



2020 ANA Innovation Award winners update

Making strides forward during a challenging year

THE American Nurses Association (ANA) Innovation Awards, powered by BD, highlight, recognize, and celebrate exemplary nurse-led innovation that improves patient safety and outcomes. “The 2020 Innovation Award winners have become a part of our growing community of nursing innovators and influencers,” said Oriana Beaudet, DNP, RN, PHN, vice president of Nursing Innovation at ANA. “The challenge for last year’s recipients was deciphering how to advance their work during one of the hardest years globally in a century. Their progress highlights their dedication, determination, and the incredible power of collaboration, which sped up and amplified their ability to make impactful change.” A tumultuous 2020 didn’t slow down the winners.

Individual Award winner

Jan Tedder, BSN, IBCLC, FNP: HUG Your Baby

Similar to most businesses, HUG Your Baby was challenged by COVID-19. However, the ANA Innovation Award made it possible to set a new course during difficult times. Paid consultants helped HUG retool their website, reinvigorate social media outreach, and redirect teaching. Troubled by the sudden decrease in breastfeeding classes and by rising rates of postpartum depression, HUG developed and provided free lactation classes and discounted virtual consultations.

Using a virtual platform expanded HUG internationally, including a lactation workshop for an Australian conference, a child development course for an international collaboration on a monthly Italian HUG study group, and virtual mentoring in Malaysia, which led to that country’s first virtual HUG workshop.

Nationally, HUG intensified its outreach to statewide Special Supplemental Nutrition Programs for Women, Infants and Children, which offer breastfeeding support to low-income women. To date, 12 states are considering or have begun HUG training. The need for

more virtual parent education culminated in the HUG Your Baby digital resource page (hugyourbaby.org/wic-training-resources) available in English and Spanish. This portal offers 24/7 access to the HUG parent education video; newsletters (birth to 1 year); HUG lullabies; and the interactive Roadmap to Breastfeeding Success, with 12 age-specific, problem-solving video links.

Team Award winners

Joey Ferry, BSN, RN, and Taofiki Gafar-Schaner, BSN, RN: SafeSeizure™

Since receiving the ANA Innovation Award, SafeSeizure has grown its innovation network by connecting with inspirational leaders and other nurse innovators. These connections led to invitations for Ferry and Gafar-Schaner to speak at several conferences and be interviewed on podcasts, allowing them to tell the SafeSeizure story and inspire other nurses.

The award funds have enabled SafeSeizure to expand its inventory and transition from home garages to a full-service distribution warehouse, increasing SafeSeizure’s agility as demand for inventory increases. Several hospital systems, including Dignity Health and Kaiser Permanente, now use SafeSeizure, contributing to a 68% sales increase.

Despite COVID-19 consuming most hospital resources, a need for their product at all levels of care still exists. This demand has led hospitals across the United States to reach out for samples or a demo. SafeSeizure pads have been shipped to healthcare institutions Ferry and Gafar-Schaner ultimately hope to visit, and many upcoming virtual and in-person demos are slated for other prospective hospitals.

Most importantly, this award has allowed Ferry and Gafar-Schaner to remain true to their values and give back to their communities. They mentor other nurse entrepreneurs, donate personal protective equipment to those in need, and advocate for social issues. **AN**



HUG Your Baby



SafeSeizure