



**Canadian Association of Perinatal and
Women's Health Nurses**

**2015-2018
STRATEGIC PLAN**

Challenge, Opportunity and Focus

August 12, 2014

A. INTRODUCTION

The Canadian Association of Perinatal and Women's Health Nurses (CAPWHN) was launched on January 1, 2011 to represent nurses who work in and are associated with perinatal and women's health care in Canada.

B. STRATEGIC STATEMENTS

VISION STATEMENT

Leading Excellence in Perinatal and Women's Health Nursing in Canada

MISSION STATEMENT

Providing leadership in perinatal and women's health to promote quality care for Canadian women and families by:

- *Providing the voice of perinatal and women's health nursing provincially, nationally and internationally to government, other professional organizations, the health care community, educational facilities in the areas of care, advocacy, education and research*
- *Encouraging evidence-informed practice and patient safety*
- *Promoting nursing and interdisciplinary research*
- *Reviewing and contributing to national standards*
- *Providing educational opportunities and contributing to development of educational resources; and*
- *Engaging in strategic alliances and collaboration with interdisciplinary teams, women and families*

VALUES

The following values guide the Association as it pursues its strategic intent:

Accountability, Commitment, Collaboration, Quality, Integrity, Respect, Bilingualism, and Leadership Development

GOAL STATEMENTS

To assist in providing greater direction towards achieving the vision and mission of CAPWHN, the following goals have been established. The goals are not listed in any priority order.

1. *Fostering membership representative of the various work environments and geographical areas of perinatal and women's health nurses.*
2. *Engaging in activities that promote the clinical, educational, and research credibility of CAPWHN.*
3. *Participating in and/or leading the development of evidence-based practice standards, policies, and guidelines related to perinatal and women's health care.*

4. ***Ensuring CAPWHN visibility and representation at the national, provincial and international levels.***
5. ***Pursuing the vision and mission of the Association in an innovative, effective and fiscally responsible manner.***
6. ***Developing strategic alliances with professional organizations and industry partners who share an interest in perinatal and women's health.***

C. STRATEGIES

The following strategies will assist CAPWHN to achieve its goals. They are based on a review of the previous strategic statements and performance; current relevant issues; member expectations; and a review of organizational strengths, weaknesses, opportunities and threats. The strategies are:

1. ***Reviewing and enhancing a membership recruitment and retention strategy to develop and grow the membership***
 - Supporting a membership committee responsible for developing recruitment and retention strategies.
 - Providing strong, regular, two-way communication with current and potential members using electronic and print media and personal interaction during educational events including the annual conference.
 - Ensuring an electronic membership data base is maintained for current and lapsed members based on key professional, geographic, and demographic variables.
2. ***Engaging in activities that promote the clinical, educational, and research credibility of CAPWHN***
 - Supporting the research committee to disseminate and implement knowledge translation activities and research.
 - Supporting CAPWHN members to be on provincial, national and international committees and/or task forces that are developing practice guidelines.
 - Developing interest groups/subcommittees to address education issues.
 - Planning and offering an Annual Research Forum at the National Conference.
3. ***Ensuring CAPWHN visibility and representation at the provincial, national and international levels***
 - Supporting the Advocacy and Health Policy Committee and Global Health interest group
 - Maintaining active membership with the Canadian Nurses Association as part of the Canadian Network of Nursing Specialties
 - Ensuring CAPWHN members are placed on SOGC/CNA/other organizations' committees that are developing perinatal and women's health nursing guidelines.
 - Developing strategic alliances with comparable organizations.
 - Ensuring endorsement by CAPWHN of appropriate products, guidelines and policies.
 - Encouraging alignment with provincial interest groups.

4. *Participating in and/or leading the development of evidence-informed practice standards, policies, and guidelines*

- Maintain and further develop connections with strategic partners to create and endorse guidelines, standards, and quality measures.
- Updating and promoting Canadian perinatal and women's health standards.
- Interpreting relevant existing guidelines and innovative practices for Canadian perinatal and women's health nursing in both official languages, where possible.
- Providing opportunities for knowledge translation through various methods (e.g. discussion forum, national conference, webinars, newsletter, and social media).

5. *Pursuing the vision and mission of the Association in an innovative, effective and fiscally responsible manner.*

- Evaluating administrative processes and use of technology regularly.
- Utilizing new technology and best practices to communicate with current and potential members.
- Regularly evaluating CAPWHN products and services.
- Seeking non-dues revenues to enhance CAPWHN's organizational stability, services, and maintain competitive dues and conference costs
- Ensuring fiscal stability by providing sound financial management.
- Providing annual financial reports to members.

6. *Developing strategic alliances with industry partners who share an interest in perinatal and women's health.*

- Developing a marketing plan and creating an industry support committee, as deemed necessary, to pursue methods of enhancing relationships with potential sponsors.
- Developing relationships with partners to enhance educational offerings for nurses.
- Working with partners to develop practice guidelines.
- Developing new partnerships with vendors.

These strategies will become part of the Annual Action Plan. The Action Plan will outline the supportive activities (related assumptions, who, what, when, how, resources and measures) necessary to implement the strategies.

D. CONCLUSION

CAPWHN has a significant opportunity to further develop its position as the resource and voice for perinatal and women's health nursing in Canada and to provide the leadership necessary to advance quality standards and services in this area.

This opportunity will require transformational change by actively pursuing the vision, mission, goals and strategies, as described in its 2015-2018 Strategic Plan. An Action Plan will be developed to support this Strategic Plan, outlining specific actions and resource requirements.