

Pacific Northwest Association of Neonatal Nurses

Fall 2009 Newsletter

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IMPORTANT NEWS! PNANN'S OCTOBER 2009 CONFERENCES HAS BEEN CANCELLED

We are sorry to inform you that our fall conference has been cancelled. Despite the efforts and time commitment of several PNANN members, we were not able to secure expert speakers for our conference.

Initial planning has already begun for a conference in the Spring of 2010.

Hopefully, early speaker conformation will allow us to secure the best speakers to meet our learning needs.

If you would like to propose a topic or speaker for this conference, please contact Carmelita Rivero at Carmelita.rivero@amedd.army.mil

MOTIVATING YOUR TEAM REPORTED BY LORI A. LOAN, PHD, RNC

For many years, I searched for the answer to the question: "How can I motivate people when I am supposed to be the one in charge?" No matter how hard I try to dodge the issue, inevitably there are occasions when the buck is supposed to stop with me. As nurses it doesn't matter if you work in a mother-baby unit or a NICU, you will have opportunities to lead and manage others. Leadership and teamwork are happening in all facets of your life even if you are not a 'manager' by title.

I've read numerous books and talked with more people than I care to admit trying to find the balance between being the bad guy and allowing the natives to run a bit wild.

When evaluating top performing teams at my hospital I realized the answer was much closer to home than I had imagined. The nurses on top performing teams were highly motivated, they out-produced anyone else that I could compare them to, and they always came through when they were needed. In fact, I've never seen groups of more highly motivated people anywhere.

So what are the secrets to motivating your team? After much thought, here are some of the things I've realized that a true team leader does in order to build and maintain an incredibly motivated group of people. These lessons can be applied for parenting, for charge nurses, for schedule makers, for clinical leaders and almost any other social network or multidisciplinary team you find yourself in.

Stay in communication - Talk to them openly and honestly. Discuss their goals and objectives, and your thoughts on how they should build their careers. Don't hide problems - talk about them. By communicating you show them how they fit in and tell them what they can do to help. Most important of all, your team will feel comfortable with you, and as long as you are honest they will be more willing to follow your directions.

Keep your word - If you make a promise, then you keep it. If you believe there is a chance you cannot keep your word, then don't make it (or make it clear it is depend-

(Continued on page 2)

WE'RE ON THE WEB!
WWW.PNANN.HOMESTEAD.COM/INDEX.HTML

(Motivating Your Team . . . Continued from page 1)

ent on something else). Keeping your word is highly motivating to your team.

Be Fair - Treat people unequally and they will quickly turn against you. They will be unwilling to take necessary risks and will work hard to "cover their backs" instead of doing their jobs. On the other hand, if you are fair they will be willing to work as hard as you do and go the extra mile for you. Fairness means thanking them for a job done well, and disciplining when necessary. Slackers and maliciousness need to be treated with the appropriate harshness. Don't put up with anything but the best that people are capable of. Remember this rule of thumb - an organization will fall to the level of mediocrity and carelessness that its members will tolerate.

Show respect - Don't rebuke or belittle people in front of others. Strive to build up their character and support their strengths. Very importantly, let the people on your team shine. You shine when they shine. If nurses on your team do something good, tell them in front of people.

If your nurse manager notices your team did something good, take the opportunity to make your team shine.

Be clear and firm - Make decisions fast and without being wishy-washy. Yes, you may need to take some time to get your facts, but once you have them, make the decision and begin planning and implementing it, immediately. Little will ruin your effectiveness as a team leader as fast and as thoroughly as being unwilling to make a decision or putting off decisions until the last moment.

Obviously the nurses I work with are not greedy slackers, wanting only money and vacation time. Clearly one minute pats on the back will not keep a stressed team going day after day. Without a doubt I don't have the authority, personal funds or cooking talents to dole out rewards and niceties like some benevolent goddess. Consequently, I plan to stay in communication, keep my word, be fair, show respect and be clear and firm so I can motivate my work team to top performance.

TREASURER'S REPORT

| | |
|----------------------------|-----------------------------|
| Checking Account Balance | \$ 7,043.47 |
| Savings Account Balance | \$ 4,038.12 |
| Tax-Deferred Fixed Annuity | \$11,000.00 @ 4.6% interest |

June Conference Financial Report

| | |
|-----------------|-------------------|
| Registration | \$3,460.00 |
| <u>Expenses</u> | <u>\$3,695.69</u> |
| Reported Loss | \$ -235.69 |

RESEARCH COMMITTEE HIGHLIGHTS

Call for Research Grant Proposals

If you are a member of PNANN, NOW is the time to apply for a \$200 PNANN research grant. These awards will be used to fund small clinically-focused studies with relevance for neonatal nursing. For more information about these research opportunities, please contact Lori Loan at lori.loan@amedd.army.mil

PNANN Committee Chairs

Communications

Lori A. Loan
(Madigan Army Medical Center)
lori.loan@amedd.army.mil

Community Service

Lauren Thorngate
(UW Medical Center)
laurent3@u.washington.edu

Membership Committee

Julie Campbell
(Seattle Children's Hospital)
JCampbellWA@msn.com

Program Committee

Open Position

Research Committee

Lori A. Loan
(Madigan Army Medical Center)
lori.loan@amedd.army.mil

If you are interested in becoming a committee chairperson or joining a committee, please contact Suzan Knowles at suzan_knowles@valleymed.org

P R E S I D E N T ' S M E S S A G E

Greetings PNANN Membership

I saw my first turning leaf yesterday as I was driving home. It doesn't seem possible that fall is just around the corner. Soon we will be consumed with back to school and the approaching holidays again. Where has the time gone?

I hope that everyone has had a wonderful summer, enjoying our "better than ever" weather, and some time for fun, family, and friends. Neonatal nurses work hard, and we need to make sure that we "play hard" as well. Every day you care for fragile babies and their families and ease them a little farther down their path. Make sure that you are carving out that space for yourself that allows you to fill your cup and recharge. Remember to practice some intentionality of being in each moment. All of these little acts feed us and recharge us, so that we can be there for our patients. You all make a difference every day.



I'd like to leave a thought with you. Maybe this is your year to get more involved in your professional organization? We are looking for members to join us in planning and moving the mission of PNANN forward. We need a president elect, a secretary, and a member at large for 2010. Feel free to contact myself, or any of the board members, to chat about PNANN and ask questions about participating. We would love to have your ideas, energy and enthusiasm. I can be reached at

suzan_knowles@valleymed.org or at 425-228-3440 ext 3191. Once again, thank you for all you do in the best interest of babies and families in our community.

Sincerely,
Suzan Knowles, RN-BC

PNANN Officers

President

Suzan Knowles
(Valley Medical Center)
suzan_knowles@valleymed.org

President Elect

Carmelita Rivero
(Madigan Army Medical Center)
Carmelita.rivero@amedd.army.mil

Secretary

Susan Gibson
(UW Medical Center)
soozie51@hotmail.com

Treasurer

Ann Podruchny
(Tacoma General Hospital)
ann.podruchny@multicare.org

Member-at-Large

Lynn Lingen
(UW Medical Center)
lingen@u.washington.edu

Past President

Terrie Lockridge
(Swedish Medical Center)
terrielockridge@comcast.net

2009 MEMBERSHIP COMMITTEE REPORT

| | |
|------------------------|----|
| Starting Membership | 75 |
| Member Renewals | 52 |
| New Members | 5 |
| Current Active Members | 57 |

PNANN renews memberships on an annual basis. This renewal policy mirrors the one used by NANN. 2009 membership renewal forms are included with this newsletter.

Offering PNANN conference discounts to members continues to attract new membership. We appreciate the neonatal communities ongoing support of PNANN.

It is never too late to send in your membership renewals if you still wish to do so.

Look for membership recruiting ideas coming soon!

Questions? Please contact Julie via email at jcampbellwa@msn.com

UPDATE ON THE 2008 OCTOBER CONFERENCE

BY CARMELITA RIVERO

On June 10th, PNANN held their "Neonatal" Nursing conference at Valley Medical Center in Renton. The conference provided some excellent information about neonatal pain, maternal reactions to the NICU experience, and some new research involving the reduction of neonatal brain injury.

Lauren Thorngate started the conference with a discussion about the neonate's experience of pain. This theoretical lecture set the stage for the topics covered throughout the day.

Liisa Holsti's first talk described an attempt to decrease stress in neonates. She explained how stress altered neonatal brain growth and reviewed indicators of stress. Liisa discussed her study that attempted to identify and alter the types of stress that our infants experience. This led to a discussion by the attendees about spacing out cares versus quality sleep. After this talk, the participants enjoyed the presentation of the VIDA video. Many of them appreciated the way the video presented its information.

Before the break, the participants were treated to a lively discussion by Alan Shelton about his experience with burn-out. After an enjoyable lunch out in the sun, Karen Emmerman discussed her experience as a mother with an infant in the NICU. She discussed her concerns about being a part

of her babies care and her feelings of being a failure as a mother. As a philosopher, she tried to make sense of her feelings and attempted to come to terms with her experiences.

Liisa Holsti's second discussion involved her attempt to develop a multi-dimensional pain scale that could distinguish the stress of cares from skin-breaking, painful procedures. The participants appreciated the photographs demonstrating the different face and hand actions.

Finally, after a pick-me-up of kettle corn and M&Ms, Dr. McPherson reviewed his research study involving the use of erythropoietin. He discussed the results of rat studies and its effect on reducing brain injury and explained his recent study in infants. Unfortunately, the infant study was put on hold due to risks noted in adult studies using erythropoietin.

The conference presented some excellent information about neonatal brain growth, their reaction to stress and ways that nurses can help decrease the stress that the babies experience. Karen Emmerman's talk gave the participants a look at a mother's experience with the stressors of the NICU. The information provided by these lectures can be used by the participants to improve their care for the babies and their parents.



PNANN Mailing Address:

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COMMUNITY SERVICE COMMITTEE UPDATE

SUBMITTED BY LAUREN THORNGATE

ISIS is a multinational project well into its mission of reducing infant and maternal mortality of the people of the Luwero Triangle of Uganda. The Kiwoko Hospital staff and patients have directly benefited from the involvement of neonatal nurses in the Pacific Northwest through supply donation, educational materials, and teaching.

PNANN has been an active supporter for many years. This September, ISIS supporters will once again be gathering to sort, pack, and box up critical supplies for shipment to Uganda and the neonatal care center that has been set up to serve sick infants in the surrounding area.

SAVE the DATES:
September 22, 23, 24
ISIS Packathon
Location: Country Village in Bothell

The annual Packathon is a great way to help out; the days are fun, very tangible, and super rewarding. Other options for involvement abound, including preparation of educational materials, assistance with clinical policy review, and possible nursing research opportunities.

Questions or more info: Contact Deb Lester, deb@isis.bm