This report represents Association of Women's Health, Obstetric and Neonatal Nurses's responses to Charting Impact, a joint project of BBB Wise Giving Alliance, GuideStar USA Inc, and Independent Sector. Charting Impact uses five simple yet powerful questions to encourage strategic thinking and help organizations share concise information about their plans and progress toward impact.

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Mission:
The Association of Women's Health, Obstetric and Neonatal Nurses (AWHONN) is a 501(c)3 nonprofit membership organization that promotes the health of women and newborns. Our mission is to improve and promote the health of women and newborns and to strengthen the nursing profession through the delivery of superior advocacy, research, education and other professional and clinical resources to nurses and other health care professional.
The content of this Charting Impact Report is the sole product and responsibility of Association of Women's Health, Obstetric and Neonatal Nurses. This report does not in any way represent an endorsement from Independent Sector, BBB Wise Giving Alliance, or GuideStar, nor does it represent fulfillment of the BBB Wise Giving Alliance's Standards for Charity Accountability. For more information on Charting Impact, visit www.guidestar.org/chartingimpact
1. What are we aiming to accomplish?

AWHONN’s organizational priorities include serving as the resource of choice for information and influence related to the health of women and newborns, leading the generation, dissemination, implementation, and evaluation of evidence-based practice, and serving as an essential community for nurses and others committed to the healthcare of women and newborns.

2. What are our strategies for making this happen?

AWHONN programs and activities are concentrated within its three focus areas: (1) Childbearing and the Newborn, (2) Women’s Health and (3) Professional Issues. They are defined as: the care of childbearing women and newborns (both low and high risk) in all practice settings, the care of women across the lifespan and in all practice settings, to include hospital-based, advanced practice and ambulatory care and the professional practice of nurses engaged in the care of women and newborns (both low and high risk) in all practice settings. As the standard-bearer for perinatal and nursing practice, AWHONN provides resources and services to nurses, executives and female consumers including journals and award-winning consumer magazines and resources: Journal of Obstetric, Gynecologic & Neonatal Nursing (JOGNN), Nursing for Women’s Health, Healthy Mom & Baby, and “GoTheFull40.com.”, continuing education as an accredited provider of continuing education (CE), evidence-based clinical practice guidelines, consulting for administrative, clinical practice and professional development interventions and expert advice on current and emerging products and technologies.

3. What are our organization's capabilities for doing this?

Founded in 1969 as the Nurses Association of the American College of Obstetrics and Gynecology, AWHONN became a separate nonprofit organization in 1993. AWHONN currently has 55 employees and receives assistance from more than 300 volunteers throughout the United States. The Board of Directors provides financial and strategic oversight and is comprised of 12 nursing leaders from across the country. Focus Advisory Panels for Research, Women’s Health and Perinatal Nursing Care Quality Measures and the Postpartum Hemorrhage (PPH) Project Quality Improvement advise and provide professional and technical expertise to the AWHONN Board and staff on medical, clinical and scientific matters. In addition, Focus Advisory Panels are responsible for peer review of research grant applications and recommendations for funding. AWHONN has demonstrated the ability to work collaboratively with many different types of organizations and disciplines. On the national level, AWHONN models the importance of working collaboratively by participating on numerous inter-disciplinary committees, work groups, and expert panels. AWHONN also includes physicians and midwives as contributing members and reviewers of expert panels and task forces. AWHONN’s expertise is often sought by public health leaders as well, such as Center for Medicaid Services, Association of Maternal Child Health Programs, and the Centers for Disease Control and Prevention (CDC). AWHONN has a history of coalition building. Since 1998, AWHONN has been part of the steering committee of the National Council on Folic Acid, which promotes the use of folic acid to prevent birth defects. AWHONN is one of four partner organizations participating in the March of Dimes Prematurity Campaign, aimed at reducing the incidence of premature births. AWHONN also led the formation of and co-chairs Americans for Nursing Shortage Relief (ANSR), an alliance of 50 nursing organizations that advocates for federal legislative solutions to the nursing shortage crisis. AWHONN is the first and only association to be awarded the designation Premier Provider by the American Nurses Credentialing Center for Innovation and Excellence in Nursing. AWHONN receives support through membership dues, contributions from members, patients, families and friends, as well as through industry partnerships and grants. AWHONN’s grant history includes grants from the federal government, the March of Dimes and leading corporations for a variety of important and innovative projects. These multi-year research based projects (RBP), clinical practice and educational programs and new investigator research awards serve to advance nursing and promote the health of women and newborns.
4. How will we know if we're making progress?

AWHONN conducts surveys on the impact and effectiveness of its programs and products with its members, partners and consumers by (1) conducting surveys and focus groups, (2) tracking attendance for its live and virtual educational programs and sales of its educational products, (3) the number of visits to the website and actions on social media platforms (4) collects any comments that are sent to us by email or regular mail. (5) Anecdotal feedback is also obtained via social media and documents distributed at educational programs.

5. What have and haven't we accomplished so far?

As the standard bearer for more than 350,000 women's health, obstetric and neonatal nurses in the United Stated, AWHONN advocates for key health care and nursing professional issues, is a pioneer in developing and disseminating evidence-based nursing practice resources, and it an international nursing leader. AWHONN achieves its mission through the resources and services it provides to nurses, executives, and female consumers. These include the Annual Convention and Exposition, journals and award-winning consumer magazines and resources (Journal of Obstetric, Gynecologic & Neonatal Nursing (JOGNN), Nursing for Women’s Health, Healthy Mom & Baby, and “GoTheFull40.com”), the Perinatal Orientation and Education Program (POEP), the Neonatal Orientation and Education Program (NOEP), Fetal Heart Monitoring programs and courses, Assessment and Care of the Late Preterm Infant Implementation Toolkit, Postpartum Hemorrhage (PPH) Project and evidence-based research among other products and services, as well as through collaborations with organizations and industry to educate, inform and advocate for nurses, women and newborns. At the bedside, AWHONN equips nurses with evidence-based practice tools and education and expert-authored patient education resources in its Healthy Mom&Baby consumer media. AWHONN has expertise in developing data portals and collecting maternal and newborn health data through work in the Late Preterm Infant Research-Based Practice Project and most recently through the Perinatal Staffing Data Collaborative. Site Coordinators in each of the 14 sites collected data on 802 late preterm infants. These data were analyzed and published in the first of a series final outcome papers. Data were also collected and analyzed from 700 mothers of late preterm infants and 324 nurses involved in care of late preterm infants. The Perinatal Staffing Data Collaborative is an ongoing project with 180 hospitals currently enrolled. The 2011 collaborative represented 15,599 nurses, 293,693 births, and hospitals in 39 states. In the 2012 collaborative, three multi-hospital systems became members, collectively representing more than 30 hospitals, in addition to 33 individual hospitals. AWHONN’s nationally renowned Fetal Heart Monitoring Program includes a comprehensive, multi-level learning pathway that allows participants to progress from novice to expert level knowledge and skill. The instructor-led intermediate–level course is used to provide education to approximately 13,000 physicians and nurses each year. More than 3,000 nursing leaders and clinicians attend the annual AWHONN Convention.