



CANADIAN NURSES ASSOCIATION
ASSOCIATION DES INFIRMIÈRES ET INFIRMIERS DU CANADA

Why CNA is Relevant

- CNA advances the practice and profession of nursing to:
 - improve health outcomes
 - strengthen Canada’s publicly funded, not-for-profit health system



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Why CNA is Relevant

- National professional voice of registered nurses in Canada
 - Speak with a powerful, unified voice



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Why CNA is Relevant

- CNA speaks for Canadian registered nurses and represents Canadian nursing to other organizations and to governments, nationally and internationally



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Why CNA is Relevant

- CNA has published a large number of documents that support professional nursing practice





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Why CNA is Relevant

Focusing in on Primary Health Care

- The 'sweet spot' for CNA that has the potential to transform healthcare and nursing and which will be the driving force on a go forward basis in enacting their strategic plan
 - Clear understanding of the definition of Primary Health Care (PHC) and how it differs from Primary Care (PC)
 - PHC principles need to be part of every registered nurses practice across the continuum and regardless of clinical setting
 - Changing culture
 - Working with Accreditation Canada and embedding PHC principles into future accreditation standards
 - Nurses of the future need to practice differently than nurses of today
 - 70% currently work in acute care/institutional settings where they are trapped in dependent order driven roles.



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Why CNA is Relevant

- CNA calls upon governments to consider the impact their policies, laws and public programs will have on the health of Canadians



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- CNA takes an active role in legislative policy, which influences health-care decisions that affect nurses every day
 - Nurses are not often perceived as leaders and change-makers within the health system, but that might change as we hear their on-the-ground experience and expertise

CARP <http://www.carp.ca/2012/08/10/a-nursing-call-to-action-nurses-association-adds-voice-to-healthcare-reform/>



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Why CNA is Relevant

- CNA provides registered nurses with a core staff of nursing and health policy consultants and experts in other areas such as communication, which support efforts at political action

#Home is Health

Nanos Research poll highlights:

- Additional funding to the provinces for seniors home health care (35.0%) and for **community nurses to help seniors and caregivers connect with the right services** (30.3%) ranked as the highest preferred activities the federal government should undertake to meet the health-care goals of seniors



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Advocate: actively supporting a right cause; supporting others in speaking for themselves or speaking on behalf of those who cannot speak for themselves.

"Nursing ethics is concerned with how broad societal issues affect health and well being. This means nurses endeavor to maintain awareness of aspects of social justice that affect health and social well being and advocate for change." (pg. 2, Code of Ethics, 2012)



Lessons Learned

- Understanding the federal government's role in health care
 - Sphere of control

Control

Lessons Learned

- Playing a role in transforming the health care system by being part of a unified voice
 - The power of 200,000 unified nurses in the next federal election

**IF THEY ACT AS A UNIFIED VOICE,
THEY COULD BE A POWERFUL
FORCE.**
- Richard Schulz

Lessons Learned

- Being evidence-based not emotion-based and being informed on the issues
 - Focused and realistic asks

Facts are stubborn things; and whatever may be our wishes, our inclinations, or the dictates of our passions, they cannot alter the state of facts and evidence.
– John Adams

Lessons Learned

- Garnering support for your issue
 - Attribution theory
 - Negotiating skills

Think twice before you speak, because your words and influence will plant the seed of either success or failure in the mind of another.
– Napoleon Hill

Lessons Learned

- Asking doesn't necessarily mean doing all the talking --- listening is essential
 - People trust nurses and share personal stories and health care concerns with nurses

EVERY GOOD CONVERSATION STARTS WITH GOOD LISTENING.
- Author Unknown

Lessons Learned

- Following up and saying thank you

No duty is more urgent than that of returning thanks.
– James Allen



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“never doubt that a small group of thoughtful, committed people (nurses) can change the world. Indeed, it is the only thing that ever has.”

(Margaret Mead)

References

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