

Pacific Crest Regional Chapter



American Association of Critical-Care Nurses

Strategic Planning Meeting

June 19, 2009

Attendees: Gemma Marlia-Johnson, Kelly Wells, Lori Lind, David Jewell, Marcia Moffatt, Julie Saindon, Deb Hogenson, Janet Bernard, Judy Lang, Sandra Molzen, Anne Hansen.

During NTI Gemma attended a Workshop on Strategic Planning for local chapters. Suggestions included concentrating on some Key Initiatives that were emphasized at NTI this year. Some of these initiatives were aspiring to Beacon status, encouraging certification and promoting a healthy work environment.

Kelly and Gemma looked at how we can use these initiatives to improve our chapter, our area units and promote ourselves as professionals. Kelly and Gemma were asking us, as a group, to brainstorm our individual and collective ideas toward these goals. Four ideas were identified as directions to take our group during the next 2 years.

CERTIFICATION

Our chapter has been good as ambassadors for certification by offering support for CCRN/PCCN and further education/continuing education by offering at least 2 seminars each year but further promotion towards increasing the numbers of certified nurses needs to be emphasized.

Task-Set up and promote CCRN/PCCN study groups, offer a library of educational material and tools and have those already certified supply study tips for those groups. Assist those who wish to study in groups in finding each other, either via email or our website with information on possible study partners. Each hospital will have a chapter supplied copy of CD ROM of educational information, as well as CCRN Core Curriculum

and other texts and tools shared to those actively studying from those who have already sat the exams. Other tools may be purchased by the chapter as we are able and are brought to our attention as needed or helpful.

Person/People Assigned-Lori Lind at PMMC and Anne Hansen at RVMC with Shirley Hupka at TRCH and Cindy Parks at ACH suggested as possible contacts. Julie will adopt the task of looking at Amazon.com for low priced, used books to add to the libraries.

BEACON STATUS

It was agreed by all that all units in Jackson and Josephine Counties be encouraged to work towards Beacon status, not just one hospital. Anne Hansen has begun the promotion of Beacon and Certification at RVMC. These areas of can be used as a draw for good staff and improved patient care in the area.

Task-Promote the idea of Beacon by having an evening workshop to discuss and educate those who can affect the process to Beacon status. Start with a letter to the unit staff, managers, and administration to assist in the promotion of the importance of education toward Beacon designation. Provide news and information about what Beacon status is, the benefits of attaining it and any other information required at staff meetings, via newsletters and, perhaps, a bulletin board on each unit.

Person/People Assigned-Gemma will write letters to the managers and area administrations. Marcia will contact Melissa Hutchison (former CAT) about the process Harborview in Everett, Washington used and how they promoted and attained Beacon status. Kelly, Janet and Anne will build/make bulletin boards to post on the units involved.

COMMUNITY OUTREACH

As a chapter without borders, our area includes a number of hospitals outside the Jackson and Josephine County lines. It would be good to have other units become more actively involved with the chapter and promote our existence.

Task-Promote our existence and the benefit of becoming more aware and involved with our chapter and AACN in general. It was suggested to mainly focus on Bay Area Hospital in Coos Bay as they have shown interest in our events in the past but getting even Ashland and Three Rivers more involved would be beneficial. Other communities to invite and increase interactions with were Skylakes in Klamath County and Roseburg.

People/Person Assigned-Gemma, Marcia, Julie and Kelly (with possible assistance from Tara Blohm) to travel to Coos Bay, Julie, Deb and David to involve Skylakes, Shirley to assist with Three Rivers and Anne Hansen will contact Ashland in an effort to arrange meetings, have a pizza informational evening, go to staff meetings or other means to interact with staff nurses.

COMMUNITY SERVICE

Community involvement is an avenue not overly explored by our chapter as yet. Ideas for the promotion of AACN, our chapter and Critical Care nurses assisting the community included Blood Pressure Clinics at area events, involvement in the Hawthorne Park Kids Fair, assist in Homes for Humanity either in a nurse or assisting with a building project, United Way activities, contacting the area newspaper(s) to be part of a human interest story or utilizing the area pharmaceutical companies to sponsor an article promoting us and our mission. Any further ideas to be brought to our monthly meetings, beginning in September.