

# STRATEGIC PLAN

2015 - 2018



## OUR MISSION

The mission of the Canadian Association of Nurses in HIV/AIDS Care (CANAC) is to recognize and foster excellence in HIV/AIDS nursing through education, mentorship, support, and advocacy.

CANAC strives to achieve its mission through the following actions:

- Promoting education and continuous learning opportunities in HIV/AIDS care
- Creating a dynamic network of regional and national support for members as well as networking opportunities at the international level
- Providing regular forums to share innovative nursing practices
- Encouraging research and evidence-based HIV/AIDS nursing practices
- Serving as a national voice for professional practice issues and issues related to HIV prevention, testing, treatment, and care.
- Advocating for the rights, dignity, and greater involvement of people living with HIV/AIDS or who are vulnerable to HIV infection

The strategies and activities outlined in this strategic plan will allow CANAC to live, nurture and foster its mission. Over the next three years (2015-2018), CANAC is committed to focusing on the following strategic directions:





## COMMUNICATION

**OBJECTIVE:** Strengthen our impact and increase our visibility by communicating more effectively who we are, what we do, and what we stand for.

PRIORITIES	STRATEGIES
<b>Effective Communication</b>	<ul style="list-style-type: none"><li>• Develop and pilot the role of Expert Advisor Communication and Knowledge Exchange (see role description)</li><li>• Develop and implement a communication plan to address the priorities listed below</li></ul>
<b>Who We Are</b>	<ul style="list-style-type: none"><li>• Brand all CANAC communication tools (including the website, e-mails, publications, position statements, and promo material)</li></ul>
<b>What We Do</b>	<ul style="list-style-type: none"><li>• Feature our accomplishments and highlight membership contributions in all communications (i.e., newsletters, Facebook page, and website)</li><li>• Publish a newsletter 4 times a year (Connections)</li><li>• Establish quarterly reporting for board members</li><li>• Create an annual report</li></ul>
<b>What We Stand For</b>	<ul style="list-style-type: none"><li>• Enhance our social media presence and use of this platform to intervene on key issues</li><li>• Reach out to mainstream media to communicate our position on key issues related to HIV</li></ul>



## KNOWLEDGE EXCHANGE

**OBJECTIVE:** Promote knowledge exchange by engaging in CANAC-led research, supporting evidence-informed care, and applying research to practice.

PRIORITIES	STRATEGIES
<b>Knowledge Exchange</b>	<ul style="list-style-type: none"><li>• Develop and pilot the role of Expert Advisor Communication and Knowledge Exchange (see role description)</li><li>• Create a list of key priority areas for knowledge exchange activities and allocate resources</li></ul>
<b>Research</b>	<ul style="list-style-type: none"><li>• Continue to pilot the role of Expert Advisor Policy, Research and Advocacy</li><li>• Develop CANAC-led research proposals and apply for funding</li><li>• If funded, conduct CANAC-led research and disseminate findings</li></ul>
<b>Evidence-Informed Care</b>	<ul style="list-style-type: none"><li>• Update Best Practice Guidelines</li><li>• Promote existing CANAC material (including BPGs) to support evidence-informed care</li><li>• Develop new material based on key priority areas to support evidence-informed care</li></ul>
<b>Research to Practice</b>	<ul style="list-style-type: none"><li>• Create opportunities for the application of research to practice at the annual conference</li><li>• Revise the abstract submission criteria to ensure that all presentations at the annual conference include a “real life impact” component</li></ul>



## ENGAGEMENT

**OBJECTIVE:** Promote the meaningful engagement of members, people living with HIV (PLWH), and allies (i.e., politicians, researchers, activists, NGOs).

<b>PRIORITIES</b>	<b>STRATEGIES</b>
<b>Meaningful Engagement</b>	<ul style="list-style-type: none"><li>• Develop a shared understanding of meaningful engagement as it applies to all target groups</li><li>• Assess the successes and failures of previous initiatives to engagement these target groups</li></ul>
<b>Members</b>	<ul style="list-style-type: none"><li>• Foster a sense of belonging by implementing new initiatives (based on successes and failures)</li><li>• Increase opportunities for interactions, networking, support, and mentorship among members</li></ul>
<b>People Living with HIV</b>	<ul style="list-style-type: none"><li>• Create a membership category for PLWH</li><li>• Explore new ideas for engaging PLWH (i.e., community advisor group)</li><li>• Offer community scholarships at the annual conference to support local engagement</li></ul>
<b>Allies</b>	<ul style="list-style-type: none"><li>• Build on existing network of allies to strengthen the impact of our work</li><li>• Explore new and potential ideas for collaborative work with like-minded organizations and groups (i.e. affordable medicines, aboriginal health, etc.)</li></ul>



## ADVOCACY

**OBJECTIVE:** Strengthen our capacity and influence to engage more effectively in individual, systemic, and collaborative advocacy.

PRIORITIES	STRATEGIES
<b>Capacity and Influence</b>	<ul style="list-style-type: none"><li>• Continue to pilot the role of Expert Advisor Policy, Research and Advocacy</li><li>• Create a list of key priority areas for all three levels of advocacy and allocate resources</li></ul>
<b>Individual Advocacy</b>	<ul style="list-style-type: none"><li>• Working with and / or on behalf of PLWH to improve health, quality of life, and access to safe, competent, compassionate, and ethical care</li><li>• Working with and / or on behalf of nurses to improve work conditions, resources, and role recognition (i.e., scope of practice)</li></ul>
<b>Systemic Advocacy</b>	<ul style="list-style-type: none"><li>• Engage in higher level advocacy to remove barriers faced by people living with or at risk for HIV in accessing prevention, testing, treatment, care, and support.</li><li>• Engage in higher level of advocacy to ensure that policies and programs are evidence-informed and consistent with nursing values</li></ul>
<b>Collaborative Advocacy</b>	<ul style="list-style-type: none"><li>• Work with partners and allies to build capacity for higher level advocacy on issues related to HIV and / or issues that impact the health of individual clients, groups, and communities we work with</li></ul>

✍