



CHNIG 2017 - 2020 Goals and Objectives

Objectives	Goals
<ul style="list-style-type: none"> • Advocate for the development of healthy public policy. • Consult on and respond to policies that impact community health nursing practice. 	<p>To influence health and social policy</p>
<ul style="list-style-type: none"> • Create opportunities for Community Health Nurses (CHNs) to participate in professional development. • Promote uptake of evidence-informed practice. • Promote and support CHN specialty certification. 	<p>To build capacity and leadership in Community Health Nurses</p>
<ul style="list-style-type: none"> • Define and communicate the diverse roles in community health nursing. • Promote the value of CHN practice. • Engage in social marketing to improve CHN visibility and public engagement. 	<p>To strengthen the profile of CHNs and articulate the significance of their practice.</p>
<ul style="list-style-type: none"> • Recruit and retain members in CHNIG in order to meet RNAO membership target. • Identify and respond to the needs of CHNIG members. • Offer bursaries and awards for members. • Promote the value of CHNIG membership. 	<p>To promote, engage and maximize membership in CHNIG.</p>
<ul style="list-style-type: none"> • Engage nursing students in CHNIG and Community Health Nursing. • Influence schools of nursing to incorporate the Community Health Nursing Standards of Practice into curriculum. 	<p>To maximize student involvement in community health nursing and CHNIG.</p>

Goal One**To influence health and social policy**

Objectives	Activities	Target Date	Lead
Advocate for the development of healthy public policy.	<ul style="list-style-type: none">○ Participate in “Queen’s Park On the Road”, “RNAO Queen’s Park Day” and “Take Your MPP to Work” events.○ Advocate for RNAO/CHNIG healthy public policy and the role of CHNs with local politicians at all levels of government.○ Conduct active outreach and collaborate with CHNIG members, other chapters, sectors and community groups in enacting collective political action for policy issues of mutual concern.○ Identify and raise awareness about issues that affect community health nursing.	Ongoing	<ul style="list-style-type: none">• Policy and Political Action
Consult on and respond to policies that impact community health nursing practice.	<ul style="list-style-type: none">○ Respond to requests (from RNAO and others) for consultation on health programs, nursing, health and social policy planning and policy documents.○ Prioritize and plan actions to emerging political and practice issues relevant to community health and CHNs.○ Consult with CHNIG members, CHNs, RNAO and others, on relevant health and policy issues.○ Collaborate with RNAO on action alerts and issues relevant to CHNs.○ Bring issues raised at Professional Practice team meeting to BOD as appropriate regarding CHNs.	Ongoing	<ul style="list-style-type: none">• All BOD Members

Goal Two**To build capacity and leadership in Community Health Nurses**

Objectives	Activities	Target Date	Lead
Create opportunities for CHNs to participate in professional development.	○ Maintain CHNIG Professional Development Fund, available to support attendance at events such as CHN conference.	Annually	• CHNIG Treasurer & Member Benefits BOD members
	○ Participate in various conference planning committees (e.g. hospitality, program, finance, marketing) and associated activities relevant to CHNs. ○ Partner with educational institutions with the goal of advancing CHN practice.	Ongoing	• All BOD Members
	○ Provide professional development opportunities for members to support professional and personal growth for example educational opportunities, and CHNIG workshop. ○ Disseminate relevant courses through social media. ○ Partner with RNAO, chapters, and with relevant groups to sponsor and market professional development events. ○ Provide educational and research bursaries/awards.	Ongoing	• Research, Education and Professional Development • Member Benefits
Promote uptake of evidence-informed practice.	○ Disseminate evidence-informed practice. ○ Promote RNAO International Affairs and Best Practice Guideline opportunities. ○ Posting of relevant information from specialty networks. ○ Participate in consultations on RNAO Best Practice Guideline development and revisions as requested.	Ongoing	• All BOD Members

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	<ul style="list-style-type: none"> ○ Participate in consultations with OPHA. 		
Promote and support CHN specialty certification.	<ul style="list-style-type: none"> ○ Disseminate relevant support materials and links for certification utilizing various communication methods on CHNIG website 	Annually	<ul style="list-style-type: none"> ● Communications and Social Media

Goal Three

To strengthen the profile of CHNs and articulate the significance of their practice.

Objectives	Activities	Target Date	Lead
Define and communicate the diverse roles in community health nursing.	<ul style="list-style-type: none"> ○ Promote CHN education in academic programs in Ontario ○ Encourage CHNs to submit articles for the Registered Nurse Journal and other publications ○ Collaborate with CHNC and others to articulate the full scope of practice for CHNs ○ Support integration of the CHN Standards in Practice, Education, Research and Policy 	Ongoing	<ul style="list-style-type: none"> ● All BOD Members
Promote the value of CHN practice.	<ul style="list-style-type: none"> ○ Identify the diversity of CHNs ○ Promote the knowledge and skills of CHNs ○ Advocate at events and through invited opportunities on the importance of CHN practice and its contribution to the health of communities 	Ongoing	<ul style="list-style-type: none"> ● All BOD Members
Engage in social marketing to improve CHN visibility and public engagement.	<ul style="list-style-type: none"> ○ Create and maintain Facebook and Twitter page, and any other forms of social media to articulate the significance of CHN practice 	Ongoing	<ul style="list-style-type: none"> ● Communications and Social Media

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Goal Four**To promote, engage and maximize membership in CHNIG.**

Objectives	Activities	Target Date	Lead
Recruit and retain members in CHNIG in order to meet RNAO membership target.	<ul style="list-style-type: none">○ Increase CHNIG exhibits and presence at nursing multidisciplinary and client/family/caregiver events	Ongoing	<ul style="list-style-type: none">• All BOD Members
	<ul style="list-style-type: none">○ Develop a social media campaign profiling community health nursing and CHNIG member benefits○ Continue to develop and disseminate news and events through the E-blasts CHNIG website, and social media○ Promote membership benefits	Ongoing	<ul style="list-style-type: none">• Communications and Social Media• Members Benefits• Research, Education & Professional Development
Identify and respond to the needs of CHNIG members.	<ul style="list-style-type: none">○ Review member statistics at each Board meetings○ Respond to members that connect with CHNIG directly via in-person/email/social media○ Continue to provide professional development that will address CHN needs (based on member feedback)	Each board meeting Ongoing	<ul style="list-style-type: none">• All BOD members
Offer bursaries and awards for members.	<ul style="list-style-type: none">○ Promote and disseminate announcements to encourage CHNIG members to apply for awards and bursaries through website posting, and multiple E-blast communications	Annually - Winter	<ul style="list-style-type: none">• Member Benefits• Research, Education and Professional Development• Communications and Social Media

Goal Five**To maximize student involvement in community health nursing and CHNIG.**

Objectives	Activities	Target Date	Lead
Engage nursing students in CHNIG and CHN.	○ Promote and support attendance at CHN relevant events	Ongoing	• Membership Benefits and Treasurer
	○ Maintain student representative affiliate BOD member (ex-officio)	Ongoing	• All BOD members
	○ Maintain and support the student sub-committee chaired by BOD members and student affiliate members to promote nursing student engagement in CHN practice	Annually - February	• Any Board Member
Influence schools of nursing to incorporate the CHN Competencies concepts into curriculum and testing.	○ Advocate for the continuation of CHN education within undergraduate nursing programs ○ Advocate with relevant stakeholders and multi-sectoral organizations for appropriate community-based clinical placements and opportunities, such as continued collaboration with Colleges and Schools of Nursing (CASN) to ensure appropriate clinical placements and skill development	Ongoing	• All BOD Members