

CENTER FOR NURSING

ADVANCEMENT

THOUGHTS FROM THE FRONTLINE



JANUARY 2025

A New Year, A Renewed Purpose: Navigating Challenges & Celebrating Strengths

As we step into 2025, the Tennessee Center for Nursing Advancement reflects on a year of transformative growth, tackling workforce challenges, championing nurse well-being, and fostering innovation. The nursing profession stands at a pivotal moment, where pressing workforce demands intersect with opportunities to drive meaningful change. With a renewed focus, we are charting a course toward a brighter future for nurses and the communities they serve.

Celebrating Strengths

The Tennessee Center for Nursing Advancement made significant strides in 2024 across its four strategic focus areas: Pipeline, Collaboration/Innovation, Well-being/Advocacy, and Data. Key achievements include:

Rebranding to the Tennessee Center for Nursing Advancement: Solidifying our name reflects our unified mission to serve as a statewide leader in addressing nursing challenges, advocating for the profession, and advancing workforce development.

Thoughts from the Frontline Podcast: Launched in May, this dynamic series connects nursing professionals with real-world insights to foster collaboration and professional growth.

Nurse Leadership Program: This cornerstone 12-week initiative equips participants with advanced leadership skills to navigate the complexities of modern healthcare and leading teams.

Belmont Nurse Be Well Program: In partnership with Belmont University, this initiative integrates mindfulness and self-care into nursing curricula, prioritizing student well-being.

GIS Dashboard and Data Snapshots: By leveraging data visualization, the Center is creating real-time workforce analytics and regional insights to guide strategic decision-making.

These initiatives underscore the Center's commitment to empowering nurses, driving innovation, and addressing regional disparities.

Navigating Challenges

While we celebrate our accomplishments, we remain acutely aware of the persistent and emerging challenges facing the nursing profession. Addressing these issues requires both bold action and sustained collaboration:

Workforce Shortages: Tennessee is projected to face a deficit of over 78,000 registered nurses by 2025, driven by retirements, limited nursing school capacity, and recruitment challenges. Expanding educational opportunities and building stronger pipelines between schools and healthcare settings are essential steps.

Shifting Demographics: The aging population across Tennessee and Appalachia is straining healthcare services, while younger generations entering the workforce are fewer. These demographic shifts pose significant challenges to workforce sustainability.

Declining Job Satisfaction and Well-Being: A worrying rise in dissatisfaction highlights the need for initiatives like the Nurse Be Well Program and planned mentorship projects, which promote resilience and mental health.

Branding and Identity Awareness: As we establish the Tennessee Center for Nursing Advancement as a leader in workforce development and innovation, raising awareness of our mission and impact remains a priority. Overcoming branding challenges will require strategic outreach and consistent engagement with stakeholders.

Looking Ahead: A Renewed Purpose for 2025

In the face of challenges, the Tennessee Center for Nursing Advancement remains steadfast in its mission to uplift the nursing community. Our plans for the coming year include:

- Expanding the Nurse Leadership Program and piloting a mentorship initiative to nurture future leaders.
- Advocating for policy changes and increased funding for nursing education in collaboration with state and national stakeholders.
- Advancing GIS tools to provide actionable insights into workforce trends and disparities.
- Scaling well-being programs to combat burnout and enhance job satisfaction across the profession.

As Nelson Mandela once said, "The greatest glory in living lies not in never falling, but in rising every time we fall." Let us embrace this spirit as we move forward together—supporting nurses, strengthening communities, and shaping the future of healthcare.

A Leadership Transition: Gratitude and Welcome

We are thrilled to officially welcome Dr. Jennifer Hitt as the new Executive Director. Dr. Hitt's deep commitment to nursing excellence and her visionary leadership will guide us as we continue to grow and innovate. Her passion for fostering collaboration and empowering nurses makes her a perfect fit for our mission. We look forward to her contributions in the years ahead.

At the same time, we extend our heartfelt gratitude to Dr. Roslyn Robinson, who served as Interim Executive Director with dedication and grace. Her steady leadership during this transitional period has been invaluable, and her impact on our organization will not be forgotten. We are fortunate to continue benefiting from her expertise as she resumes her previous role as Associate Dean, Practice and Chief Nursing Officer, ETSU Health.

Together, we are excited for what lies ahead as we build on this strong foundation. Thank you for being part of this journey with us.

Beyond Wellness Program

The Center is excited to be in partnership with Belmont regarding a nurse wellness program. The Beyond Wellness Program addresses nursing burnout, mental health challenges, and workforce shortages, amplified by the COVID-19 pandemic. The program integrates whole-person wellness, leadership, and innovation into nursing education for students, faculty, and practicing nurses.

Phase I of the pilot focused on embedding mindfulness into undergraduate nursing curriculum using the Headspace app. The results from Phase I showed improved student well-being, stress management, and high adoption rates among faculty.

Phase II's proposal looks at expanding the mindfulness practices across BSN programs, introducing a Self-Care for Nurses course, creating a mentorship program and wellness activities. Be on the lookout for upcoming updates regarding this exciting program!



Driving Engagement: How Our Social Media Strategies are Making an Impact

Our remarkable social media success is no accident—it's the result of intentional strategies designed to engage and inform the nursing community across Tennessee. Here's how we're making a difference in our social media efforts since the first of 2024:

Dynamic Content: We shine a spotlight on our programs, leadership stories, and the tangible impact of nursing in real-world scenarios.

Consistent Updates: From breaking news to events and valuable resources, our regular posts keep the community informed.

Community Engagement: By fostering conversations and amplifying voices from Tennessee's diverse nursing community, we're building connections that matter.

Key Metrics: A Snapshot of Success

Total Reach: 337.1K

A remarkable 182.4% increase compared to previous periods. This milestone highlights our ability to connect with a broader audience, including healthcare professionals, nursing students, and leaders statewide.

Views: 736.6K

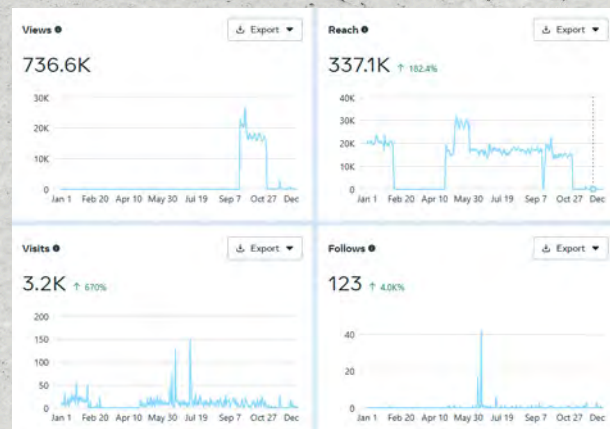
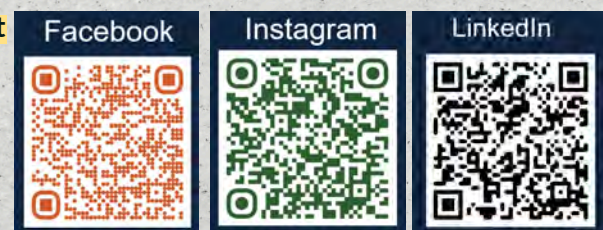
Our posts and campaigns are not just being seen—they're sparking significant interest and interaction, reflected in this impressive surge.

Page Visits: 3.2K

A staggering 670% increase in page visits demonstrates growing curiosity and engagement with our programs, initiatives, and updates.

Follows: 123 New Followers

A 4,000% growth in new followers underscores how our content inspires individuals to join our journey and stay connected.



Celebrating Our Community Partners: The Heartbeat of Our Mission

Reflecting on our journey and the impact we aim to create, we are reminded of the incredible role our community partners play in turning our vision into reality. Their support, expertise, and commitment are vital to enriching our initiatives and advancing our mission.

Why Community Partners Matter

Our community partners are more than collaborators—they are the backbone of our efforts. By contributing valuable resources, unique perspectives, and essential services, they elevate our programs and expand our reach. Together, we tackle challenges, connect with more individuals, and drive lasting change.

Our Partners in Action

This month, we would like to highlight some of our esteemed community partners and their remarkable contributions:

Tennessee Hospital Association: The Center collaborates with the Tennessee Hospital Association (THA) to collect data and raise awareness about our initiatives. As a not-for-profit membership organization, THA serves and advocates for the interests of hospitals, health systems, and other healthcare organizations across the state.

StoryCollab: We are proud to highlight our ongoing partnership with StoryCollab, a key collaborator in the creation of the Nurse Narratives Initiative. This unique program, born from a partnership between the Tennessee Center for Nursing Advancement, Ballad Health, East Tennessee State University, and StoryCollab, shines a light on profound stories of resilience and strength—both personal and professional—shared by nurses in our region. By telling the stories of nursing, from nurses, the initiative captures the heart of their experiences and contributions.

HeyRachReads: We are thrilled to partner with HeyRachReads on two key Center initiatives: the Thoughts from the Frontline podcast and social media content. Rachel's expertise came at a pivotal moment when we doubted the podcast would ever launch. We are deeply grateful for her collaboration and the fresh perspective she brings to our team.

RJP: We're excited to partner with RJP on the development of our new third-party website! Our goal is to have the site up and running by the end of Q1 2025. RJP will bring their expertise to the project, handling website design and development, Google Ads management, search engine optimization, and branding to ensure a strong online presence.

Looking Ahead

The future of our work is rooted in the strength of collaboration. As we grow and adapt, the contributions of our community partners will remain central to our success. We encourage you to connect with these outstanding organizations and explore how their efforts can inspire and benefit your own.

Collaboration is the cornerstone of meaningful progress, and together we can achieve far more than we could alone. Let's continue to build a united community dedicated to creating lasting, positive change.

To all our partners, thank you for your unwavering dedication and passion. We look forward to reaching new milestones together in the months to come. Stay tuned as we shine a spotlight on more incredible community partners in our next issue.





CREATE a NURSING CAREER ROADMAP & TRAVEL FROM SURVIVE TO THRIVE IN 2025

OUR SPEAKER

DR. STEPHANIE ABBU,
DNP, RN, CNML, REC-C



JANUARY 23, 2025
2PM EST



LEARNING OBJECTIVES:

- CURRENT STATE OF NURSING
- STRATEGIES TO SET CAREER GOALS
- BUILD EFFECTIVE MENTORING RELATIONSHIPS
- IDENTIFY THE CAUSES AND MANAGEMENT OF JOB RELATED STRESS

TARGET AUDIENCE: NURSING STUDENTS, NEW GRADS, MID-CAREER AND EXPERIENCED NURSES, NURSES INTERESTED IN CAREER GROWTH OR MENTORING

FREE TO ATTEND UP TO .30 CEUS

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