunteer Profile, Volunteer History Log, and Affiliate Leader Update Form
- Webinar #3: Managing Volunteers Part 2: Using Volunteer Manager Software to Recruit and Record Volunteers



Communication for Student Health and Learning

NASN's Media Presence

When NASN President Nina Fekaris took the gavel at NASN2017, her message was clear and concise, *“The school nurse voice is more powerful than most of us realize. It is when we help a teacher understand how to alter lesson plans so students with food anaphylaxis can participate in all learning activities. It is when we teach children healthy habits so they can grow and thrive.”* Adding, *“The story of school nursing is what we do every day.”*

School nurses have been doing just that, sharing their stories in their local community and finding their stories in regional and national media publications, broadcast outlets, social media, podcasts, and in just about any platform where their story needed to be told.

Media Outlet			Topic Focus
Pittsburgh Post-Gazette MinnPost (MN) The Frontier (OK)	Consumer Reports Kaiser Health News Associated Press	Cabinet Report North Carolina Health News National Psoriasis Foundation	School Nurse staffing / shortage
USA Today / Urban Health Media Project (A program that works with high school students /School Project and they present to group.)			School Nurse Data/Shortage
Nurse.com			SN Advocacy
District Administration Magazine KHON-TV District Administration			Lice
KABC Radio (LA) GW Podcast CEO Update NBC News / NY			SN / FL tragedy Via Twitter / SN / School Violence Statement / Student gun control Military Techniques used at school
Tribune-Review NPR – Education Desk	Associated Press LRP’s Special Ed Connection		Naloxone
ASCD / Education Update			Opioid Crisis
Nursing Notes	Nursing Notes / Podcast		Back to School
Mother Jones	Huffington Post	Politico	Medicaid Cuts / Medicaid Funding
Lifescript.com USA Today			Voices of Meningitis Meningococcal Disease Awareness
Street Roots (local Oregon paper)			Homelessness / Social Determinants
Washington Post	Weather Channel		Sunscreen
Oregon Center for Nursing			Featured Nurse
Misc local outlets			School Nurse Day 2018
Infectious Diseases in Children publication Education Week			Epinephrine in schools Peanut Allergies
Today.com			School closing / flu / how many
Education Week			Hand washing
NY Times			Sneezing into arm technique
Slate Magazine			Health outcomes for transgender teens
NBC / Colorado			Marijuana / students
Independent Nurse			Period Poverty
Wall Street Journal			Telemedicine
American Nurse Today / ANA			Impact of Loneliness on health
US News and World Report			Hand, Foot and Mouth Disease

Communication for Student Health and Learning

Viral School Nurse Video - September - October 2017

- Offered a different kind of contact than NASN's traditional messaging to reach that broader audience by using a fun, light-hearted puppet video.

On September 13, 2017, the EepyBird school nurse viral video was released on Facebook. This was the kick-off of an overall social media campaign for the video that also included Twitter and LinkedIn. The campaign concluded at the end of October.

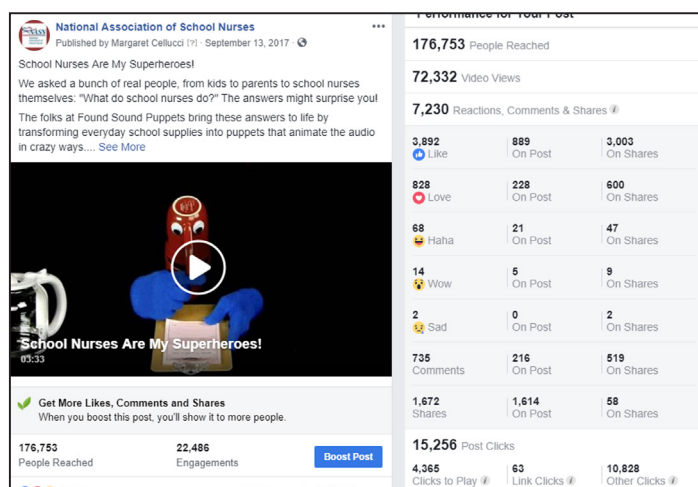
The Robert Wood Johnson Foundation awarded NASN the opportunity to work with EepyBird on this viral video campaign about school nurses. The goal of the viral video campaign was to reach an entirely new population with a teaser about what school nurses do and to increase engagement with NASN.

The reason we used a video is that it offered a different kind of contact than NASN's traditional messaging to reach that broader audience by using a fun, light-hearted puppet video. The video created the potential to drive more people to the NASN website and to the specific content we linked at the end of the video.

Facebook Metrics:

- People Reached: 176,753
- Video Views: 72,332
- Reactions: 7,230
- Post Clicks: 14,737

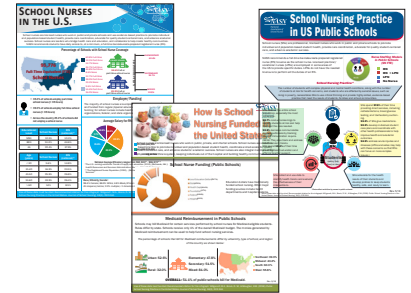
The metrics received from FullSix, the agency that handled the paid placement on Facebook, showed that for awareness, which is just measuring how many eyeballs were reached even for a moment, the campaign generated 1.2 million impressions = 518 thousand unique people reached. This level of awareness was slightly above target.



Research for Student Health and Learning

Workforce Survey Completed - 3 infographics

- Partnered with the University of Washington to get an estimate of total number of school nurses in the United States.
- Manuscript published in the *Journal of School Nursing*; infographics published in *NASN School Nurse* (but in July 2018). The infographics are on the website.



District Self-Assessment Pilot

NASN partnered with Mansfield Texas Unified School District to pilot NASN's *21st Century School Nursing Practice Self-Assessment Tool for Districts™* a district level self-assessment tool and review process.

- The purpose of the tool and review process is to provide guidance and standards to school districts that operationalizes NASN's *Framework for 21st Century School Nursing Practice™*. Currently, no other guidance or standards exist as to what a district school health services program should address. As NASN advocates for student health and advancing school nursing practice, we must address the other systems (such as school districts) that directly impact services.

Partnership with CDC's National Center of Immunization and Respiratory Disease

- Partnered to conduct a survey related to school nursing efforts to improve immunization compliance of kindergarteners.
- Results were presented at CDC's Immunization Conference; a manuscript is in the works.

Partnership with Georgetown University on Scope of School Nursing Practice

- Partnered with a doctoral student at Georgetown University to develop and conduct a survey related to working to full scope of school nursing practice.
- Tool was based on the *Scope and Standards of School Nursing Practice* and NASN's *Framework for 21st Century School Nursing Practice™*.

Preliminary results indicate that school nurses more frequently practice to full scope within the principle of care coordination than any other Framework principle. Quality Improvement was the least frequent principal practiced to full scope. A manuscript is in the works.



Financials

Expenses

Expense Comparison Fiscal Years Ending 2018 and 2017				
	Apr '17- Mar '18	Apr '16- Mar '17		
Ordinary Expense				
Administration	527,030	554,474	-27,444	-5%
Membership Expense	347,525	332,294	15,231	4%
Educational Services Expense	1,741,516	1,830,470	-88,954	-5%
Governance	180,381	184,106	-3,725	-2%
Grants & Restricted	872,114	576,719	295,395	34%
Total Expenses	3,668,566	3,478,063	190,503	5%

Revenue

Revenue Comparison Fiscal Years Ending 2018 and 2017				
	Apr '17- Mar '18	Apr '16- Mar '17	\$Change	%Change
Ordinary Income				
Membership Dues	1,580,179	1,556,157	24,022.00	2%
Educational Services	1,222,389	1,062,267	160,122.00	13%
Grants & Gifts	741,384	733,623	7,761.00	1%
Investments	163,968	109,090	54,878.00	33%
Other Revenue	93,576	67,930	25,646.00	27%
Total Income	3,801,496	3,529,067	272,429.00	7%

Assets

Statement Of Financial Position March 31, 2018 and Prior Year Comparison

Assets	2018	2017	Liabilities	2018	2017
Cash and Equivalents	266,639	220,031	Accounts Payable	153,187	208,066
Investment - Endowment	1,352,745	1,269,697			
Investment - Unrestricted	1,929,432	1,831,122	Accrued Payroll	111,484	95,304
Inventories	27,799	33,948	Deferred Revenue	956,668	914,916
Accounts Receivable	272,460	286,003	Deferred Rent	75,325	89,929
Prepaid Expenses	118,029	62,491	Long-Term Liabilities	0	0
Capital Equipment- Net	27,090	47,218			
Total Assets	3,994,194	3,750,510	Total Liabilities	1,296,664	1,308,215

Affiliates

NASN has 50 school nurse organization affiliates. Each affiliate elects an NASN director to be seated on the [Board of Directors](#). NASN's Officers, Executive Director, and four NASN Directors compose the membership of the Executive Committee.

Alabama Association of School Nurses	Montana Association of School Nurses
Alaska School Nurses Association	Nebraska Association of School Nurses
School Nurses Organization of Arizona	Nevada State Association of School Nurses
Arkansas School Nurses Association	New Hampshire Association of School Nurses
California School Nurses Organization	New Jersey State School Nurses Association
Colorado Association of School Nurses	New Mexico School Nurses Association
Association of School Nurses of Connecticut	New York State Association of School Nurses
Delaware School Nurse Association	School Nurses Association of North Carolina
District of Columbia School Nurse Association	Ohio Association of School Nurses
Florida Association of School Nurses	School Nurse Organization of Oklahoma
Georgia Association of School Nurses	Oregon School Nurse Association
School Nurse Organization of Idaho	Overseas School Health Nurses Association
Illinois Association of School Nurses	Pennsylvania Association of School Nurses and Practitioners
Indiana Association of School Nurses	Rhode Island Certified School Nurse/Teachers Association
Iowa School Nurse Organization	South Carolina Association of School Nurses
Kansas School Nurses Organization	South Dakota School Nurse Association
Kentucky School Nurses Association	Tennessee Association of School Nurses
Louisiana School Nurses Organization	Texas School Nurses Organization
Maine Association of School Nurses	Utah School Nurses Association
Maryland Association of School Health Nurses	Vermont State School Nurses Association
Massachusetts School Nurse Organization	Virginia Association of School Nurses
Michigan Association of School Nurses	School Nurse Organization of Washington
School Nurse Organization of Minnesota	West Virginia Association of School Nurses
Mississippi School Nurse Association	Wisconsin Association of School Nurses
Missouri Association of School Nurses	Wyoming School Nurses Association

About Us

Mission:

To optimize student health and learning by advancing the practice of school nursing

Vision:

That every student is healthy, safe, and ready to learn

Core Values:

Child Well-being

Diversity and Inclusion

Ethics

Excellence

Innovation

Integrity

Leadership

Scholarship

National Association of School Nurses

1100 Wayne Avenue, Suite 925

Silver Spring, Maryland 20910

(866) 627-6767

nasn@nasn.org

www.nasn.org



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