



Community Health Nurses' Initiatives Group Strategic Plan 2020-2025

RNAO ENDS

CHNIG Goals

Engage with registered nurses, nurse practitioners and nursing students to stimulate membership and promote the value of belonging to their professional organization.	Engage and maximize involvement with nurses and students in community health nursing, stimulate membership and promote the value of belonging to CHNIG.
Advance the role and image of nurses as members of a vital, knowledge-driven, caring profession, and as significant contributors to health.	Advance and strengthen the profile of Community Health Nurses (CHNs), build capacity and leadership in CHNs, and articulate the significance of their practice.
Speak out on emerging issues that impact on nurses and the nursing profession, health and health care.	Speak out on emerging issues that impact on CHNs, community health nursing profession, and community health organizations.
Influence healthy public policy to positively impact the determinants of health, supporting Medicare and strengthening a publicly funded, non-for-profit health -care system.	Influence health, environmental and social policy

CHNIG Goals and Objectives

Goal One <i>Engage and maximize involvement with nurses and students in community health nursing, stimulate membership and promote the value of belonging to CHNIG.</i>			
Objectives	Activities	Target Date	Lead
Increase CHNIG membership by 5% every year.	Review membership statistics at Board meetings to identify trends and strategies.	Ongoing	<ul style="list-style-type: none"> • All Board members
Recruit and retain members in CHNIG in order to meet RNAO membership target.	Participate in RNAO Assembly Meetings (Membership and Communication).	Ongoing	<ul style="list-style-type: none"> • Members Benefits, President and Communications Website and Social Media
	Promote membership benefits to current and potential CHNIG members through: <ul style="list-style-type: none"> - CHNIG exhibits and presence at nursing multidisciplinary and client/family/caregiver events, - Social media campaign, and - News and events through CHNIG website. 	Ongoing	<ul style="list-style-type: none"> • Communications: Website and Social Media
	Collaboration with student representatives to plan membership drives at various post-secondary institutions.	Ongoing	<ul style="list-style-type: none"> • Members Benefits • Student representatives
Identify and respond to the needs of CHNIG members.	Respond to members that connect with CHNIG directly via in-person/email/social media.	Each board meeting	<ul style="list-style-type: none"> • All Board members
	Develop and implement membership survey to identify needs of members.	Ongoing	<ul style="list-style-type: none"> • All Board members
	Continue to provide professional development that will address CHN needs.	Ongoing	<ul style="list-style-type: none"> • Research, Education and Professional Development
Offer bursaries and awards for members.	Promote and disseminate announcements to encourage CHNIG members to apply for awards and bursaries through website posting, E-blast communications and social media.	Ongoing	<ul style="list-style-type: none"> • Members Benefits, Research, Education and Professional Development, and Communications and Social Media
Engage nursing students in CHNIG.	Promote and support nursing student engagement through several channels, such as: CHN national conference, RNAO/CHNIG AGM,	Ongoing	<ul style="list-style-type: none"> • All BOD members

	CHNIG student affiliate group, and other professional development events.		
	Maintain a minimum of two student representatives to affiliate with the CHNIG board.	Ongoing	<ul style="list-style-type: none"> All BOD members
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.	Ongoing	<ul style="list-style-type: none"> All BOD members
	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.	Ongoing	<ul style="list-style-type: none"> All BOD members
Goal Two <i>Advance and strengthen the profile of CHNs; build capacity and leadership in CHNs, and articulate the significance of their practice.</i>			
Objectives	Activities	Target Date	Lead
Define and communicate the diverse roles in community health nursing.	Promote CHN education in academic programs in Ontario.	Ongoing	<ul style="list-style-type: none"> Research, Education and Professional Development
	Encourage CHNs to submit articles for the Registered Nurse Journal and other publications.	Ongoing	<ul style="list-style-type: none"> Research, Education and Professional Development
	Collaborate with CHNC and others to articulate the full scope of practice for CHNs.	Ongoing	<ul style="list-style-type: none"> Professional Practice
	Support integration of the revised (2019) CHN Standards in Practice, Education, Research and Policy.	Ongoing	<ul style="list-style-type: none"> Professional Practice
Promote the value of CHN practice.	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.	Maintain CHING website, Facebook, Instagram 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: Website and Social Media
Create opportunities for CHNs to participate in professional development.	Maintain CHNIG Professional Development Fund, available to support attendance at events such as CHNC conference.	Annually	<ul style="list-style-type: none"> All BOD members
	Maintain fund to support organizing CHNIG workshop.	Bi-Annually	<ul style="list-style-type: none"> All BOD members
	Participate in various conference planning committees (e.g. hospitality, program, finance, marketing) and associated activities relevant to CHNs. Partner with educational institutions/community health organizations with the goal of advancing CHN practice.	Ongoing Ongoing	<ul style="list-style-type: none"> Research, Education and Professional Development Members Benefits Professional Practice

	Provide professional development opportunities for members to support professional and personal growth for example, webinars and workshops relevant to CHNs issues.	Ongoing	<ul style="list-style-type: none"> All BOD members
	Partner with RNAO, chapters, and with relevant groups to sponsor and market professional development events.	Ongoing	<ul style="list-style-type: none"> All BOD members
	Provide educational and research bursaries/awards.	Ongoing	<ul style="list-style-type: none"> All BOD members
Promote uptake of evidence-informed practice.	Promote the uptake of evidence-informed practice in the revised (2019) CHNC practice standards and other related RNAO reports as applicable (i.e., ECCO 2.0).	Ongoing	<ul style="list-style-type: none"> All BOD members
	Promote RNAO International Affairs and Best Practice Guideline opportunities.	Ongoing	<ul style="list-style-type: none"> All BOD members
	Participate in Public Health Knowledge Translation through disseminating current news and resources from the National Collaborating Center for Methods and Tools, and the Ontario Public Health Association (OPHA).	Ongoing	<ul style="list-style-type: none"> All BOD members
	Participate in consultations on RNAO Best Practice Guideline development and revisions as requested Participate in consultations with OPHA.	Ongoing	<ul style="list-style-type: none"> OPHA Liaison
Promote and support CHN specialty certification.	Disseminate relevant support materials and links for certification utilizing various communication methods on CHNIG website.	Ongoing	<ul style="list-style-type: none"> Communications: Website and Social Media
	Provide CHN specialty certification awards.	Ongoing	<ul style="list-style-type: none"> Research, Education and Professional Development and Treasurer
Goal Three Speak out on emerging issues that impact on CHNs, community health nursing profession, and community health organizations.			
Advocate for emerging community health issues.	Participate in the RNAO Action Alerts relevant to community health nursing issues.	Ongoing	<ul style="list-style-type: none"> All BOD members
Consult on and respond to issues that are pertinent to community health nursing practice.	Respond to requests (from RNAO and others) for consultations on issues that are pertinent to community health nursing practice.	Ongoing	<ul style="list-style-type: none"> All BOD members
Harness the power of social media and membership channels to communicate on relevant emerging issues.	Utilize social media platforms (Twitter, Facebook, website, & e-Blasts) to communicate to members.	Ongoing	<ul style="list-style-type: none"> All BOD members

Goal Four Influence health, environmental and social policy.			
Advocate for the development of healthy public policy.	Participate in “Queen’s Park On the Road”, “RNAO Queen’s Park Day” and “Take Your MPP to Work” events.	February and May	<ul style="list-style-type: none"> • Policy and Political Action and other BOD members
	Advocate for RNAO/CHNIG healthy public policy and the role of CHNs with local politicians at all levels of government.	Ongoing	<ul style="list-style-type: none"> • Policy and Political Action and other BOD members
	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.	Ongoing	<ul style="list-style-type: none"> • Policy and Political Action and other BOD members
	Identify and raise awareness about issues that affect community health nursing.	Ongoing	<ul style="list-style-type: none"> • Policy and Political Action and other BOD members
	Using evidence to inform decision makers at all levels to influence policy.	Ongoing	<ul style="list-style-type: none"> • Policy and Political Action and other BOD members
	Incorporate CHNC standards of practice to inform change and influence policy.	Ongoing	<ul style="list-style-type: none"> • Policy and Political Action and other BOD members
	Advocate for key performance indicators to be developed for all models of health care delivery (i.e. OHTs, Public Health Initiatives, etc.).	Ongoing	<ul style="list-style-type: none"> • Policy and Political Action and other BOD members
Consult on and respond to policies that impact community health nursing practice.	Respond to requests (from RNAO and others) for consultation on health programs, nursing, health and social policy planning and policy documents.	Ongoing	<ul style="list-style-type: none"> • Policy and Political Action and other BOD members
	Prioritize and plan actions to emerging political and practice issues relevant to community health and CHNs.	Ongoing	<ul style="list-style-type: none"> • Policy and Political Action and other BOD members
	Consult with CHNIG members, CHNs, RNAO and others, on relevant health and policy issues.	Ongoing	<ul style="list-style-type: none"> • Policy and Political Action and other BOD members
	Collaborate with RNAO on action alerts and issues relevant to CHNs.	Ongoing	<ul style="list-style-type: none"> • Policy and Political Action and other BOD members
	Bring issues raised at Professional Practice team meeting to BOD as appropriate regarding CHN.	Ongoing	<ul style="list-style-type: none"> • Policy and Political Action
	Utilize technology for consultation (i.e. webinar).	Ongoing	<ul style="list-style-type: none"> • Policy and Political Action and Communications: Website and Social Media
	Utilize nursing friendly informatics knowledge and advocate for information sharing.	Ongoing	<ul style="list-style-type: none"> • Policy and Political Action