



# Best Practices for Nurse Practitioners to Delineate Skills to Educate Others Through Webinar Applications



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## Best Practice to Creating a Webinar

### Introduction

- A starting point in any purposeful endeavor can be daunting. Recognizing the ability to share insights to benefit others is indispensable.
- To best tackle this problem, here are the many formats to broadcast wisdom through: posters, seminars, webinars, workshops, white papers, articles, modules or other platforms.
- With technology, the possibilities and the creative potential is endless.
- Knowledge is to be shared and disseminated for all to understand.

### Where to Start

- See what needs are not being met within your practice. Brainstorm discussions, ask questions, and find resolutions.
- Does GAPNA have the resources in formats such as toolkits, clinical practice guidelines, conference sessions, publications to support your work environment, new webinars, or podcasts.
- Reach out to the national office at [gapna@gapna.org](mailto:gapna@gapna.org) to discuss your ideas or use the **GAPNA exchange**.
- If you have discovered a gap, there are many ways to partner up or gain support to fill the gap with your knowledge and that of our community.

### Webinar Planning & Process

- Choose a setting that is not busy with neutral coloring.
- Be mindful of camera angle, raise the camera up to your eye level.
- Check lighting, stay away from windows. Keep the room illuminated with soft light. Use a ring light if available.
- Wear something in a solid color, avoid wearing the color green.
- Speak clearly.
- Limit unnecessary noise or distractions.



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### Background

- GAPNA is filled with many knowledgeable, skilled workforce representing various demographics and specialties within the Geriatric continuum.
- We hope to develop and acknowledge GAPNA to be the most recognized authority when delivering geriatric care resources.
- The opportunity to add your words of wisdom to those who are dealing with similar situations and needs is required to benefit our membership and nurture future generations of nurses learning at all levels.
- Any topic can be developed into meaningful resources and tools for society to benefit from. The key to any good publication is to deliver key points that are applicable in everyday practices.

### Next Steps & Adjustments

- Project evolution will likely occur, search for researched materials to support your information.
- Recognize the best tools and resources the public may seek to gain deeper understandings of the learnings.
- Identify clinical specialists – many are active in **GAPNA's Committees, Special Interest Groups (SIGs), and Chapters**.
- Reach out to gain **nursing continuing professional development (NCPD)**.
- Be proactive in developing the format of your webinar
  - One on one with a slide presentation
  - Interactive with an audience
  - A conversation with a specialist
  - Question & Answer session
  - Imbedded video links
- Have others preview and provide constructive feedback

### Lessons Learned

- Be mindful when working on projects that are complex. Topics need to be specific and manageable; a webinar series could be considered for broad and/or complex clinical issues. Use stakeholder feedback to guide your process.
- Creation of a webinar is not an overnight project. It takes planning, preparing, leadership, research and editorship.
- Be thoughtful in how you approach a new project. Team coordination is necessary to get to the final product.
- Thank people for their effort and time – create a web of connections!
- Be mindful of your own health, both physical and mental, as well as other priorities.
- Enjoy the learning process.

### Project Aims and Goals

- To build up the **GAPNA library** with resources for all members and for future nurses to help build their skill sets to benefit older adult care.
- To provide tools and resources the public may use to gain deeper understanding of the specialty of geriatric care.

### Next Steps

- Be thankful of your team and enjoy the production of your webinar. Promote it and have it placed in the **GAPNA library** and consider using it at one of our conferences.
- Thank you to the **GAPNA Leadership Institute**, my GLI mentor Valerie Sabol, my fellow participants in GLI, and Ron Ordone, who helped me develop my content and served as my guest expert in creating my webinar, [The Future of Home Healthcare: What role can NPs play?](#), coming soon to the GAPNA library.