



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

**Association canadienne des infirmières et infirmiers
en périnatalité et en santé des femmes**

2024-2027 STRATEGIC PLAN

Message to our Members and Key Stakeholders



In pursuit of its overarching vision and guided by a steadfast commitment to excellence in perinatal and women's health nursing across Canada, the Canadian Association of Perinatal and Women's Health Nurses (CAPWHN) proudly presents its strategic plan. This comprehensive blueprint is

crafted to propel CAPWHN toward its mission of providing leadership and unwavering support for perinatal and women's health nurses over the next three years. Grounded in the principles of quality care, advocacy, education, and research, this strategic plan encapsulates the organization's key areas of focus and sets forth a roadmap to fulfill its vital role in positively impacting the lives of women nationwide.

Enshrined within CAPWHN's strategic pillars are five pivotal goals, each meticulously designed to address critical facets of the organization's mission and vision. These goals serve as guiding beacons, steering CAPWHN towards continual improvement, innovation, and a heightened influence in the realms of perinatal and women's health nursing.

This strategic plan underscores CAPWHN's unwavering commitment to advancing perinatal and women's health nursing in Canada. Embracing innovation, collaboration, and inclusivity, we embark on this transformative journey, guided by a shared vision of excellence and a passion for positive change in the lives of women.

CAPWHN's Vision

Leading excellence in perinatal and women's health nursing in Canada.



CAPWHN Mission

CAPWHN's mission is to provide leadership and support for perinatal and women's health nurses by promoting quality care, advocacy, education, and research that positively impact women in Canada. The mission encompasses the following key areas of focus:

- ✓ Providing the voice of perinatal and women's health nursing regionally, provincially, and nationally in the areas of care, advocacy, education, and research.
- ✓ Advocating for perinatal and women's health nursing interests.
- ✓ Encouraging evidence-informed practice and patient safety.
- ✓ Promoting perinatal and women's health nursing and interprofessional research.
- ✓ Developing, writing, reviewing, and contributing to national interprofessional standards and
- ✓ Responding to emerging perinatal and women's health issues and trends.
- ✓ Providing educational opportunities and contributing to the development of educational resources.
- ✓ Engaging in strategic alliances and collaborations
- ✓ Advocating for anti-racist care and policies with a commitment to equity, diversity, and inclusivity

STRATEGIC GOALS

Goal #1 - Improve engagement of members

<i>Context</i>	<i>Actions</i>
<p><i>CAPWHN recognizes that an elevated level of member involvement is pivotal in advancing our mission in the realm of perinatal and women's health nursing. By prioritizing improved engagement, the organization aims to fortify its community, foster collaboration, and create a more impactful platform for achieving its overarching goals and objectives.</i></p>	<ul style="list-style-type: none"> • Refine communication strategies for better member interaction. • Build community through targeted engagement initiatives. • Encourage collaboration and knowledge sharing among members.

Goal #2 - Create focused activities on advocacy, collaboration, and education.

<i>Context</i>	<i>Actions</i>
<p><i>Deliberate efforts to concentrate on advocacy, collaboration, and education have been underscored as a key strategic priority for CAPWHN. Insights gathered from discussions, interviews, and organizational assessments have accentuated the significance of focused activities in these realms. CAPWHN believes that directing resources and initiatives toward targeted advocacy campaigns, collaborative endeavors, and educational programs will substantially bolster the organization's impact within the perinatal and women's health nursing domain. This strategic emphasis is viewed as integral to fulfilling CAPWHN's mission, ensuring a dedicated approach to advancing the field through impactful and purposeful activities in advocacy, collaboration, and education.</i></p>	<ul style="list-style-type: none"> • Deliver webinars that focus on advocacy in perinatal and women's health nurses • Establish ongoing relationship with other organizations, stakeholders and experts in the field to collaborate and develop position statements and share educational resources • Endeavour to offer advocacy related sessions at CAPWHN's national conference • Building partnerships with the Canadian Indigenous Nurses Association and the Pan-Canadian Association of Nurses of African Descent

Goal #3 Promote visibility and representation at regional, provincial and national level.

<i>Context</i>	<i>Actions</i>
<p><i>Through consultations, interviews, and organizational evaluations, it has become evident that enhancing the organization's presence across various levels is We recognize the significance of actively promoting CAPWHN's visibility to strengthen its influence in the perinatal and women's health nursing landscape. By prioritizing representation at regional, provincial, and national forums, the organization seeks to amplify its voice, drive advocacy efforts, and contribute substantively to discussions shaping policies and practices in the field.</i></p>	<ul style="list-style-type: none"> • Strengthen communication channels to elevate representation across regional, provincial, and national levels. • Implement targeted initiatives to increase visibility and participation in regional, provincial, and national forums. • Personalize outreach efforts to enhance representation across different levels of governance. • Develop interactive platforms that amplify visibility and participation on regional, provincial, and national stages. • Facilitate connections among members to promote representation and visibility at all levels of governance.

Goal #4 – Increase & maintain membership that represents the various work environments and geographical areas in Canada.

<i>Context</i>	<i>Actions</i>
<p><i>CAPWHN recognizes that achieving this goal is essential for capturing the breadth of expertise and perspectives in perinatal and women’s health nursing. By actively working to expand and sustain membership diversity, the organization seeks to create a comprehensive network that not only mirrors the multifaceted nature of the field but also ensures a more inclusive and representative platform.</i></p>	<ul style="list-style-type: none"> • Monitor membership retention rates to discern patterns and factors affecting member engagement and satisfaction. • Deploy surveys or feedback mechanisms to gather input from departing members or renewing members, pinpointing areas for improvement and address any concerns or unmet needs. • Utilize data analytics to optimize membership benefits, communication approaches, and the overall member journey, reinforcing CAPWHN's role as an inclusive and supportive community for perinatal and women's health nurses, representing diverse work environments and geographical areas across Canada.

Goal #5- Build fiscal sustainability of the organization.

<i>Context</i>	<i>Actions</i>
<p><i>Through financial analyses, and strategic planning, it has become evident that ensuring the organization's long-term fiscal health is imperative for its continued impact in the realm of perinatal and women's health nursing. Staff and board members acknowledge that building fiscal sustainability is not only crucial for day-to-day operations but also for realizing the organization's broader mission and goals. By implementing sound financial practices, diversifying revenue streams, and cultivating strategic partnerships, CAPWHN aims to fortify its financial foundation, enabling it to adapt to evolving needs, invest in innovative initiatives, and secure a resilient future. This strategic imperative aligns with CAPWHN's overarching mission, emphasizing the importance of financial stewardship to sustain and enhance its contributions to the field.</i></p>	<ul style="list-style-type: none">• Monitor revenue streams to assess the financial sustainability of CAPWHN and identify areas for diversification and growth.• Conduct regular analysis of revenue sources, including membership fees, conference registrations, sponsorships, and grants, to understand their impact and potential for growth.• Implement robust financial forecasting and budgeting mechanisms to align revenue targets with strategic objectives, ensuring sustainable fiscal practices.• Identify and pursue opportunities for revenue diversification, such as creating new educational programs, forging strategic partnerships, or introducing innovative fundraising ventures.• Utilize insights gleaned from revenue tracking to make data-driven decisions, optimize resource allocation, and fortify the organization's financial stability, thereby fostering continued progress in advocacy, collaboration, and educational endeavors within perinatal and women's health nursing.