

2017 WNA Reference Report and Recommendations

Topic: Enhancing WNA programmatic work related to the 2017-2020 WNA Strategic Plan

Submitted by: WNA Board of Directors

Background

The WNA Board of Directors developed the frame of 2017-2020 WNA Strategic Plan using the template adopted by the ANA. The ANA and WNA's Strategic Plan adopts a new strategy that expands our organization's reach to all RNs, inclusion and identification of nurses in innovative health care delivery strategies, and increase relationships between nurses and the consumer.

The next step in the development of the plan is the identification of programmatic work and activities that are needed to address each of the following WNA Strategic Goals & Objectives which are as follows:

Goal 1. RN Profession-wide Engagement

Objective: Increase number and engagement of nurses.

Goal 2. Nurse-focused Innovation

Objective: RN-focused innovation for health care improvement.

Goals 3. Nurse-to-Consumer Relationships

Objective: Nurse-to-consumer relationships across the consumer health and health care journey.

WNA surveyed the members to determine how the current services provided by WNA can be enhanced. The survey took place the week of September 4 – 23. The response data was collated, analyzed with results presented at the Friday October 20, 2017 Dialogue Forum for discussion.

During the October 20, 2017 dialogue forum the members engaged in discussion and submitted recommendations for advancing Goals 1 – 3 using WNA's programmatic categories.

The categories are Policy, Practice, Advocacy, Products and Professional Development.

Rationale

The purpose of the Dialogue Forum is to provide members with the opportunity to engage in discussions related to the association and the profession of nursing. The dialogue form process was an effective way of seeking member input on the work activities and priorities for WNA.

Discussion at the October 20, 2017 Dialogue Forum yielded the following themes:

Goal 1. RN Profession-wide Engagement

1. Encourage nurses to be more involved with WNA through lunch and learn sessions in the workplace and other face-to-face contact opportunities (e.g., present the "Beyond the 50%" blood pressure measurement training in organizations).
2. Effectively use social media as one means of communication and engagement.
3. Foster student nurse involvement with WSNA/WNA by partnering with academic institutions.
4. Hold more local and regional meetings and educational offerings to increase WNA visibility and engagement around the state.
5. Reaffirm WNA's commitment to mentoring relationships between novice and expert nurses.
6. Recommend additional survey &/or interviewing of members for more input regarding engagement.

Goal 2. Nurse-Innovation

1. Recommend WNA consider hosting a conference/poster session focused on nurse innovations that relate to primary prevention.
2. Actively promote accurate blood pressure measurement as a standard of practice in WI through partnerships with interprofessional and organizational stakeholders.
3. Explore mini-podcasts by graduate nursing students to highlight their scholarly projects and innovations.

Goal 3. Nurse-to-Consumer Relationships

1. Advocate for culture change in the work setting to promote healthy nurse behaviors.
2. Promote the ANA/WNA Healthy Nurse initiative.
3. Survey nurses in rural areas to assess barriers and opportunities to improve population health outcomes.

Recommendations

That the Wisconsin Nurses Association:

1. Recommend additional survey and /or interviewing of members for more input regarding engagement.
2. Recommend WNA consider hosting a conference/poster session focused on nurse innovations that relate to primary prevention.
3. Actively promote accurate blood pressure measurement as a standard of practice in WI through partnerships with interprofessional and organizational stakeholders.
4. Explore mini-podcasts (with CNE) by graduate nursing students to highlight their scholarly projects and innovations.
5. Promote the ANA/WNA Healthy Nurse initiative.
6. Survey nurses in rural areas to assess barriers and opportunities to improve population health outcomes.