



ASSOCIATION OF CHILD LIFE PROFESSIONALS
2019 YEAR IN REVIEW



Our Vision

ACLP advances psychosocial care and the emotional safety of children, youth, and families impacted by healthcare and significant life experiences.

Our Mission

ACLP fosters child life professionals through:

- Standards and Credentialing
- Connection, Collaboration and Community
- Evidence-Based Practice
- Professional Development
- Championing the Child Life Profession



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ACLP LEADERSHIP

2019 Board of Directors

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COO	Bailey Kasten, CAE

2019 Child Life Certification Commission (CLCC)

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CHAIR-ELECT	Sherwood Burns-Nader, PhD, CCLS
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ACLP PAST PRESIDENT	Stephanie Hopkinson, MA, CCLS
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COMMISSIONER	Monica Gibson, CCLS
COMMISSIONER	Amanda Honeyman, CCLS
PUBLIC MEMBER	Todd Philbrick, CAE, Credentialing Specialist
STAFF LIAISON	Ame Enright, Credentialing Specialist

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MESSAGE FROM THE PRESIDENT OF THE BOARD AND ACLP CEO

Dear ACLP Community,

In 2019 we sought to clarify the role of the association and delineate the role of its various components—defining the Board in its strategic, visionary position; CEO as executor of the board’s directives, lead ambassador of the association’s brand, mission and vision, and staff leader; committees as investigators and subject matter experts relevant to their group’s charge; and staff as program managers, liaisons and daily operations magicians. Inherent in each role is accountability to our members, responsible resource management, fiscal responsibility, and foresight.

We finalized the new [Strategic Plan](#)—the culmination of a comprehensive planning process that will guide ACLP initiatives from 2019–2021. The Board carefully considered overarching trends impacting the child life profession in the context of current conditions and emerging developments that will present both great opportunities and serious challenges for the field. It was published to the greater membership on February 14th. Four town halls were held in late February to review the plan with committee leaders, past presidents, academic professionals, and program leaders.

The multi-generational composition of our membership, whether in clinical, academic, or community practice settings, includes leaders that are looking to, or have, retired; members aged thirty-something, our largest membership segment, who have different learning and communication needs than those who came before them; and students who represent the future of the profession. We must acknowledge that each member segment requires a different level or type of support from their association and respond appropriately to their varied needs.

We understand that our members are on the move, stretched to capacity, and time is their most coveted asset. How will we engage, communicate, and make their time with us— whether it be as a podcast listener, conference attendee, *ACLP Bulletin* or *The Journal of Child Life* reader—most relevant and with the greatest impact? What are the absolute essentials that members need from us to feel supported in their work?

[continues next page]



Jill Koss, MS, CCLS



Jen Lipsey, MA



ACLP 2019 Board of Directors



We know that members:

- Value the camaraderie of the child life community
- Covet the CCLS credential, which remains a unique deliverable of the association
- Seek innovative educational content and research
- Want an affordable, engaging, rich, and supportive member experience

Our role as the members’ association is to support the child life community by providing opportunities to connect, gain education, and access resources for their professional development. If our mission is to advance psychosocial care and emotional safety through our members’ work, we must prioritize resource development, educational materials, and members’ impact on psychosocial care and emotional safety. It is no longer enough to say we will increase recognition of our members work; now we must demonstrate its impact.



This Year in Review provides highlights of 2019 that support **The Four Pillars of ACLP** identified in the 2019–2021 Strategic Plan: Membership, Certification, Education, Partnerships & Non-Dues Revenue. We hope you’ll actively engage with us in 2020 as we continue to implement innovative, new ideas; increase our focus on research; and forge exciting

Click graphics to see larger view.

new connections. Doing so provides the opportunity to meet new and current members and future program leaders where they are and further guarantee continuity of commitment and contributions to the profession and its association.

Sincerely,

Jill Koss, MS, CCLS
President, ACLP Board of Directors

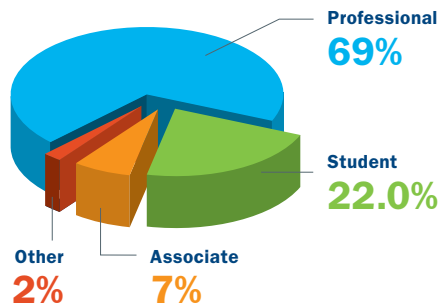
Jen Lipsey, MA
CEO, ACLP

Pillar 1

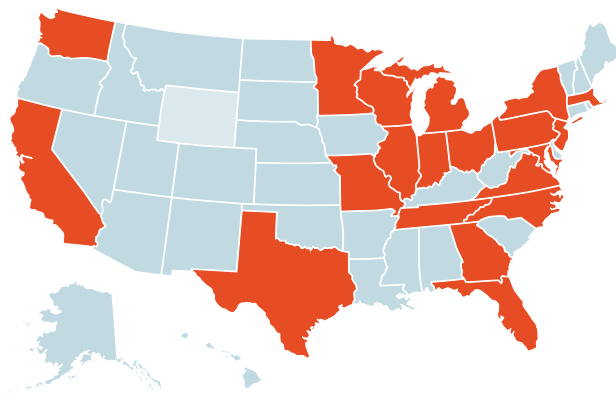
Membership

Build an empathetic, supportive, responsive, and equitable environment for the present and future ACLP community.

More than
5,500 Members



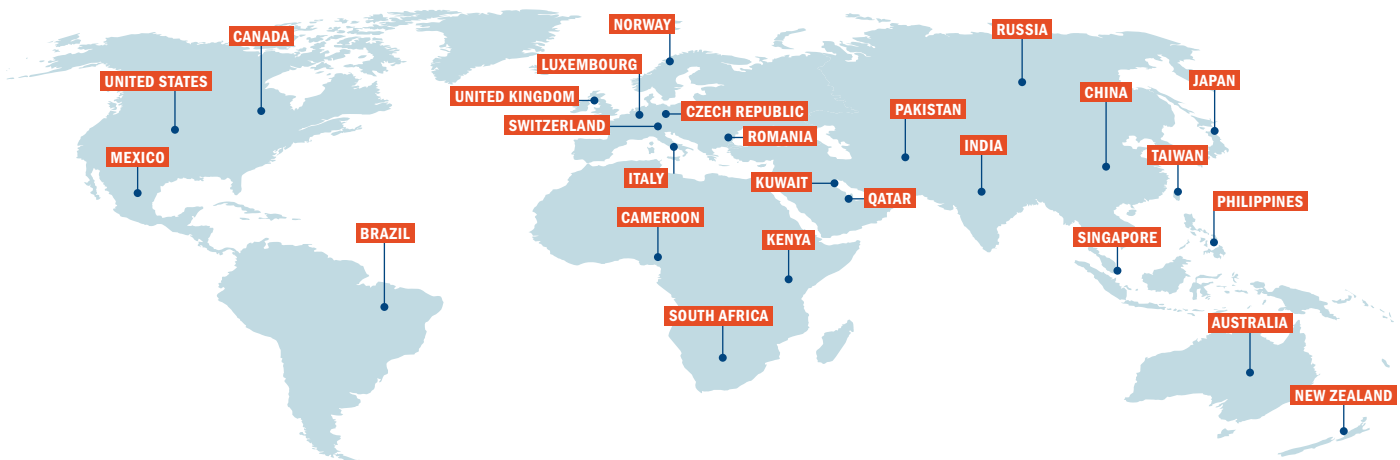
From
49 States Plus Washington, DC and Puerto Rico



Top 20 States with the Most Members

- | | | |
|------------------|-------------------|----------------|
| 1. California | 8. North Carolina | 15. Wisconsin |
| 2. Texas | 9. Michigan | 16. Minnesota |
| 3. New York | 10. Pennsylvania | 17. Maryland |
| 4. Ohio | 11. Missouri | 18. Virginia |
| 5. Illinois | 12. Tennessee | 19. Indiana |
| 6. Florida | 13. New Jersey | 20. Washington |
| 7. Massachusetts | 14. Georgia | |

From
26 Countries including USA



38% ↑

**10-Year Increase
in Membership**

ACLP has grown from 4,064 members in 2009 to more than 5,500 in 2019.

3% ↑

**1-Year Increase
in Membership**

Welcome to Our New Group Members

CHILD LIFE PROGRAM MEMBERS

Sanford Health
Maria Fareri Children's Hospital
Geisinger Janet Weis Children's Hospital
James and Connie Maynard Children's Hospital
Prisma Health Children's Hospital-Midlands
UCSF Benioff Children's Hospital Oakland
Connecticut Children's Medical Center
Helen DeVos Children's Hospital
Children's Minnesota
Children's Hospital of Philadelphia

CORPORATE MEMBERS

Fully Loaded Electronics
SouthPaw Enterprises
Legacy Products
Marian University
YoYo Yoga School

NONPROFIT MEMBERS

Child's Play Charity

We know that a sense of community is of paramount importance to our members. That's why an important part of the ACLP mission is to foster child life professionals through connection, collaboration, and community.

New Membership Categories

ACLP expanded [Individual Membership Categories](#) to open membership to non-CCLS healthcare professionals and to allow CCLSs to find the "right fit" membership category. Individual membership categories now include the following: professional, retired, associate, student, healthcare ally, and international.

NEW [Group Membership Categories](#) were developed to create appropriate pathways for [corporate and non-profit organizations](#) to engage with ACLP with a benefits package tailored to their needs. Group membership was also developed for [child life programs](#) to create opportunities for them to more cost-efficiently provide more ACLP member benefits for more staff.

Digital badges were developed for Child Life Program members and Corporate & Non-Profit members and made available for use on their website, social media, and other communications, reinforcing their support of the profession and to increase visibility of child life.



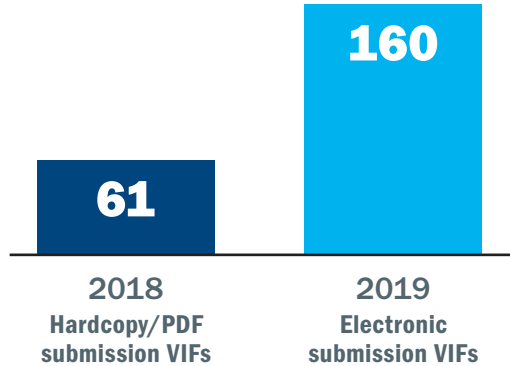
Member Volunteer Engagement

An excellent way to enhance member experience is to volunteer to serve on one of the many ACLP volunteer committees. Opportunities abound to learn new skills, meet new child life colleagues, and forge life-long friendships.

The volunteer selection process begins in the first quarter every year. The Volunteer Interest Form (VIF), which is sent to all members, was converted to a digital form to make it faster and easier for members to complete and submit. The success of this conversion can be seen in the numbers.

The electronic VIF process also gave us the ability to easily blind VIF applications to make volunteer selection more equitable and based on the prospective volunteer's skills and interests rather than their names. We further refined the process for 2020 by giving recruiting committee chairs the opportunity to submit 2–3 questions specific to their committee needs. Adding this step will allow the chairs access to more detail about prospective volunteers and improve the strength of matches.

At the end of the committee selection process, 81 volunteers were placed. Of these, 53 (65%) were first time volunteers. An additional 65 volunteers became Social Ambassadors, and 75 joined the new Membership Advisory Group.



73% Of VIFs were from members who never served on a committee

81 Volunteers were placed

65% Of those chosen with new VIF process were first time volunteers

Member Recognition

Throughout the year, ACLP strives to recognize the amazing work of our members.

In March, during Child Life Month, we featured a variety of videos and profiles of child life specialists and child life supporters. We highlighted different segments of our membership each week—volunteers, academic professionals, internship coordinators, and community-based practitioners—as well as the child life profession overall.

For the first time, we influenced having Child Life Month Proclamations issued by the Governor of Texas, Greg Abbott, and the Governor of Maryland, Lawrence J. Hogan, Jr. We also had a child life billboard on display throughout March in Detroit, MI.



Texas and Maryland Child Life Month proclamations

Member Recognition at the Child Life Annual Conference

Distinguished Service Award

Since 1988, the Association of Child Life Professionals has honored the child life profession's leaders and pioneers with the annual [Distinguished Service Award](#). The Distinguished Service Award is the highest honor presented by the ACLP Board of Directors, recognizing exceptional members for outstanding contributions to the field of child life.

Deborah Vilas, MS, CCLS, LMSW

Deborah (Deb) Vilas, MS, CCLS, LMSW, is a faculty advisor and instructor in the Child Life Program at the Bank Street College of Education in New York City, where she coaches graduate students in how to provide meaningful and therapeutic play experiences for hospitalized children. [Learn more about Deb and her work.](#)



Deborah Vilas (center) receives the Distinguished Service Award.



Annette Bonjour (center) receives the Mary Barkey Clinical Excellence Award.

Mary Barkey Clinical Excellence Award

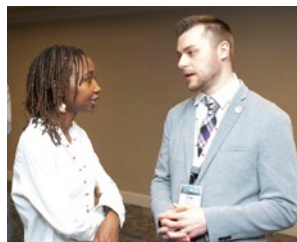
The [Mary Barkey Clinical Excellence Award](#) was introduced in 2010 to honor child life specialists who have demonstrated exemplary child life care and a high level of clinical skill. Each year, the Awards Committee and Board of Directors consider nominations and select one recipient, who is honored at the ACLP Child Life Annual Conference.

Annette Bonjour, MS, CCLS

Annette Bonjour, MS, CCLS, has been a child life specialist for 16 years, working in a variety of clinical settings. For the past nine years, Annette has worked with the Adaptive Care Team (ACT) at Cincinnati Children's Hospital Medical Center (CCHMC). In 2015, she joined the Behavior Safety Team (BST) at CCHMC, where she collaborates with the interdisciplinary team to ensure healthcare encounters meet the unique needs of patients with developmental and behavioral challenges. [Learn more about Annette and her work.](#)



Above: Chelsea Gourley (second from left) and Abbie Lofgren (second from right) receiving the Professional Research Recognition Award.



Justin M. Petkus (right), Student Research Recognition Award winner, speaking with Grace Kajuju Maore (left), International Scholarship recipient.

Professional Research Recognition Award

[Research Recognition Awards](#) celebrate and honor significant research work by a child life specialist that contributes to theory and practice within the field of child life. The awards are given in two categories — acknowledging professional and student research. The award recipients were recognized at the Child Life Annual Conference and a profile of the winning researcher(s) with a brief summary of the research findings were shared with ACLP members in the summer issue of the *ACLP Bulletin* and on the ACLP website. [Learn more about the award recipients and their research.](#)

New Committees, Task Forces, & Working Groups

- The **Journal Committee** (formerly the Focus Review Board) will produce *The Journal of Child Life: Psychosocial Theory and Practice (JCL)* and develop the publication to become a valuable, peer-reviewed professional resource focusing on issues of interest to clinicians, administrators, educators and students in the child life field and others invested in the psychosocial care of children and families.
- The **Diversity, Equity, and Inclusion Task Force** will expand the dialogue about and elevate awareness of the importance of inclusion, equity, and diversity within ACLP and the field of child life. This task force will be charged with investigating and making recommendations for the development of a diversity and inclusion position statement.

In order to be better able to fully support the work of the DEI Task Force, ACLP brought together all board members and staff for a full day training on November 7 focusing on diversity and unconscious bias. Trainer Carrie Ellis worked with the group to explore their own biases and to help ACLP explore what DEI work could look like going forward so that these efforts can be incorporated successfully in all aspects of the Association in ongoing and meaningful ways.
- The **Sibling Impact Task Force** is charged with creating deliverables identifying the impact of sibling focused programming, including research on the needs of sibling support services and the role of child life professionals in this work. They will develop resources to educate healthcare professionals and parents on the importance of providing sibling support through PR and outreach efforts such as presenting or exhibiting at healthcare industry events.
- The **Clinical Ladder Task Force** will be instrumental in developing the next generation of child life leaders, provide targeted leadership professional development opportunities to aspiring child life leaders, support the ACLP mentor program, and provide resources to the ACLP Board of Directors. ACLP is dedicated to the development of current and future leaders in the child life profession.
- The **Student Education Task Force** will support the design and development of student-specific professional development with a focus on people who are interested in pursuing child life. The task force will support the development of a student programming schedule that will include regular programming designed to provide students with the information they need to become a Certified Child Life Specialist.
- The **Staffing Analytics Task Force** is charged with researching and developing guidelines that outline a staffing analytics model that can be used to inform the number of child life FTEs required to meet the emotional acuity needs of identified patients. This metric should have the potential for utilization across varying patient care areas and integrate child life practice standards and financial perspectives to inform staffing and budgetary levels.
- The **Membership Advisory Group (MAG)** represents various segments of ACLP membership including geographic regions, age groups, and various employment statuses. Members of the group provide invaluable feedback that allows staff to fine tune programs and resources before releasing them to the full membership. We will continue to use MAG to evaluate new initiatives and plan to recruit again on the 2020 Volunteer Interest Form (VIF).

2019 Salary Survey Report

We were able to use salary information provided during the 2019 Member Survey to produce the [2019 Salary Survey Report](#). The **Membership Advisory Group** consulted on this project for clarity and provided insight for future iterations. The response to this report from members has been overwhelmingly positive. We plan to continue producing this report on an annual basis but will be separating the salary survey from the member survey with the hope of obtaining a higher response rate. The 2020 Salary Survey will be conducted in April with the goal of releasing the updated salary report at the Child Life Annual Conference in May.

Engagement with Regional Child Life Conferences & Programs

Meagan Roloff, ACLP Director of Member Engagement and Partnerships, completed five trips in 2019 in her ongoing outreach, providing ACLP updates at regional child life conferences and visiting numerous child life programs.



Arizona, March 27–30

- **AZ Child Life**, March 29
- **Child Life Program Visits:** Phoenix Children’s Hospital, Banner Thunderbird Medical Center, and a meeting with PAC5 Collaborative Internship (a collective of smaller child life programs in the area offering a consortium internship)

Oregon and Washington, May 14–18

- **Pacific Northwest Child Life Association Conference**, May 17
- **Child Life Program Visits:** Randall Children’s Hospital at Legacy Emanuel and OHSU Doernbecher Children’s Hospital in Portland, OR; Mary Bridge Children’s Hospital in Tacoma, WA; and Seattle Children’s Hospital in Seattle, WA



Michigan, August 5–9

- **Great Lakes Association of Child Life Professionals (GLACLP) Child Life Assistant Summit**, Grand Rapids, MI—August 9
- **Child Life Program Visits:** Children’s Hospital of Michigan in Detroit, CS Mott Children’s Hospital in Ann Arbor, Sparrow Hospital in Lansing, and Bronson Children’s Hospital in Kalamazoo



Idaho, October 11–13

- **Mountain West Child Life Conference**, October 11–12
- **Child Life Program Visits:** St. Luke’s Children’s Hospital in Boise, ID

New York, November 8–11

- **BASE Camp**—November 9–10. Attended Base Camp (pediatric emergency medicine simulation training) as an observer.
- **Child Life Program Visits:** Maimonides Medical Center, Jamaica Hospital, New York Presbyterian Komansky Children’s Hospital, and Cohen Children’s Hospital child life programs in New York City, NY



Engagement with Students

The ACLP membership team reached out to students by virtually joining child life classes through live conversations or recorded videos. They interacted with students for 15–20 minutes to talk about ACLP, our mission as the professional association for child life, joining a professional association, and getting the most out of their memberships, should they join.

Participating academic programs included Concordia Ann Arbor, University of Texas–Austin, Tennessee Tech, University of Minnesota, University of Tennessee–Chattanooga, Texas Women’s University, Eastern Washington University, and American Public University.

This popular student outreach will continue in 2020. If you would like us to speak with your class(es), please email Meagan Roloff at mroloff@childlife.org to determine what would be most useful for you and your students and to schedule a virtual visit.



Instagram

MARCH 1, 2019 LAUNCH –
DECEMBER 31, 2019

3,074 Followers
620,301 Impressions
32,449 Engagements



Facebook

2017–2019

72% Increase in Impressions
148% Increase in Engagement



LinkedIn

2018–2019

48% Increase in Followers
50% Increase in Engagement



Twitter

2017–2019

175% Increase in Traffic to the
ACLP Website from Twitter

Pillar 2

Certification

Maintain standards — by the Child Life Certification Commission (CLCC) — to help ensure the protection of the public from entering into a relationship with an unqualified individual.

The number of Certified Child Life Specialists (CCLSs) continues to rise at approximately a 6% rate year over year. Every year, some CCLSs allow their certification to lapse or expire, but overall, on average, we net 316 new CCLSs each year. Compared with typical credentialing industry retention rates, ours are very good to excellent. There are currently 6,272 CCLSs in 49 US states and in 20 countries, territories, etc. outside of North America.



CCLS Digital Badges

CCLS Digital Badges were developed and made available in June to all current CCLSs for use on their resumes, communications, and social media platforms. Use of the badges will increase visibility of CCLSs and the child life profession.



Those who subsequently passed the exam also received their badge. This program was launched with mostly “historical earners,” meaning the badges were issued more than 30 days from receiving the credential. (Typically, the acceptance rate is higher for those who have earned the credential within 30 days of issuance.) Approximately 35% of the badges have been accepted by CCLSs, which is within the benchmark for the healthcare industry’s historical acceptance rates (between 30% and 35%). Digital badges for CCLSs who passed the exam in August had an acceptance rate of 69%.

Feasibility Study: Advanced Level Credentialing Product

Subject matter experts were recruited for the Advanced Credential/Certificate Feasibility Study Focus Group. The meeting took place on March 14, 2019. It was followed up with a large-scale survey of all CCLSs. [The Feasibility Study Process and Findings](#) are now available.



Child Life Certification Commission (CLCC)

CLCC is comprised of over 60 volunteers including 12 commissioners and 7 standing committees. Three of these committees are devoted to exam development: Item Writing, Item Review, and Exam Assembly Committees. In addition to exam development, the following committees contribute to the work of the commission: Recertification Audit Committee, Communications Committee, Appeals Committee, and Ethics Committee. [Learn more about the CLCC Committees.](#)

Ethics

In 2019, the CLCC Ethics Committee undertook several initiatives related to standards and education around ethics. Beginning in 2020, all Certified Child Life Specialists who recertify through Professional Development Units (PDUs) will be required to have a minimum of 5 credits related to professional ethics.

A working group was formed to develop and present a 3-hour collaborative session on child life ethics at the ACLP annual conference. This group also presented a live webinar on professional ethics in July that attracted 500 registrants.

Concurrently, a group of CCLS volunteers has been working in collaboration with bioethics experts from outside the child life profession to review and revise the ACLP publication *Making Ethical Decisions in Child Life Practice*. The publication is expected to be published in mid-2020. As part of this effort, the [Child Life Code of Ethics](#) was thoroughly reviewed and revised.

In 2019, the Ethics Committee received two complaints regarding the adequacy of supervision of interns by CCLSs. In both cases, the reporting CCLSs became concerned about the supervisory protocols for former interns who were being interviewed for other positions. The Ethics Committee launched investigations into both programs and determined that violations of the Child Life Code of Ethics had not occurred and both cases have been closed.

Not only does the Ethics Committee review and act on complaints, it also delves into the ethics of clinical and/or academic practice and develops materials to support ethical practices.

All the CLCC committees champion equitable investigation and resolution of questionable ethical behavior. Committee members themselves are expected to and do execute their roles within the framework of the Child Life Code of Ethics.

85%

85% Recommend
Volunteering on the
Child Life Certification
Commission (CLCC)*

* Volunteer Evaluation Survey

98%

Retention Rate for
Certification Maintenance

89%

Retention Rate for
Recertification Through PDU

84% ↑

10-Year Increase in CCLSs



420

Certification Exam
Takers in 2019



82.52%

Passed Certification
Exam in 2019

Pillar 3

Education

Provide opportunities for life-long learning that are accessible, affordable, diverse, and high quality.

ACLP produces a variety of professional development opportunities throughout the year for child life professionals to keep their skills current and to earn PDUs to maintain their certification. The Child Life Annual Conference provides several days of face to face learning through pre-conference intensives, plenary sessions, workshops, and ample networking. The ACLP Online Learning Portal provides lifelong learners opportunities to attend live webinars or access on-demand content in the form of recorded webinars, conference sessions, and *Focus* articles.

Child Life Annual Conference



1170

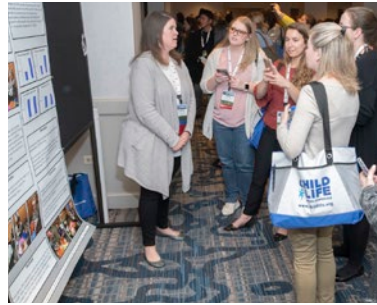
largest number of
conference attendees



120

Presenters





The **2019 Child Life Annual Conference** held in Chicago on April 11–14 was a huge success. Nearly 1200 child life professionals attended this event—making it the highest attended conference hosted by the association. The Conference Program Subcommittee developed several new features that were incorporated into the conference experience to encourage greater participation and engagement among attendees. It was the inaugural year for:

Child Life at Play

Child Life at Play provided extra-curricular opportunities for fun that included an escape room, bowling, morning yoga, lunchtime group walks, small group dinners, and daily puzzles.

Collaboration Sessions

Four-hour small group collaborations were developed and centered around specific topics, including: Mentorship, Leadership Development, Academic Professionals, and Social Justice/Equality/Equity.

Innovation Fair

The well-attended Innovation Fair was an opportunity for attendees to share their creative ideas. The Conference Program Subcommittee received 18 submissions and accepted 12.



96% Attendees recommend conference as a quality educational experience

89% Conference Met/ Exceeded Expectations

87% Presentations/ Professional Development Good/Very Good

85% Networking Opportunities Good/Very Good

Here's What Conference Attendee Survey Respondents Had to Say:

“There were several presentations related to exact struggles or questions I was currently having in my practice, and as a new one-person program, it was an unparalleled source of knowledge and new ideas.”

“The opportunities to network and socialize with known colleagues and new people in the child life profession were wonderful.”

“Excellent sessions— After 40 years in the field there are STILL interesting things to learn about and new ideas to bring back to put into practice!”



23,214

Registrants in 2019 for all available online learning products

2,316

Members registered for 5 free members-only pop-up webinars with opportunity to earn free PDUs

4,290

Registrants for free *Focus* articles

509

Registrants for “The Impact of a Child’s Illness on Family Coping: An Empirical Analysis”—the most popular *Focus* article

260

Registrants for “Considering the Caregiver: Techniques for Assessment, Empowerment, and Attachment”—the most popular paid webinar

ACLP Online Learning Portal

Since launching our new Online Learning Portal in December 2018, ACLP has created a comprehensive, organized hub for members to easily access and participate in a variety of quality professional development. Through the new portal, members are now able to:

- Search for content by category, including exam domain
- Register groups for upcoming webinars
- Submit a webinar proposal
- Earn FREE PDUs for reading *Focus* articles and by participating in free members-only pop-up webinars

Members have expressed appreciation for new features including searchability and access to all content on-demand. Members also appreciate the improved functionality of the webinar room that allows for increased engagement and interaction with facilitators.

In July, we partnered with CLCC to deliver a free member pop-up webinar on ethics.

Also in July we presented a webinar series on cultural competence that included content related to health equity and access. Diversity, equity, and inclusion is a prominent theme in our 2020 programming, and we hope to continue to produce content related to health equity and access.

New Webinar Subscriptions

ACLP developed [3 new webinar subscription services](#) for 2020—live webinar subscription, established professional subscription, and the emerging professional subscription. These unique packages give participants the option to join some or all, of our upcoming live programming. This service also offers participants the option of accessing on-demand recordings of each webinar, allowing participants to learn at their own pace.

The Journal of Child Life: Psychosocial Theory and Practice

The *ACLP Bulletin* and *Focus* editors, with the support of the ACLP Board and staff, worked hard to ensure that *The Journal of Child Life: Psychosocial Theory and Practice*, the new digital bi-annual journal from ACLP, would launch in March 2020 during Child Life Month. It features robust quantitative and qualitative research articles. Content also includes substantive, systemic literature reviews; program development, with pre- and postimplementation data; and analysis of theory as applied to child life. The unwavering volunteer commitment of several ACLP members was instrumental in making *The Journal of Child Life* a reality. Learn more about this dedicated editorial team.

The editors received 16 submissions for [The Journal of Child Life](#) in 2019. We encourage all child life professionals to consider [submitting their research papers](#) to this pioneering new journal.

Pillar 4

Partnerships and Non-Dues Revenue

Establish relationships in alignment with the mission, vision, and core values of ACLP.

Partnership relationships, conference exhibitors, conference sponsors, and advertisers are all important sources of non-dues revenue. These child life supporters contribute revenue that allows ACLP to provide and improve member services while maintaining reasonable member fees. ACLP is grateful for their ongoing support.

In 2019, the Child Life Annual Conference expenses were nearly \$800,000. ACLP received more than \$400,000 from our partners, sponsors, exhibitors, and advertisers that helped to offset the costs of the event. Without this support, the registration fees needed to cover these costs would have been a minimum of \$725 for a full conference registration. With the support given to ACLP, we were able to offer early registration fees of \$465 for professional members and \$380 for student members.



\$300,000+

2019 Child Life Annual Conference Sponsorship Revenue

\$100,000+

2019 Child Life Annual Conference Exhibit Booth Revenue

\$30,000+

2019 Advertising Revenue

195% ↑

Increase in Advertising Revenue 2016 to 2019

ACLP and Disney

ACLP continues its long-standing relationship with Disney as we look beyond child life to engage with the broader medical community on current movements in healthcare. This priority has an emphasis on meeting healthcare professionals where they already are while also working to bring those people into ACLP events to see what child life can offer their programs by improving the pediatric patient experience. Disney also provides support that allows ACLP to continue our diversity, equity, inclusion (DEI) efforts, expand the development of the Child Life Professional Data Center (CLPDC), and host the Child Life Annual Conference.



Pediatric Experience Coalition and the Emotional Safety Summit

ACLP and the Patient Experience Committee hosted the Emotional Safety Summit on November 4–5 in Reston, Virginia. Summit participants were a multidisciplinary group consisting of child life specialists, nurses, physicians, psychologists, quality experts, and parents. Keynote speakers Nancy Kassam-Adams and Anne Kazak spoke about the importance of recognizing and addressing medical trauma in pediatric healthcare while Jenaya Gordon and members of the Patient Experience Committee provided additional context around emotional safety. Summit participants created the first draft of *Emotional Safety Framework*. While this summit was an initial effort, the Patient Experience Committee continues to work to refine the framework and gather feedback from stakeholders.



Diversity Scholarships

Professionals in the field of child life are very homogeneous — predominantly white and female. The purpose of [ACLP's Diversity Scholarships](#) is to support students from diverse backgrounds who may otherwise struggle to complete an internship as well as students who are uniquely qualified to work with diverse populations.

Providing diversity among the practicing Certified Child Life Specialists in our field is important because the effectiveness of many interventions is linked to a child life specialist's ability to create a relationship that engenders trust with the patient. Having more diversity in our work force would benefit the children we are serving, as they typically are part of a diverse population. Many students who have begun preparation to enter the field of child life abandon their pursuit because their families cannot afford to support the financial requirements of the mandatory 600-hour clinical internship.

With funding from Disney, ACLP can provide diversity scholarships to offset the costs incurred by internship candidates and encourage and support students from a range of under-represented populations. This will create a more diverse field in terms of gender and cultural representation.

Winter/Spring of 2019

Symone Farmer, Rebecca Gordon, Angelica Leiva, Muse Mak, and Remina Wahid

Summer of 2019

Lauren Alvarado, Carly Donohue, Yllor-Anne Esperanzate, and Sonia Magana

Fall of 2019

Gabrielle Tayag, Karina Elias Hernandez, Mai Nakamura, Michelle Badejo, and Stacey Herman

Five more scholarships will be awarded in winter/spring of 2020, and four more in the summer of 2020.

International Scholarships

ACLP provided [5 International Scholarships](#) that enabled recipients to attend the 2019 Child Life Annual Conference in Chicago. These scholarships are awarded to healthcare professionals outside of North America who have an interest in the psychosocial care of children. The scholarship recipients represented five countries — Cameroon, Pakistan, Chile, Kenya, and Russia.

Right: 2019 International Scholarship recipients touring Comer Children's Hospital: Ndibmun Doh Macdonald, Tooba Nadeem Akhtar, Marcela Valenzuela, Grace Kajuju Maore, and Sonya Kamenskaya.



19

Child Life Programs
have CLPDC
Subscriptions

28.5%

Increase in CLPDC
Subscriptions
Participation from
10/11/18 to 08/31/19

Child Life Professional Data Center (CLPDC)

Healthcare decision makers continue to demand more data and evidence to inform hospital budgeting and staffing decisions. While child life specialists have a wealth of qualitative and anecdotal evidence at their disposal, they have traditionally lacked the productivity metrics needed to establish patient ratios or create reports that are meaningful to administrators and decision makers.

Our work with the CLPDC will make a strong argument for child life services and measure the impact these services have on pediatric patients and their families. With Disney's support, we will continue to enhance the metrics collected in the data center and engage a data scientist to assist with the creation of a formal report on the state of child life services in healthcare. These deliverables will allow both ACLP and our members to advocate more effectively for the valuable child life services that improve the hospital experience for children.

New Value Proposition Statement

ACLP hired researcher Jessika Boles, PhD, CCLS, to conduct a thorough review of the academic literature on and relating to child life services. Jessika and her team used that review to create a value proposition statement for child life services — *The Value of Certified Child Life Services: Direct and Downstream Optimization of Pediatric Patient and Family Outcomes*. This will serve as an evidence-based tool for ACLP and child life specialists to advocate for the inclusion of child life services in hospital settings, from free-standing children's hospitals to community hospitals with pediatric services. [Learn more](#) about this new valuable resource.

Other Relationships

enCourageKids Foundation

For the first time, ACLP awarded 2 One-Person Child Life Program Conference Scholarships to members. The 2019 recipients were Shira Zipursky, MSc, CCLS, at Queen Elizabeth Hospital in Charlottetown, PE, Canada and Morinsola Keshinro, MS, CCLS, at Dignity Health, Northridge Hospital Medical Center, Northridge, CA.

These scholarships were made possible through the generous sponsorship of enCourage Kids Foundation. For 34 years, enCourage Kids Foundation has helped humanize healthcare for children and their families by resourcing impact-driven pediatric programs and supporting the Child Life Community.



Morinsola Keshinro, MS, CCLS



Shira Zipursky, MSc, CCLS



CHOP Think Tank

Elana Brewer convened a small group of child life program leaders, colleagues from administration, HR, and nursing, and some ACLP staff at Children’s Hospital of Philadelphia to discuss patient emotional acuity, child life data collection, and child life staffing. Over two days in September, the group developed an equation that accounts for emotional acuity to arrive at a desired staffing level per unit. To continue this work, ACLP struck the Staffing Analytics Task Force, chaired by Elana Brewer and Jenny Staab. The task force plans to conduct a pilot to determine if the formula works in early 2020.



FirstBook Marketplace

ACLP forged a partnership with First Book that allows all ACLP members to have free access to a variety of materials designed to support the work of educating and supporting children.



ACLP members may access the following:

- free, downloadable resources
- low-cost books and educational resources
- low-cost games and activities

Books can be used to build program libraries, for treatment and programming use, or sent home for families to enjoy together. [Learn more about the FirstBook Marketplace.](#)

Financials

MESSAGE FROM YOUR ACLP TREASURER

Dear ACLP Community,

The leadership of ACLP along with our Finance Committee continue to regularly work in partnership to plan, review, and adjust the ACLP budget to ensure the financial health of our organization. We continue to focus on good, effective stewardship of our resources, enabling us to continue meaningful support to our members as well as continued advancement of our profession. Some key highlights during FY19 included:

The ongoing monthly review of the YTD financial reports by the CEO, COO, Treasurer, and the Finance Committee continues to serve the organization well. This year we were able to identify and manage the trends of unbudgeted revenue and lower than anticipated expenses. These insights help us review forecast projections to ensure adequate resources are in place to support our members' needs and future.

An annual audit was successfully completed with the following recommendations:

- Addition of policies regarding IT security
- Continuing to do security assessment around IT—particularly around credit card information

Total 2019 revenue was higher than budget due to two unbudgeted revenue items: an additional Disney grant, and income from high-performing investments. Nearly all revenue line items were higher than budget.

Total 2019 expenses were lower than budget by keeping meeting costs lower than projected expenses.

Total net assets have increased in each of the past three years. Our asset to liability ratio is the highest it has been in five years.

As we work towards the approval of our 2020 budget, I would like to assure all members that your ACLP leadership team, directors, and Finance Committee continue to work hard to ensure a strong financial position for our organization. We will continue to provide regular updates and are happy to serve our membership.

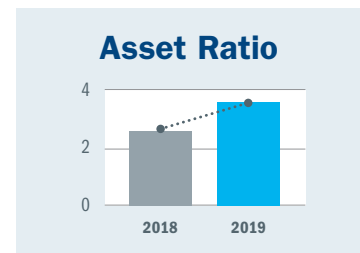
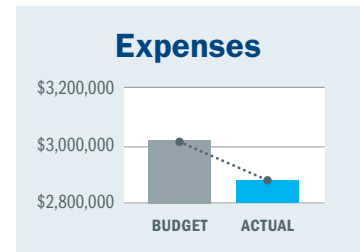
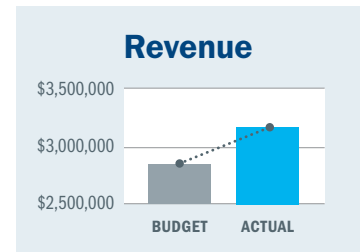
Warm Regards,



Shawna Grissom, MS, CCLS, CEIM
Treasurer, ACLP Board of Directors



Shawna Grissom





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