



## Institute of Pediatric Nursing Committee Announces New Work Priorities & Logo Updates

*A Fresh Focus on Developing Leaders in Our Specialty and Gathering Workforce Data to Support the Pediatric Nursing Certification Board's New Strategic Plan*

The [Institute of Pediatric Nursing \(IPN\)](#), a standing board committee of the [Pediatric Nursing Certification Board \(PNCB\)](#), is excited to announce an updated logo and new work priorities thoughtfully developed to align with the PNCB identity and initiatives.

To show IPN's relationship to PNCB, the IPN Committee has chosen colors from the PNCB logo to integrate into the existing IPN logo. Beneath the IPN's logo, PNCB's vision statement is incorporated into a tagline that describes the interconnection and a unified goal of individualized care for every child to offer them the healthiest future possible wherever they may live.

Throughout 2021, IPN leadership worked closely with PNCB's Board of Directors and a task force of certified pediatric nurse and certified pediatric nurse practitioner volunteers representing diverse backgrounds to cultivate alignment with PNCB's [2022-2027 Strategic Plan](#), develop meaningful new priorities, and create an effective action plan.

**IPN Priority #1** will establish PNCB as the convener of organizations with a focus on pediatric healthcare. This multi-year priority harkens back to IPN's original purpose of assembling thought leaders throughout pediatric-focused membership organizations and hospitals to discuss pressing issues facing child health and our specialty. The goal of this priority is to gather the latest data on pediatric nursing professionals to share the current state of the workforce and explore ways to address challenges in our profession. The first objective for this priority is to grow strategic partnerships to advance pediatric nursing and interests. By reconnecting with past partners and nurturing new relationships, including underrepresented and international audiences, IPN will cultivate the largest network possible to assess the workforce, analyze research findings and amplify them through The Future of Pediatric Nursing resources and information sharing.

**IPN Priority #2** will support the pediatric nursing workforce pipeline by communicating the value of the specialty, fostering inclusion, and developing leaders. Pediatric nursing professionals represent the science, skills, and heart of pediatric health care. These experts need to be confident, prepared, and accessible when opportunities to speak on child health and workforce issues arise. The first objective for this priority is to develop leaders to represent pediatric interests among key audiences. From local and national media to board rooms and legislation, pediatric nurses need to be that trusted voice when health policy, family education, or crises impacting youth are being discussed. The IPN's work will develop emerging leaders and help experienced leaders take their skillset to the next level.

"The IPN is poised to bring advocates for our specialty to the table and break new ground to elevate the pediatric nursing profession," said IPN Chair Amanda Brown, PhD, RN, CPN, CNL, FAB. "PNCB will keep all stakeholders updated on the IPN's progress to make these exciting goals a reality."

**At PNCB, we believe our work makes kids healthier.** PNCB is the largest and most essential organization for the certification, continuing education, and competency development of nursing professionals who provide care for children, adolescents, and young adults. Setting the standard since 1975, PNCB is proud of the 50,000+ RNs and advanced practice nurses working each day to make our vision a reality. Children are our future. We're in this together so that kids get the best possible care today, physically and emotionally, for a healthier world tomorrow. Explore all that we offer at [www.pncb.org](http://www.pncb.org) and [www.ipedsnursing.org](http://www.ipedsnursing.org).