



For Immediate Release:

AAPACN Unveils New Initiative and Resources to Promote the LTPAC Nurse Profession

Denver, CO, February 18, 2020 – The American Association of Post-Acute Care Nursing (AAPACN) launches a new initiative today to increase awareness of the long-term and post-acute care (LTPAC) nursing profession among nursing students and other young men and women entering the workforce.

“Staffing is a top concern of our members,” explains Tracey Moorhead, AAPACN, CEO and President. Over the next 15 years, LTPAC will experience a loss of more than 60% of the current RN workforce. “With the LTPAC Nurse Heroes campaign, we plan to address this issue by raising awareness of career options and highlighting leadership opportunities in LTPAC settings.”

While the campaign highlights demographic trends and opportunities for nurses in LTPAC, AAPACN believes that storytelling is the way to best connect with students. “AAPACN members are the most passionate advocates for LTPAC nursing careers,” states Amy Stewart, MSN, RN, DNS-MT, QCP-MT, RAC-MT, AAPACN, Vice President of Curriculum Development. “Through the LTPAC Nurse Heroes campaign, our members will share their stories in video interviews, podcast series, and articles.” AAPACN will distribute these stories as well as other resources to students and instructors via social media and partnerships with nursing schools and associations.

Future aspects of the campaign will expand to focus on recruitment and include tools and resources for corporate recruiters, human resource managers, and staff development coordinators working in LTPAC.

To learn more about LTPAC Nurse Heroes, visit [AAPACN.org/nurseheroes](https://www.aapacn.org/nurseheroes).

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[About AAPACN](#)

The American Association of Post-Acute Nursing (AAPACN) represents more than 17,000 long-term and post-acute care nurses and professionals through its subsidiary associations, the American Association of Nurse Assessment Coordination ([AANAC](#)) and the American Association of Directors of Nursing Services ([AADNS](#)). Dedicated to supporting LTPAC nurses and healthcare professionals in providing quality care, AAPACN offers members best in-class education, certification, resources, and strong collaborative communities.

For more information, please contact Deborah White at dwhite@AAPACN.org or 1-800-768-1880.