



FOR IMMEDIATE RELEASE

Trained to be Different – National PSA Campaign

Chicago, IL – July 2020 – The National Certification Corporation (NCC) and The Pediatric Nursing Certification Board (PNCB) are pleased to announce their public service campaign, **“Trained to be Different”**.

*Parents do not expect to have their newborn or child
in an intensive care unit.*

Parents do not plan on their newborn or child needing intensive care, and they do not know how to navigate this new reality within the health care system. **“Trained to be Different”** was created to inform and reassure parents and families that there is information, support, and guidance for them, and specialized health care providers for their extremely ill and vulnerable children.

Its message: If your child ever needs intensive care, acute care pediatric and neonatal nurse practitioners will give you the information and support **you need** to make the best decisions for your child, while providing the critical care **your child needs**.

*Newborns and children are not little adults –
they need specialized intensive care when acutely ill.*

Most people have seen nurse practitioners in primary care settings – as part of an outpatient practice or in retail or convenient care clinics. And most parents do not know that pediatric and neonatal nurse practitioners have graduate level education specific to critically ill newborns and children. Families whose newborn or child requires hospitalization need to be aware that acute care pediatric and neonatal nurse practitioners have the advanced, specialized education and training to diagnose and manage serious, life-threatening conditions and complex emergencies.

Acute care pediatric and neonatal nurse practitioners are a constant on the child’s health care team. Their unique education and training allow them to partner with their physician colleagues to facilitate the best available outcomes. **When a newborn or child is critically ill, families need to know who provides their child’s specialized care and they need the reassurance that comes with that knowledge.**

Certified Acute Care Pediatric and Neonatal Nurse Practitioners:

- are unique, less than 6% of the nurse practitioner population have received advanced, specialized training for the most complex and intensive patient settings
- have extensive nursing and health care knowledge from both their time as bedside nurses and from their additional graduate education to become certified Advanced Practice Registered Nurses
- utilize neonatal or acute care expertise consistent with the best evidence-based research and information
- provide patients and families the exceptional care needed to facilitate the best outcome possible
- are committed to life-long learning, patient advocacy and professional practice
- maintain their specialized knowledge through continuing education and ongoing maintenance of certification
- are advocates for continuing competence in an increasingly complex healthcare environment

NCC is the only nationally accredited certification organization for Neonatal Nurse Practitioners (NNPs). In addition to the 6,395 nationally certified NNPs, there are over 99,000 NCC-certified health care professionals in the obstetric, neonatal and women's health care specialties. PNCB is the only accredited certification board for Acute Care Pediatric Nurse Practitioners (CPNP-ACs). PNCB certifies more than 3,400 CPNP-ACs, and over 50,000 nurses and nurse practitioners hold PNCB certifications.

We support the commitment and expertise of certified healthcare professionals and have engaged in several public awareness campaigns to bring much deserved recognition to professional certification.

([YouTube.com/user/NCCcertifies](https://www.youtube.com/user/NCCcertifies)) ([YouTube.com/user/MyPNCB](https://www.youtube.com/user/MyPNCB))

Distribution for our national PSA campaign “**Trained to be Different**” includes broadcast and cable TV along with CNN Airport Network in major designated market areas across the country and is expected to generate over 100 million impressions. To view this PSA, please visit CertifiedNurses.org or one of our YouTube stations above.

ABOUT NCC:

NCC is a non-profit organization committed to promoting quality health care to women, neonates and their families. NCC provides credentialing, recognition and educational programs for nurses, physicians and other licensed health professionals in the obstetric, gynecologic, women's health and neonatal specialties. More than 175,000 licensed health care professionals have been awarded prestigious NCC credentials since its inception in 1975.

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ABOUT PNCB:

PNCB is the leading certification organization for pediatric nurses and nurse practitioners, currently certifying more than 50,000 nursing professionals. PNCB serves as the leading voice for credentialing in pediatric nursing and for pediatric health policy discussions throughout the country through its support of the Institute of Pediatric Nursing (IPN). For more information about the PNCB and the IPN, please visit our websites at www.pncb.org and www.ipedsnursing.org.

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