

Kansas Emergency Nurses' Association (KENA) Strategic Plan 2009

VISION: That every patient needing emergency nursing care receives care from a nurse who is competent. Emergency nurses also provide education for injury prevention and wellness.

MISSION: To promote, develop, and support emergency nurses in providing nursing care in the State of Kansas, recognizing this occurs across geographic and institutional variances from urban trauma centers to the most rural critical access hospital.

Strategies

1. Promote organizational visibility by

- Injury prevention activities
 - *bicycle helmet promotions
 - *car seat checks
 - *courses from ENA's Injury Prevention Institute / EMCARE
 - *fall prevention (eg at nursing homes/independent living facilities)
- Promoting and publicizing Emergency Nurses' Week
- Making presentations at school functions/health fairs
- Providing nursing scholarships
- Sponsoring/co-sponsoring educational conferences and activities

2. Promote ENA membership through

- Recruitment activities – membership sponsoring contest
 - *paid 1 year membership for highest recruiter OR
 - *paid national or regional conference attendance
- Informational materials/posters for emergency departments (resources available through ENA; local and state meeting awareness; website address; benefits of membership)
- Conference/Summit educational activities with marketing of decreased attendance fees for ENA members
- Joining bonus/contest
 - *bi-monthly or quarterly drawing for reimbursement of annual fee for a new member

3. Support the practice of Emergency Nursing by

- TNCC, ENPC and CATN dissemination
 - *monies to Trauma regions for courses in underserved areas
- Providing CEN resources
- Recognizing members who achieve/maintain CEN
- Providing Standard of Care and practice updates to Emergency Departments
- Disseminating best demonstrated practice and evidence based practice information to Emergency Departments

4. Enhance members' knowledge and participation in government affairs by

- Emailing updates/reminders
 - *upcoming votes/contact your representative
- Posting pertinent information/actionable items on website

5. Develop/maintain organizational strength by

- Maintaining current KENA by-laws
- Membership attendance at state, regional, national activities and education
- Officers attendance at leadership trainings
- Stewardship of finances
- Maximizing use of website
- Attendance at state meetings