



INNOVATION ADVISORY COMMITTEE

Education & Communication

Vision

We aspire to shape the future of nursing innovation practices by providing professional development resources and tools to empower all nurses to succeed and shape the future of educational practice and healthcare delivery. We remain rooted in a commitment to promote health equity and inspire nurses through building inclusive environments, increasing accessibility, and acknowledging the value and contributions of nurses in all settings (clinical, academic, and others).

We stand with those who strive to develop workplaces and educational institutions that challenge dogmatic practices, thereby fostering inclusion, equity, and accessibility for all, thus eliminating institutional barriers and dismantling systemic racism, hierarchy, and patriarchal structures.

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In compiling these innovation resources our goal was to ensure unique information across all eight resource guides and to avoid redundancy. You may find additional content around **Education & Communication** in the general resource guide. We thank the Education & Communication committee for contributing content to advance nurse-led innovation.



General resources

General Resources

- 4 Technologies to Consider for Innovation in Nursing Education [[📄 article](#)]
- Bridging Healthcare’s Innovation Education Gap [[📄 article](#)]
- Building and Sustaining a Culture of Innovation in Nursing Academics, Research, Policy, and Practice: Outcomes of the National Innovation Summit [[📄 article](#)]
- Disrupting Nurse Education with XR, AI, ML [[🌐 website](#)]
- Innovation in Nursing Education [[📄 video](#)]
- Nursing Science as Federally Recognized STEM Degree [[📄 article](#)]
- Nursing’s Role in Leading Palliative Care: A Call to Action [[📄 article](#)]
- Partnerships and Innovation: The Future of Nursing Education [[📄 article](#)]
- Public Health Nurses COVID-19 Call to Action [[📄 article](#)]
- Resisting & Unlearning Dehumanizing Language in Education [[📄 article](#)]
- The Case for Innovation Education in Nursing Schools [[🌐 website](#)]
- Thinking Outside the Box: Social Innovation Emerging from Academic Nursing-Community Partnerships [[📄 article](#)]

Awards

- Journal of Continuing Education in Nursing Innovation Award [[🌐 website](#)]

Legislation + Policy

- Omnibus Includes Nursing Priorities [[📄 article](#)]

Nursing Schools Leading Innovation

- Nursing Schools Teaching Design and Innovation [[📄 document](#)]

Organizations

Organizations

- Association of Nursing Professional Development [[🔗 website](#)]
- Competency Ready Grads – Reimagine Nursing Initiative [[🔗 website](#)]
- International Nursing Association for Clinical Simulation & Learning [[🔗 website](#)]
- Society for Simulation in Healthcare [[🔗 website](#)]



Conferences

Conferences

- ACEN [[🌐 website](#)]
- ANPD Aspire Convention [[🌐 website](#)] _____
- Imagine the Future of Simulation [[🌐 website](#)] _____
- NLN Education Summit [[🌐 website](#)]
- Society for Simulation in Healthcare [[🌐 website](#)]



Education & Training

Education and Training Resources

- [Creating An Innovation Infrastructure In Academic Nursing](#) [🔗 [article](#)]
- [Crisis in Competency: A defining Moment in Nursing Education](#) [🔗 [article](#)]
- [Escaping the Escape Room: Innovative Approaches to Interprofessional Education](#) [🔗 [article](#)]
- [Global Nursing Education: International Resources Meet the NLN Core Competencies for Nurse Educators](#) [🔗 [article](#)]
- [Healthcare Innovation Online Graduate Certificate](#) [🔗 [website](#)]
- [Innovation Solutions for Clinical Education During a Global Health Crisis](#) [🔗 [article](#)]
- [Innovation Teaching Pedagogy in Nursing Education](#) [🔗 [article](#)]
- [Leading Innovations in Health Care & Education](#) [🔗 [website](#)]
- [Leading Nursing Innovation](#) [🔗 [website](#)]
- [National Science Foundations Innovation Corps](#) [🔗 [website](#)]
- [Requiring Design Thinking In Nursing Curriculum](#) [🔗 [article](#)]



Justice, Equity, Diversity & Inclusion (JEDI)

JEDI (Justice, Equity, Diversity, Inclusion)

- A Focused Checklist for Constructing Equitable, Diverse, and Inclusive Simulation Experiences [[📄 website](#)]
- AACN Enhancing Diversity [[📄 website](#)]
- Addressing The Interlocking Impact Of Colonialism And Racism On Filipinx/a/o American Health Inequities [[📄 article](#)]
- ANA Racism in Nursing [[📄 website](#)]
- Beyond the naming: Institutional racism in nursing [[📄 article](#)]
- CDC Maternal Mortality Rates in the United States, 2020 [[📄 website](#)]
- Complex Systems for a Complex Issue: Race in Health Research [[📄 article](#)]
- Frontiers in measuring structural racism and its health effects [[📄 website](#)]
- Generational Impact Of Racism On Health: Voices From American Indian Communities [[📄 article](#)]
- HHS Infant Mortality and African Americans [[📄 website](#)]
- Hispanic Serving Institutions [[📄 website](#)]
- Historically Black Colleges & Universities [[📄 website](#)]
- Institutional Naming [[📄 article](#)]
- Integrating Diversity, Equity, and Inclusion into a Simulation Program [[📄 article](#)]
- Minority Serving Academic Institutions [[📄 document](#)]
- Whitney Fear: Who cares? A Nurses Fight for Equity [[📄 website](#)] [[📄 video](#)] [[📄 video](#)]
- Project ECHO® [[📄 website](#)]
- Racial bias in pain assessment and treatment recommendations, and false beliefs about biological differences between blacks and whites [[📄 website](#)]
- Racialization as a Barrier to Achieving Health Equity for Native Americans [[📄 article](#)]
- Racism in U.S. Nursing [[📄 article](#)]

Justice, Equity, Diversity & Inclusion (JEDI) (cont.)

JEDI (Justice, Equity, Diversity, Inclusion)

- Strengthening the Health of Future Generations [[🔗 article](#)]
- Systemic And Structural Racism: Definitions, Examples, Health Damages and Approaches To Dismantling [[🔗 article](#)]
- The Generational Impact Of Racism on Health: Voices from American Indian Communities [[🔗 article](#)]
- Urban Indian Health Institute [[🔗 website](#)]



Journals & Books

Journals

- Journal of Innovation Management [[journal](#)]
- Journal of Innovation and Entrepreneurship [[journal](#)]
- Journal of Innovation and Knowledge [[journal](#)]
- Journal of Interprofessional Education and Practice [[journal](#)]

Books

- AACN Essentials: Core Competencies for Professional Nursing Education [[website](#)]
- ANA Scope & Standards, 4th Edition [[website](#)]
- ANA Code of Ethics [[website](#)]
- Creative Confidence [[website](#)]
- Self-Care for New and Student Nurses [[book](#)] [[workbook](#)]



Articles & Research

Education

- Customer Discovery [[video](#)]
- Making it Easy: Team Member Microlearning with QR Codes [[article](#)]
- Mobile Technology in Nursing Education: Where do we go From Here? A Review of the Literature [[article](#)]
- Retirements & Succession Nursing Faculty 2016-2025 [[article](#)]
- During the COVID-19 Pandemic [[website](#)]
- Student Enrollment Surged in the US Schools of Nursing in 2020 Despite Challenges Presented by the Pandemic [[article](#)]
- Trends in the Art and Science of Nursing Education: Responding to the Life-Changing Events of 2020 [[article](#)]

Innovation

- Building and Sustaining a Culture of Innovation in Nursing Academics, Research, Policy, and Practice: Outcomes of the National Innovation Summit [[article](#)]
 - Creating an innovation infrastructure in academic nursing [[article](#)]
 - Evolution of Nurse-led Hackathons, Incubators, and Accelerators from an Innovation Ecosystem Perspective [[article](#)]
 - Innovation Impact of U.S. Universities Executive Summary [[article](#)]
 - The Initiative to Advance Innovations in Nursing Education Three Years Later [[article](#)]
 - Intellectual Property Basics [[video](#)]
 - Open Source Explained [[video](#)]
 - Scaling Innovations Developed by Community-Based Organizations [[blog](#)] [[article](#)]
 - What is a Minimum Viable Product (MVP)? [[article](#)]
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Articles & Research (Cont.)

Interprofessional

- Interprofessional Collaborative Practice and School Nursing: A Model for Improved Health Outcomes [[🔗 article](#)]
- Interprofessional Education Tips for Design and Implementation [[🔗 article](#)]
- Improving the Health of Rural Communities Through Academic–Community Partnerships and Interprofessional Health Care and Training Models [[🔗 article](#)]
- Integration of Authentic Leadership Lens for Building High Performing Interprofessional Collaborative Practice Teams [[🔗 article](#)]



Articles & Research (Cont.)

Transdisciplinary

- Interdisciplinary Research Leaders (Robert Wood Johnson Foundation) [[📄 article](#)]
- The Peterson Center on Healthcare [[🌐 website](#)]

Simulation

- Fundamental Underpinnings Simulation Education: Instructional Design Approach to Healthcare Simulation Fellowships [[📄 article](#)]
- Impact of the COVID-19 Pandemic on the Future of Nursing Education [[📄 article](#)]
- Onward and Upward: Introducing the Healthcare Simulation Standards of Best Practice: INACSL Standards Committee [[📄 article](#)]
- Using Simulation to Provide Culturally Competent Care to Transgender and Gender Nonconforming Patients [[📄 article](#)]

NCLEX

- Evaluating Innovative Items for the NCLEX, Part 1: Usability and Pilot Testing [[📄 article](#)]
- Developing and Evaluating Innovative Items for the NCLEX, Part 2: Item Characteristics and Cognitive Processing [[📄 article](#)]
- NCLEX RN Exam Information on Collaboration with Interdisciplinary Teams [[📄 article](#)]



Social Media & Communication

Resources

- A Call for Nurses to Embrace Their Innovative Spirit [[📄 article](#)]
- Communication and Innovation [[📄 article](#)]
- Communication Innovations: The Post-Electricity Era [[📄 blog](#)]
- Effective Communication in Innovation Processes [[📄 research](#)]
- Finding the Right Words: Cohesion and Divergence in Inclusive Language Guidelines [[📄 article](#)]
- Governance, Communication, and Innovation in a Knowledge Intensive Society [[📄 book](#)]
- Health Communication Toolkit [[📄 document](#)]
- Hootsuite: How to Use Social Media in Healthcare [[📄 website](#)]
- How To Submit an [Article](#) [[📄 website](#)]
- How to Use Social Media: A Guide for Healthcare Professionals [[📄 website](#)]
- How to Write a Press Release [[📄 website](#)]
- Innovation, Communication, and Leadership: New Developments in Strategic Communication [[📄 research](#)]
- Innovative Methods in Media and Communication Research [[📄 book](#)]
- Six Ways to Enhance Innovation Through Internal Communication [[📄 article](#)]
- The Effects of Communication on Technological Innovation [[📄 research](#)]
- Reasons Why Innovation is All About Communication [[📄 article](#)]
- Rethinking Communication in Innovation Processes: Creating a Space for Change in Complex Systems [[📄 research](#)]
- UNICEF: Innovation for Communication [[📄 website](#)]
- Voices Echoing Forward: One Institutions Efforts to Persevere Nursing History [[📄 article](#)]
- Woodhull Study Revisited [[📄 article](#)]
- Teachers Transforming Nursing Education [[📄 website](#)]

Social Media & Communication (cont.)

Resources

- Nurse Educators Group [[website](#)]
- Seth Godin [[blog](#)]
- Nurse Educator Tips for Teaching [[podcast](#)]
- My Mastery [[podcast](#)]
- NLN Nursing Edge [[podcast](#)]
- Fresh RN [[podcast](#)]



FAQ's

Q: What is/does nursing innovation include?

A: Nursing innovation covers a wide range of ideas and may not include what people typically think of regarding healthcare innovation. Innovation does not have to be a medical app, device, technology, or pharmaceutical drug. Nursing innovations are often new ideas or improvements to health and/or healthcare in the form of interventions, processes, diverse healthcare delivery models, education, mentoring or training programs, and new communication initiatives. Innovations create value and impact, and they may or may not commercialize. Nursing innovation is about the innovative potential of nurses to advance their ideas to meet the needs of patients, communities, and the global healthcare community.

Q: What are the steps for taking a nursing innovation from an idea to market?

A: There are four primary steps to get an idea to market:

Step 1: Problem Identification and Solution Generation. Identify a problem/need/ pain point/opportunity and then brainstorm creative solutions.

Step 2: Idea Development & Refinement. Define what problem/pain point it solves or need it fulfills. Define what the innovation is and how it solves the problem.

Step 3: Business Planning & Execution of the Idea. Develop your business case (if it's going to be commercialized). Make or create a prototype of the innovation. Identify funding needs. Produce any support materials for marketing/promotion of your innovation.

Step 4: Launch the Innovation to its Intended Audience. Generate awareness of your innovation by developing metrics for determining success. Monitor your launch efforts and adjust as needed. And most importantly, celebrate your success!



FAQ's (cont.)

Q: How do I overcome some of the common barriers to innovation?

A: Here are some examples to address common innovation barriers

Lack of funding: Explore the opportunity to secure grant funding to help under- write the innovation if it's going to be researched, tested, and published. Conduct an internet search on nursing innovation (e.g., Hillman, Betty Irene Moore Fellow- ship for Nurse Leaders & Innovators) as well as nursing innovation awards like those offered by the American Nursing Association. Reach out to your Technology Trans- fer office to explore available funding opportunities.

Lack of time/No bandwidth: Consider approaching leadership to get some of your effort or time bought out to work on your idea. You might work on innovative initiatives around your regular duties or form a team to share the innovation work, so that it doesn't all fall to one person.

No resources or support: Investigate to see what resources may be available at your institution or on campus if you're an academic institution (e.g., Technology Transfer Office, Law School). Search outside of your organization as there are innovative ecosystems that may help support innovators and start-ups with a variety of resources and funding.

Limited skill set or knowledge: Avail yourself of one of the courses outlined in an- other FAQ. Review the resources outlined in the various ANA Innovation Resource Guides which are stocked full of online resources, articles, books, webinars, etc. to learn about key nursing innovation concepts and practices. [[🔗 website](#)]

Q: How do I protect my nursing idea or innovation?

A: Seek out resources at your health system or academic institution. Reach out to individuals who handle registering innovations for the system or college/school. This could be a department or office (Technology Transfer, or legal resources. If you do not have resources where you work, then seek out a lawyer who specializes in the protection of intellectual property. There are also online resources available to help but be sure to vet them before signing a contract. You can also refer to the US Patent and Trademark Office. [[🔗 website](#)]



FAQ's (cont.)

Q: What do nurses need to know to be Nurse Innovators?

A: Nurses should be knowledgeable about the following:

Divergent Thinking: Is broadening your thinking to nonlinear ideas and multiple solutions; brainstorming on many ways to approach an identified problem or pain point and conducting a screening process to see which ideas merit further exploration.

Risk Taking: There is a common saying in innovation which is “it’s not for the faint- hearted”. Birthing new ideas or innovation takes guts and the solutions may be viewed as risky as they’ve never been done or tried before. This is not a reason to be deterred. The benefits of innovation can be far reaching and impact a large group of people.

Teamwork & Collaboration: Healthcare is infamous for being siloed, but innovation works best when teams work on problems together. Differing viewpoints often result in solutions that combine ideas in a new way. Bringing interdisciplinary professionals together is crucial to addressing the problem the team is trying to solve for.

Business Strategy: Learning entrepreneurial skills made up of finance, operations, strategies, legalities, etc., is important for Nurse Innovators to understand and feel confident when collaborating with leadership, business experts, and investors.

Q: What are ways to prioritize racial, ethnic, and gender representation in innovation spaces and leadership roles?

A: Find out about affinity groups and offer opportunities to feature stories on new innovative ideas on a monthly basis (LGBTQ+, HBCU & Hispanic Serving Institution Alumni, Muslim community, Black fraternal and sororities, minority nursing organizations).



FAQ's (cont.)

Q: How do I create awareness for my innovation?

A: There are many ways to generate awareness for a new product, program, service, or innovation.

Advertising: This might include paid advertising on platforms like Facebook, radio spots, in/at conferences, etc. where your relevant target audience is likely to see you.

Public relations: This would be the creation of communications about your innovation that try to garner free publicity and awareness, including developing press releases on your innovation and sending it to relevant industry publications or organizations, nominating your innovation for an award (e.g., ANA Innovation Award), conducting free webinars on your innovation, promoting yourself as a speaker at relevant conferences/ industry events where you can talk about your innovation, etc.

Social Media: Setting up a social media account for your innovation, writing a blurb about your innovation and having it shared out on your organization's social media to internal/external audiences, create a branded hashtag for your innovation that can be added to others' social media posts, cross-promote across social media channels (e.g., Instagram, Facebook, Twitter, LinkedIn, etc.), adding a link to where people can learn more about your innovation to your email signature.

In-house Promotion: This would include having your innovation listed on your organization's website or another in-house departmental website, having your innovation featured in your company's/organization's newsletter, getting added to the agenda for in-house organization or departmental meetings.

External Promotional Outreach: This might be activities like buying email lists for your target audience and then developing and sending a creative email or flyer to those on the list, buying a booth at a conference and promoting your innovation, reaching out to nursing organizations to see if they'd endorse your innovation with their members, finding users or those who benefit from your innovation to be champions for your innovation and share through their networks, creating a landing page or website for your innovation, etc.

Sponsorships: Sponsor or promote events where your target audience will see your sponsorship or be in attendance (if a live event like at a conference).



FAQ's (cont.)

Q: What resources are available to help better understand racism in nursing?

A:

- National Commission to Address Racism in Nursing [[website](#)]
Project ECHO® to Address Racism in Nursing [[website](#)]
Decolonizing Nursing: What? Why? How? [[video](#)]
- The other nursing shortage: Nursing 2023 [[website](#)]
- Achieving diversity, inclusion, and equity in the nursing workforce [[article](#)]

Q: How can nurses contribute to improving delayed justice and seek diversity, equity, and inclusion in their environments?

A:

- The Future of Nursing Report: Charting a Path to Achieve Health Equity [[website](#)]
- Campaign for Nursing: The Equity Minded Nurse Initiative [[website](#)]
- AACN or American Association of Colleges of Nursing Diversity Tool Kit [[website](#)]
- Achieving diversity, inclusion, and equity in the nursing workforce [[website](#)]
- Gender-Affirming Care and Young People [[document](#)]
- Transgender Health Care for Nurses: An Innovative Approach to Diversifying Nursing Curricula to Address Health Inequities [[website](#)]

Q: How can nurses manage misinformation and improve communication?

A: Using Human Centered Design principles can improve communication across diverse groups, particularly when competition for attention is at an all-time high. Additionally, understanding communication challenges in virtual and physical worlds is essential to combating misinformation.

- What is an Infodemic and How Can We Prevent It [[website](#)]
- Counter Misinformation [[website](#)]

Definitions

Term	Definition
Advocacy	The act or process of supporting a cause or proposal: the act or process of advocating. [website]
Closed-Loop Communication	In closed-loop communication, the person receiving instruction or information appears it back to make sure the message is understood correctly, and the sender confirms to “close the loop.” [AHA Center for Innovation]
Communication	The imparting or interchange of thoughts, opinions, or information by speech, writing, or signs. Communication can be verbal, non- verbal, written, listening and/or visual. [dictionary]
Education	The act or process of imparting or acquiring particular knowledge or skills, as for a profession. This can include academic education (e.g. nursing students) as well as professional and/or continuing education in health systems. [dictionary]
Flipped Classroom	A flipped classroom is an instructional strategy and a type of blended learning, which aims to increase student engagement and learning by having student’s complete readings at home and work on live problem-solving during class time. [website]
Generous Listening	Generous listening is powered by curiosity, a virtue we can invite and nurture in ourselves to render it instinctive. It involves a kind of vulnerability, a willingness to be surprised, to let go of assumptions
Hybrid Learning	An educational model comprised of both online and in-person
Innovation	A new method, process, improvement, product, idea
Interprofessional Education	Interprofessional education refers to occasions when students from two or more professions in health and social care learn together during all or part of their professional training with the object of cultivating collaborative practice for providing client or patient centered health care. [website]

Definitions (cont.)

Term	Definition
Microlearning	Microlearning deals with relatively small learning units and short-term learning activities. The term is used in e-learning and related fields in the sense of learning processes in mediated environments [📄 website]
Psychological Safety	An interpersonal climate, where people feel safe and able to express ideas, ask questions, quickly acknowledge mistakes and raise concerns about the project early and often. [📄 book]
Target Audience	A/The group of people to whom a message, campaign, etc. is being directed. [📄 website]
Telehealth	The provision of healthcare remotely via some form of technology. [📄 website]
Thought Leaders	A person whose thoughts or views on a topic are considered authoritative, and therefore, influential. [📄 dictionary]
Translational Simulation	Translational simulation is a functional descriptor of healthcare simulation whose purpose is to directly improve patient care and healthcare systems, through diagnosing safety and performance issues and delivering simulation-based interventions. [📄 article]
Virtual Classroom	An online learning environment [📄 website]
Virtual Simulation	Virtual simulation is the use of partial immersion through a digital learning environment (e.g., computer, tablet, phone, screen, etc.) to foster a perceived lived experience for an intended out



Education and Communication

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Resource Guide Updates Log		
Date Last Updated	By Who?	What was updated?
06/08/2025	Shannon Gahagan, Graphic Designer	Cover, pagination, & margins
04/09/2025	Shannon Gahagan, Graphic Designer	New brand colors, logos, and fonts, re-formatted layout and stylization of hyperlinks, updated subheaders, corrected spelling and grammar errors

INNOVATION ADVISORY COMMITTEE
Education and Communication

These are resources, content, including organizations that are beneficial for nurse innovators to know about no matter their area of interest or focus.

These resources have been compiled into our Education and Communication Resource Guide.

Our goal when creating these resource guides was to avoid redundancy and ensure unique content across all eight resources.

The creation of the Education and Communication Guide is a compilation of content from all seven innovation advisory committees. We thank each committee for contributing to the advancement of nurse-led innovation.

The views and opinions expressed within these resources may not reflect the positions or policies of the American Nurses Association. The resources are provided for the sole purpose of highlighting innovative work across the nursing profession.

Listing of links to organizations or groups shall not be construed as an endorsement of said organizations or groups. If you have any questions or concerns, please contact us [here](#).

