

Four-Color, Just Like You!

As NANN and its members grow and evolve, so, too, should the association's news vehicle. Thus, the debut of *NANN Central*. *NANN Central* will capture the key events and doings of our association and members. It will be issued four times a year. We hope you'll find it reflective of the bright, bold character of NANN's members!

There's more: To communicate late-breaking news and in-depth extensions of *NANN Central* articles, we've created E-NANN.

Whenever you see the E-NANN icon, you'll know you can find a longer version or more information at www.NANN.org.

The next time you log on, be sure to bookmark www.NANN.org. Check in regularly for news from the association. Explore and take advantage of the networking tools you'll find at the site, such as the online membership directory with its varied search parameters and access to the



Special Interest Group (SIG) lists. Go to Members Only and update your member profile, to ensure you receive important missives from NANN via e-mail.

We hope you enjoy receiving reports from NANN in the new *NANN Central* format with E-NANN Web extensions, and we welcome your feedback. Comments and suggestions can be sent to the Eden Essex, NANN Director of Marketing, at eessex@amctec.com.

Beacon Making a Difference

Teresa Myers, BSN RNC

During a busy and tiring shift, have you ever wondered if you are really making a difference for your babies and their families? I'm lucky enough to know someone who has made a difference in the lives of babies and mothers on the other side of the world. Deborah Lester, RN, shows that our actions *do* make a difference—even if we can't always see it.

In 2000 Debbie first traveled to eastern Africa through the ISIS Foundation, a not-for-profit organization based in Bermuda. Her destination was a remote part of Uganda. Kiwoko Hospital is the region's only functioning hospital. Debbie traveled there to teach the staff the basics of neonatal care and improve the high infant and maternal



Debbie and friends, September 2003

mortality rates. The staff yearned to care for babies, but they needed someone with sustainable resources to show them the way.

Debbie was astounded by the lack of basic equipment and supplies. What began as her solo search for neonatal supplies is now the effort of many volunteers. Five Seattle-area NICUs collect precious supplies and equipment, and the ISIS Foundation sends them to Kiwoko once a year in a 20-ft container. The ISIS Foundation also has completed a special care nursery at Kiwoko. Every time a container arrives, the delighted staff immediately puts their "new" isolettes into use. A generator keeps the electricity (and oxygen) flowing at night, solving a problem that once was life threatening.



The bustling NICU at Kiwoko Hospital, March 2003

Debbie has made many trips to advance education and support to the nursery. She also prepares medical volunteers to travel to Uganda. She has had to overcome many challenges, but they are minimal in comparison with the extraordinary care the staff at Kiwoko now delivers to their tiny patients.

I know Debbie as a genuinely kind and respectful person, selfless in all her endeavors, with the rare ability to see the big picture. Balance is the key to her successful personal and professional life. She has a wonderful husband and two young sons, continues to work in the Infant ICU at Children's Hospital and Regional Medical Center in Seattle, and does neonatal transport. She is also the Uganda Special Projects Manager for the ISIS Foundation. Recently she was honored as the March of Dimes Western Washington Neonatal Nurse of the Year—a well-deserved recognition.

Teresa Myers works in Seattle in the Infant ICU at Children's Hospital and Regional Medical Center and the University of Washington Medical Center NICU.

Parents Need Developmentally Supportive Care, Too

Deborah L. Davis, PhD, and Mara Tesler Stein, PsyD

When we provide developmentally supportive care in the NICU, we are respecting the preterm or sick newborn's immature nervous system and compromised health. Developmentally supportive care is holistic and responsive to the baby's needs. Low lights, hushed sounds, warmth, swaddling, nesting, gentle touch, and adequate pain control all promote the baby's physical, emotional, and cognitive development.

Developmentally supportive care echoes the parents' own nurturing urges. Mothers and fathers who are encouraged to participate in their infant's care (instead of being made to feel at odds with NICU policies and staff) see that their instincts are valued. They can experience that they are intimately necessary to their baby's health. They can feel their essential role as parents, instead of hovering uncertainly at the sidelines.

In your practice, you can see that close, nurturing contact with parents is beneficial to the baby. When you remember that this contact also builds parental bonding, confidence, competence, collaboration, and coping, you can see that it is also beneficial to the parent.

As you read this, a feeling of dread may be washing over you. You may be wondering, "Isn't my primary job to take care of the babies? What happens when parents want to touch and hold their baby when I don't think it's such a good idea? How will I find the

continued on page 3

COME TOGETHER AS

One

Pitt County Memorial Hospital was recently designated as a Magnet hospital, an honor achieved by less than 2% of the nation's healthcare organizations. Achieving magnet status recognizes and confirms the commitment PCMH has made to the quality and excellence of our nursing staff. In addition, PCMH was named one of the nation's 100 Best Companies for Working Mothers for 2004!

Registered Nurses—Experienced and New Graduates Neonatal Nurse Practitioners

Up to \$5,000 Sign-On bonus and relocation assistance available to qualified candidates. We have a large NNP department with a great individually-based orientation program and a new technologically-advanced, 50-bed NICU with a pod design. NNPs participate in case management, night coverage, delivery room resuscitation and occasional transports, as well as research and education. East Carolina University, located in Greenville, offers an NNP program for interested staff Nurses as well as a Nursing Ph.D. program.

We Offer all our Nurses:

- Sign-on bonus and relocation assistance
- Immediate Medical and Dental insurance coverage
- 401(k) and Pension Plan
- Clinical ladder advancement program
- Tuition reimbursement
- Employee pharmacy
- Competitive salaries and differentials (shift and weekend)

With easy access to North Carolina's famed Atlantic shoreline, this beautiful region offers a warm, family-friendly environment where professional expertise and exceptional quality of life go hand-in-hand. Here you'll enjoy strong growth potential, ongoing learning opportunities and aggressive compensation. Pitt County Memorial Hospital brings everything you're looking for together in one great career. **Please contact: Employment Office, Pitt County Memorial Hospital, PO Box 6028, Greenville, NC 27835; Ph: (800) 342-5155; FAX: (252) 847-8225; or e-mail: snobles@pcmh.com.** We are diverse talents brought together by a common dedication: EOE.

PITT COUNTY MEMORIAL HOSPITAL
University Health Systems of Eastern Carolina.

Heighten your expectations @ www.uhseast.com

This issue of NANN Central is supported by Pitt County Memorial Hospital.

from NANN's President

Robin Bissinger, MS RNC NNP


January is always a time for reflecting on the past year and looking toward the year ahead. In the wake of 2004, in which the United States has been at war, many people will be faced with difficult times. We should remember that Albert Einstein said, "In the middle of difficulty lies opportunity."

The opportunities in life change us, move us forward, and make us strong. In health care, we see that the rules are changing faster than ever. The nursing crisis is upon us, and the demand for neonatal nurses in the United States exceeds the supply. The shortage will only worsen as the need for nurses with specialty expertise and certification continues to grow.

"It's essential that we reach out to all neonatal nurses."

Neonatal nurses can allow themselves to be overwhelmed by these difficulties, or they can look toward the opportunities. They can work with NANN, their national association, to set standards that will help all of us meet the new challenges of health care. This past year marked NANN's 20th anniversary. We have grown stronger in both numbers and resources. We have met our goal to

provide a strong educational program, and we have continued to set standards for neonatal nurses across the country. It is essential that we reach out to all neonatal nurses and assist them to see the value of a professional association that provides a voice for excellence in nursing practice.

It will be important for NANN as an organization to evaluate the nursing crisis we are faced with and work to survive the difficulties and discover the endless opportunities. Together we are strong, and together in NANN we can make a difference. I look to this year as one of growth, strength, and opportunity to affect neonatal nursing. 

Meet the New NANN Board

Congratulations to the 2005–2006 NANN Board of Directors, and welcome to your new leadership positions!



Robin Bissinger,
MSN RNC NNP
President



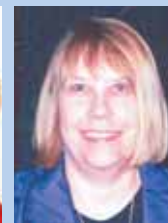
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Secretary-Treasurer



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Karen Kopischke, MS
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Director at Large



Lori Sellers, MSN RN
Director at Large



Cynthia Weiss, RNC
Director at Large



Diane Simmons,
MPA RN CAE
Executive Director

From the AAP Liaisons


Committee on the Fetus and Newborn

Carol Wallman, MS NNP RNC

The American Academy of Pediatrics (AAP) Committee on the Fetus and Newborn (COFN) recently completed several projects and is working on new ones:

- *Levels of Neonatal Care*, published in the November 2004 issue of *Pediatrics*, carefully outlines designations for hospital facilities that care for newborns and defines capabilities associated with the highest level of neonatal care within an institution.
- *Age Terminology During the Perinatal Period*, also in the November *Pediatrics*, proposes the use of standard terminology, including *gestational age*, *postmenstrual age*, *chronological age*, *corrected age*, *adjusted age*, and *estimated date of delivery*.
- A joint statement with the American College of Obstetrics and Gynecology

(ACOG) on appropriate use of the Apgar Score is awaiting publication. The intent is to place the Apgar Score in its proper perspective. A sample expanded Apgar Score report form will document gestational age and resuscitation.

- COFN is working on an updated clinical report on prevention of pain and stress in the neonate.
- *Guidelines of Perinatal Care* (6th edition), the next large COFN-ACOG project, is to be published in 2006. Now is the time to let COFN know about any deficits in the current 5th edition. I am assembling requests for new, updated, or expanded information for forwarding to the editors. 

Carol Wallman is the NANN Liaison to the AAP Committee on the Fetus and Newborn. She can be reached at wallca@pubs.org.

Perinatal Executive Committee

Robin Bissinger, MSN RNC NNP

NANN is part of AAP's Perinatal Executive Committee. Here is a sample of the Perinatal Section's work:

- Reimbursement: AAP is selling the new coding toolkit, a wonderful pocket tool for anyone who bills. The new "Health Care Practitioner" code includes NNPs and neonatologists.
- Neonatal Resuscitation Program: The new *Textbook of Neonatal Resuscitation* (5th edition) is expected in March 2006.

NANN President Robin Bissinger is the NANN Liaison to the AAP Perinatal Executive Committee and Section on Home Health.

You can read the full text of Carol's and Robin's reports at www.NANN.org.



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Everyday Miracles: NANN Celebrates Neonatal Nursing

NANN traveled to Orlando to celebrate the last 20 years of neonatal nursing and NANN's integral role in advancing the specialty. More than 600 registrants came to the NANN Annual Conference at the Royal Pacific Resort in Orlando, October 13–16, 2004. They participated in three in-depth symposia, 24 concurrent sessions, three general-session addresses, 12 paper presentations, and 30 poster presentations. The topics covered all levels of nursing care, from bedside nursing to advanced practice-related issues.

The attendees were treated to two memorable evening receptions, one sponsored by Dräger Medical and the other by GE Healthcare. The exhibitors brought many new products to the conference, so the exhibit hall was a busy place.

If we missed you in Orlando, be sure to mark your calendar for September 28–October 1, 2005, in Anaheim, CA. Visit www.NANN.org for the most up-to-date information about the 2005 Annual Conference!




Parents Need Developmentally Supportive Care *continued from page 1*

time or energy to add even more interaction with families?" But the beauty of providing developmentally supportive care to parents is that it completely fits under the umbrella of developmentally supportive care for babies. It is not a burden or an additional protocol you must carry out. It's a framework for looking at what you already are doing or philosophically know you want to do. For instance, as you care for an infant, remember to coach the parents in reading and responding to their baby's needs.

You might start with this framework when you practice developmental care with families:

Developmentally supportive care for parents includes any behavior, attitude, philosophy, intervention, or setting that supports the parents' developing sense of parental identity, involvement, and emotional investment in their newborn.

When your attitude is that parents are not merely visitors but are central members of their baby's caregiving team, your collaborative spirit enhances your relationship with parents. And you gain an increasingly connected, confident, competent parent to work alongside you. That makes your job much easier. When you facilitate the nurturing attunement between parent and baby, you are fortifying the cornerstone of their successful transition to home. 

Full-length article at www.NANN.org



Dreams Come True

Enter NANN's "Dreams Come True" contest for a chance to win a free registration for NANN's 21st Annual Conference. Your story of a "dream come true" should be relevant to neonatal nursing practice. It should relate a baby or family's progress or the professional development of a neonatal nurse.

Submit your story (750 words maximum) to info@nann.org or via www.NANN.org. All entries must be received by **Friday, May 27, 2005**. The winning entry will be chosen through a drawing in June 2005. **Note:** When you submit a story, you give NANN permission to reproduce it via the association's print and electronic media.

Tiny Babies
Big Dreams 
NANN 2005 Anaheim

**The Premier Educational Event
for Neonatal Nurses
September 28–October 1, 2005**



www.NANN.org • info@NANN.org • 800/451-3795

Focus on NANN Chapters

Congratulations, 2004 Chapter Award Winners!

Chapter of the Year

South East Florida
Association of Neonatal
Nurses (SEFANN)

Individual Project Awards

Community Service

Pacific Northwest
Association of Neonatal
Nurses (PNANN)

Educational Offerings

Delaware Valley Association
of Neonatal Nurses (DVANN)

Membership Recruitment and Retention

New York City Association
of Neonatal Nurses
(NYCANN)

Fundraising Efforts

Pacific Northwest Association
of Neonatal Nurses (PNANN)

Chapter Communications

Delaware Valley Association
of Neonatal Nurses
(DVANN)



NEONANN

A round of applause for the newly formed New England Order of NANN (NEONANN)! The leaders of the former Massachusetts Chapter came up with a creative solution to revitalize and recharge their chapter—by incorporating the former New Hampshire/Vermont chapter as well as NANN members in Maine, Connecticut, and Massachusetts. As of October 1, 2004, NEONANN's membership list included 152 nurses.

One of NEONANN's goals is to "launch a Web-based platform of communication to disseminate chapter information and educational opportunities, with links to NANN and other professional organizations."

NEONANN's new officers are Patricia Fleck, president; Dawn Andrews, secretary; Margaret Henry, treasurer; and Linda Zaccagnini, Dorothy Mullaney, and Pamela Almeida, directors.

Chapter Annual Reports Are Due

Now that the holidays are over, we can all settle down with a good...chapter report. Chapter reporting should be much easier this year, because you can submit completely online. Please gather the information you need *now* and complete the report before **February 15, 2005**.

The reporting form can be found at www.NANN.org at the top of the Chapter Resources page. If you have questions, contact Marcia Cebula at mcebula@amctec.com.



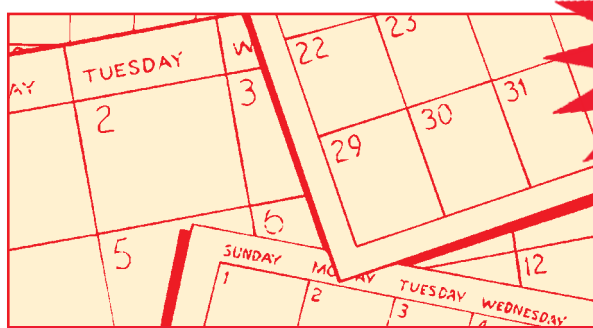
I want You!

NANN Central is looking for a few good nurses. The Newsletter Committee wants to gain new talent and energy from nurses in all corners of the United States and around the world!

If you are a NANN member and would like to make regular contributions to *NANN Central* (photos, thoughts about your unit, a few paragraphs about people who have inspired you, stories about babies who have touched you)—or to gather contributions from parents or from other folk in your unit or chapter—please contact **Liz Lawrence** (CentralLinesEd@aol.com).

Note: To submit a story to the "Dreams Come True" contest (described on page 3), contact NANN at info@NANN.org or go to www.NANN.org.

Post in your unit
Share with your
colleagues



2005 Calendar

6th Annual NICU Leadership Forum
Tucson, AZ

April 15–17, 2005

8th Annual Neonatal Advanced Practice
Nursing Forum
Washington, DC

June 1–3, 2005

National Neonatal Nurses Day

September 15, 2005

NANN 21st Annual Conference
Anaheim, CA

September 28–October 1, 2005

Look for chapter
meeting dates at
www.NANN.org.



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