



## More than a “One-Night Stand”: Strengthening CCHN Standards and Political Action

**CHNC Conference - May 15, 2012**

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## Objectives

- **Be inspired** by one example
- **Learn** collective political action strategies
- **Learn** team building in a community project
- **Develop** more confidence to take risks



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## RNAO's Mission Statement

We represent the nursing profession in Ontario, speaking out for health and speaking out for nursing.

Our mission is to advance healthy public policy and to promote the full participation of registered nurses in improving health, and in shaping and delivering health services now and in the future.

We believe health is a resource for everyday living and health care a universal human right.



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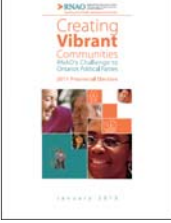
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## Background

- Social determinants of health
  - Local priority, partnerships, previous events
- Anti-poverty coalition
- "Creating Vibrant Communities"
- Political environment
  - Election



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## Our Project Initiative

### A Pre-Election Dialogue on Health and Social Issues

- **Date:** September 14, 2011
- **Time:** 7:00pm-9:00pm
- **Location:** Hamilton Spectator Auditorium

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## Canadian Community Health Nursing (CCHN) Standards of Practice



**Standard 1: Health Promotion**  
**Standard 2: Prevention and Health Protection**  
**Standard 3: Health Maintenance, Restoration and Palliation**  
**Standard 4: Professional Relationships**  
**Standard 5: Capacity Building**  
**Standard 6: Access and Equity**  
**Standard 7: Professional Responsibility and Accountability**

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**CHC ICC**  
 COMMUNITIES HEALTH NURSES / INFERMIÈRES ET INFIRMIERS EN SANTÉ COMMUNICAIRES

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## CCHN Standards of Practice

### Standard 1: Health Promotion

- Enabled people to increase knowledge, influence and control over the determinants of health
- Raised awareness of health and social issues
- Placed issues of social justice and health equity on the political agenda



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## CCHN Standards of Practice

### Standard 4: Professional Relationships

- Intersectoral collaboration
- Used various communication strategies to strengthen relationships
- Involved those with "lived experience" as an active partner



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Speaking out for health. Speaking out for nursing.

Hamilton CARES  
RACH - Réseau pour la Communauté  
Poverty Initiative

Ontario Health Services Administration  
Ontario Health Services Administration  
Ontario Health Services Administration  
Government of Ontario  
25th Anniversary  
SPRC  
25 in 5  
25 in 5

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## CCHN Standards of Practice

### Standard 5: Capacity Building

- Collaboratively identified needs, issues, goals, available resources and strategies for action
- Supported groups to advocate for themselves
- Built on strengths and developed new skills and knowledge
- Increased willingness to take action in the present and in the future



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## CCHN Standards of Practice

**Standard 6: Access and Equity**

- Facilitated universal and equitable access
- Used various promotional strategies to reach community







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## Our Marketing Work Plan

TASK	MEP	Week of August 15-18	Week of August 22-24	Week of August 29-31	Week of September 5-8	Week of September 12-14
Marketing Plan Review						
Marketing Plan Update						
Marketing Plan Communication						
Marketing Plan Implementation						
Marketing Plan Evaluation						
Marketing Plan Review						
Marketing Plan Update						
Marketing Plan Communication						
Marketing Plan Implementation						
Marketing Plan Evaluation						
Marketing Plan Review						
Marketing Plan Update						
Marketing Plan Communication						
Marketing Plan Implementation						
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September 14, 2011  
 7:00 p.m. – 9:00 p.m.  
**Hamilton Spectator Auditorium**  
 44 Fred Street, Hamilton, Ontario

A Pre-Election Dialogue on Health and Social Issues

Ontario Party Candidates Invited  
 RSVP as seats are limited!  
[www.createingwithcommunities.ca](http://www.createingwithcommunities.ca)  
 416-334-2333 ext. 234

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 Hamilton CARES  
 Community Activities Research and Engagement Services







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## CCHN Standards of Practice

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### Standard 7: Professional Responsibility and Accountability

- Advocates for societal change
- Mentorship of peers on the integration of CCHN Standards of Practice
- Effective teamwork skills
  - Identified needs, issues and solutions using collaborative decision making and conflict resolution skills
- Self-evaluation and reflection after event

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## The Night!

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- All parties represented
- Full attendance
- Participation of advocates – lived experience
- Focus on health and social issues
- Home Office participation
- Social media coverage

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## Successes

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- Worthwhile (despite all the work)
- Well-coordinated event
  - Engaging discussions with candidates
- United as a chapter
- Stronger partnership with coalition
- Improved collaboration with community – agencies and citizens

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### Successes (cont'd)

- Acquired new skills and confidence
- Increased knowledge and comfort with politics
- Mutual learning between generations
- More willingness for future projects/collaborations
- Valuable support from Home Office



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### Challenges

- Communication patterns – revisit methods
- Timing – vacations, working in pairs
- Realistic about politics and expectations
- Ensuring time for process and consensus
- Engaging media for promotion



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### Future Recommendations

- Identify an issue/goal and take action
- Build a team with a shared interest
  - Work with experts, intersectoral partners and citizens
- Develop and maintain relationships with the media
- Be open to learning new skills and mentor students and peers
- Utilize available tools and resources
- Incorporate CCHN Standards of Practice
- Collect feedback from participants
- Have fun!



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**Like Nike Says...**

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Go for it! Take calculated risks.

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**Reference List**

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Community Health Nurses of Canada (March 2011). *Canadian community health nursing professional practice model & standards of practice*. Toronto, ON: CHNC

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**Thank you!**

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○ **Questions?**

○ **Feel free to contact us at:**

- Leanne Siracusa at [lsiracu@mcmaster.ca](mailto:lsiracu@mcmaster.ca)
- Lisa Richter at [richterl@gmail.com](mailto:richterl@gmail.com)
- Susan Tam at [susan.tam17@gmail.com](mailto:susan.tam17@gmail.com)

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