

CHNAlberta's Blueprint for Action:

Making **Connections** One Newsflash at a Time

Dawn Mercer Riselli, RN MN CCHN(C)

Lani Babin, RN BN CCHN(C)





Key Learning Outcomes

- To learn more about CHNAlberta and the strategies we utilize to promote **connections** among community health nurses across Alberta.
- To gain insight into the use of leadership testimonials in strengthening our virtual community.
- To provide strategies to promote and strengthen **connections** in a virtual community; in any community health nursing practice area.



Web Connections



The image shows a screenshot of a web browser displaying the homepage of the Community Health Nurses of Alberta (CHNAb). The browser's address bar shows the URL <http://chnalberta.ca/>. The website's header includes the CHNAb logo and a navigation menu with the following items: Home, About CHNAb, Certification, Communication, Education, Collaboration, Membership, Board, and Login. The main content area features a large background image of hands clasped together, with the text "Creating Connections with Community Health Nurses of Alberta" and a "Join Us" button. The browser's taskbar at the bottom shows various application icons and the system clock indicating 6:49 PM on 4/10/2016.

Community Health Nurses of Alberta

chnalberta@shaw.ca

CHNAb

Home About CHNAb Certification Communication Education Collaboration Membership Board Login

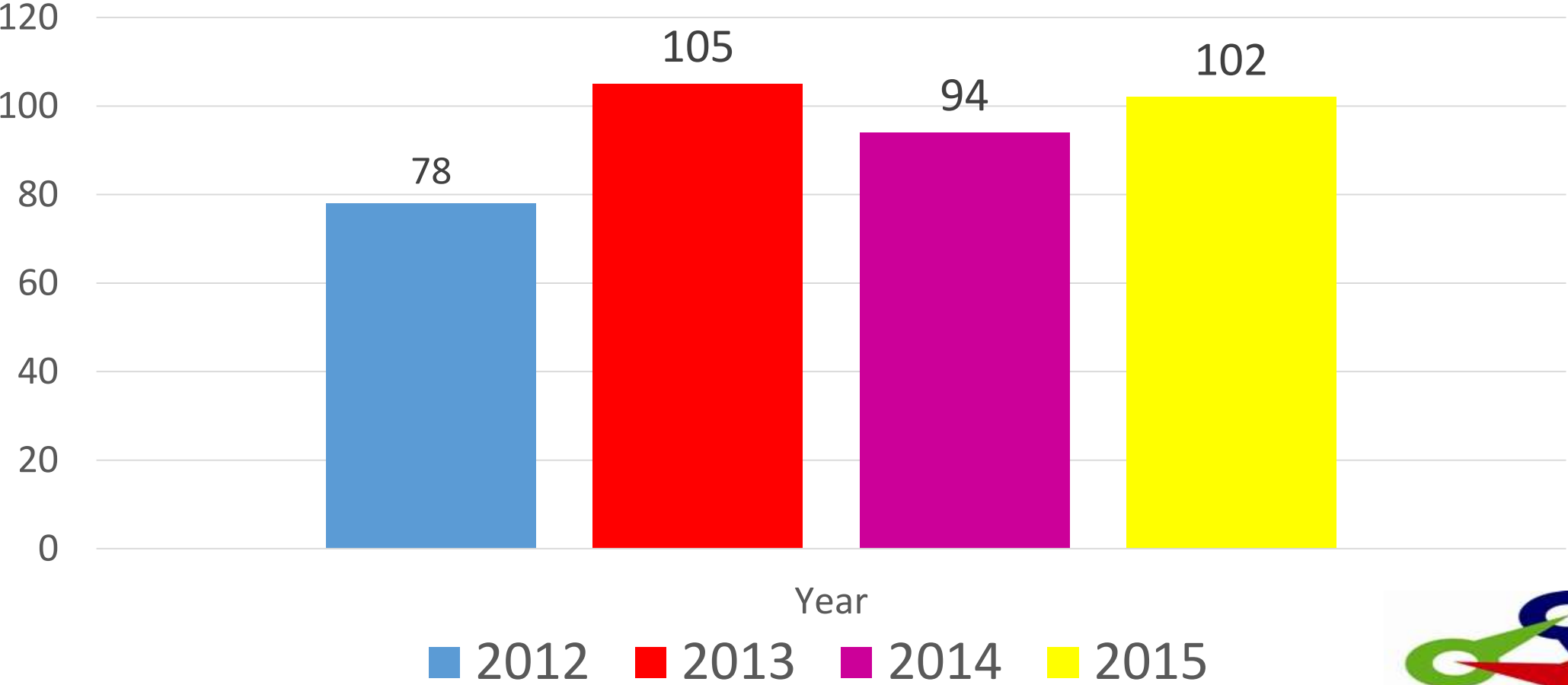
<http://chnalberta.ca/>

Creating Connections with
Community Health Nurses of Alberta

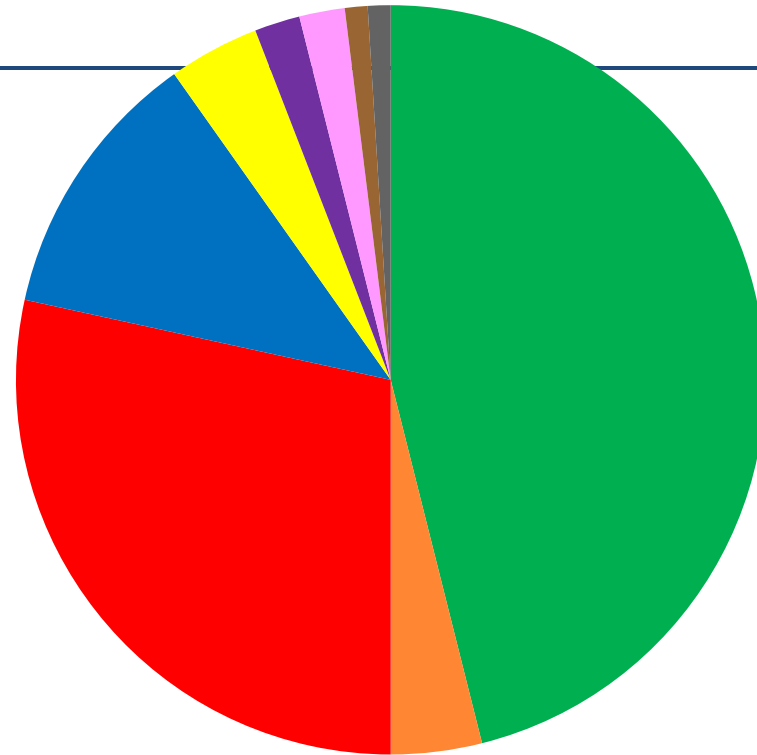
Join Us

6:49 PM
4/10/2016

CHNA Alberta Memberships



Areas of Practice in 2015



Public Health Nurse

Educator

Consultant, Facilitator or Coordinator

Primary Care

Home Health Nurse

Manager/Administrator

Researcher

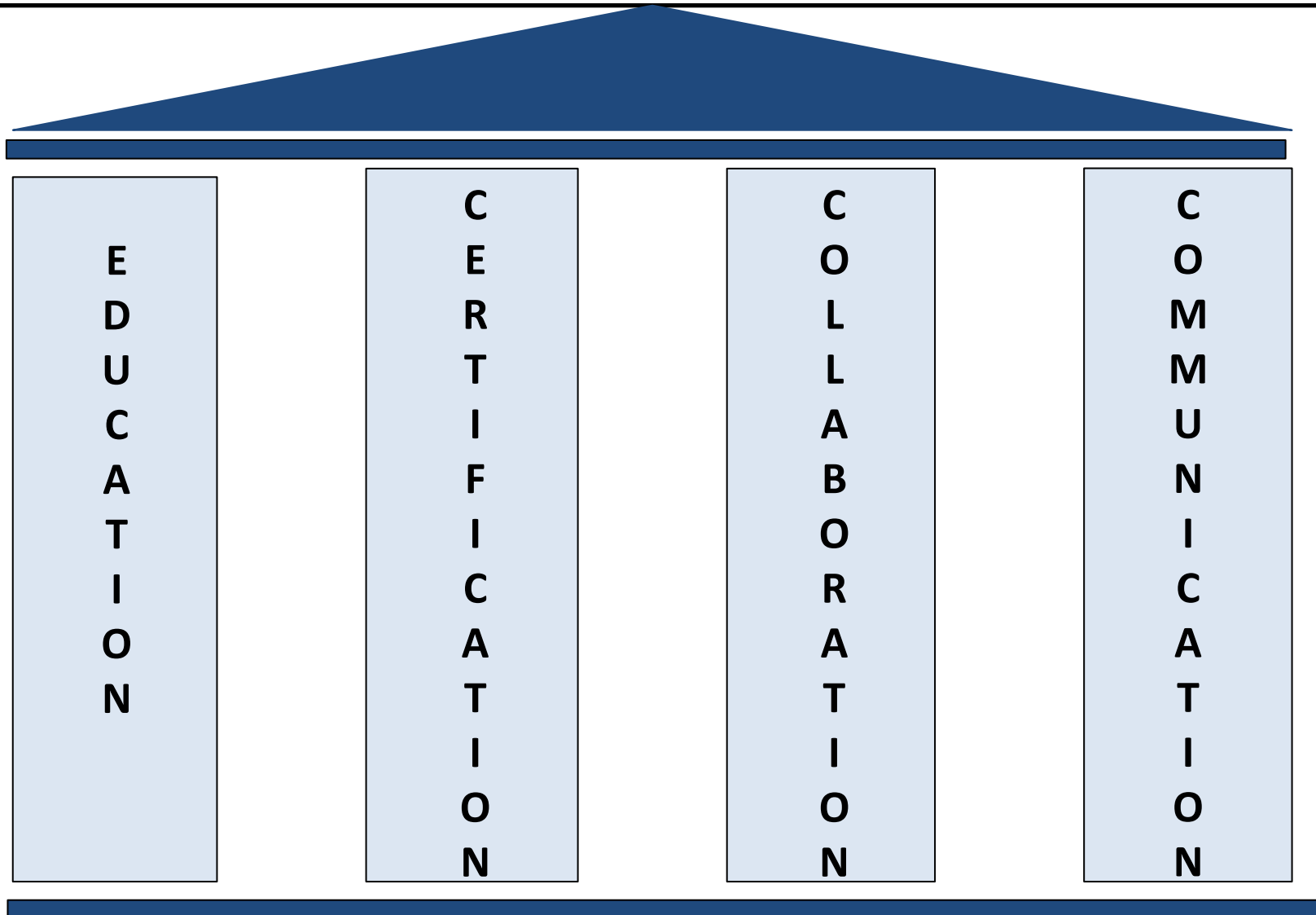
Combined Public and Home Health

Connections with CARNA and CHNC

- Recognized as a Specialty Practice Group by CARNA; contact information listed on their website
- CARNA provided some financial support for our Workshop
- Continuing our partnership with CHNC by encouraging our members to also join CHNC and AB representative on Board



Pillars of **Connectedness**- Present Day



Collaboration as a Tool for Connectedness



[Anniversary Workshop](#)

Communication as a Tool for **Connectedness**

- Monthly correspondence tool sent 10 times per year.
- Voices of everyday leadership through ***Share Your Story*** feature.
- Linking learning connections.

[CHNAlberta Newsflash](#)



Sharing as a Tool for Connectedness

Share Your Story

- Learning from, hearing about, inspiring and being inspired.
- Telling your own story, a colleague's or someone that you've heard about.
- Creativity is encouraged.



Collette's Story

The story of **Collette**, as highlighted in CHNAlberta Newsflash (September 2015)...

Collette is inspired in her practice by the nursing leadership she witnesses on a daily basis in her work. The rural health centre she works at provides public health and home care services. Excellent care is provided to clients through a unique balance of community health nursing, teamwork, support, and nursing leadership. It was this group of supportive mentors that helped Collette achieve her goal in becoming a Certified Community Health Nurse last April. Collette admitted having limited expertise in home care, and her peer nurses were open to her questions as she studied for the Canadian Nurses Association exam. Giving up their own time on a Friday night, reviewing the material with her, and providing Collette with their unique perspective enriched her learning. Collette acknowledges that she is a nursing leader through achieving her certification. And, she is inspired to be a better nurse by the leadership she sees in her colleagues. Collette feels privileged to work with a group of intelligent, passionate nursing leaders who make a difference not only with their clients but with each other as well, and sends her thanks to them!

Supportive Tools



[How to ...](#)





CHNA Alberta Newsflash (March 2016)

Switch report ▾

44 Recipients

List: 2016 CHNA Alberta Membership

Subject: CHNA Alberta Newsflash (March 2016)

Delivered: Mon, Mar 14, 2016 6:32 pm

[View email](#) · [Download](#) · [Print](#) · [Share](#)



List average 54.5%

List average 13.6%

Industry average (Medical, Dental, and Healthcare) 14.3%

Industry average (Medical, Dental, and Healthcare) 2.5%





Campaigns

Templates

Lists

Reports

Automation



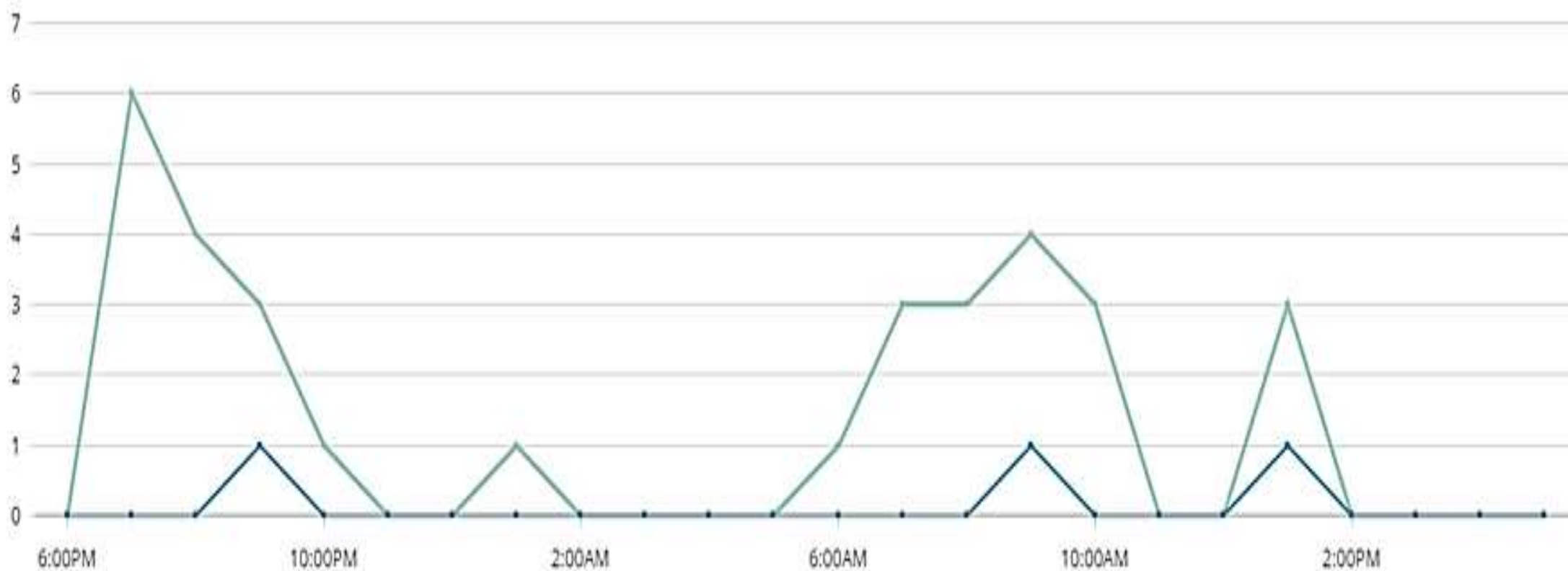
CHNA Alberta
chnalberta

Help



24-hour performance

Opens Clicks





Campaigns

Templates

Lists

Reports

Automation



CHNA Alberta
chnalberta

Help



Campaigns

Comparative

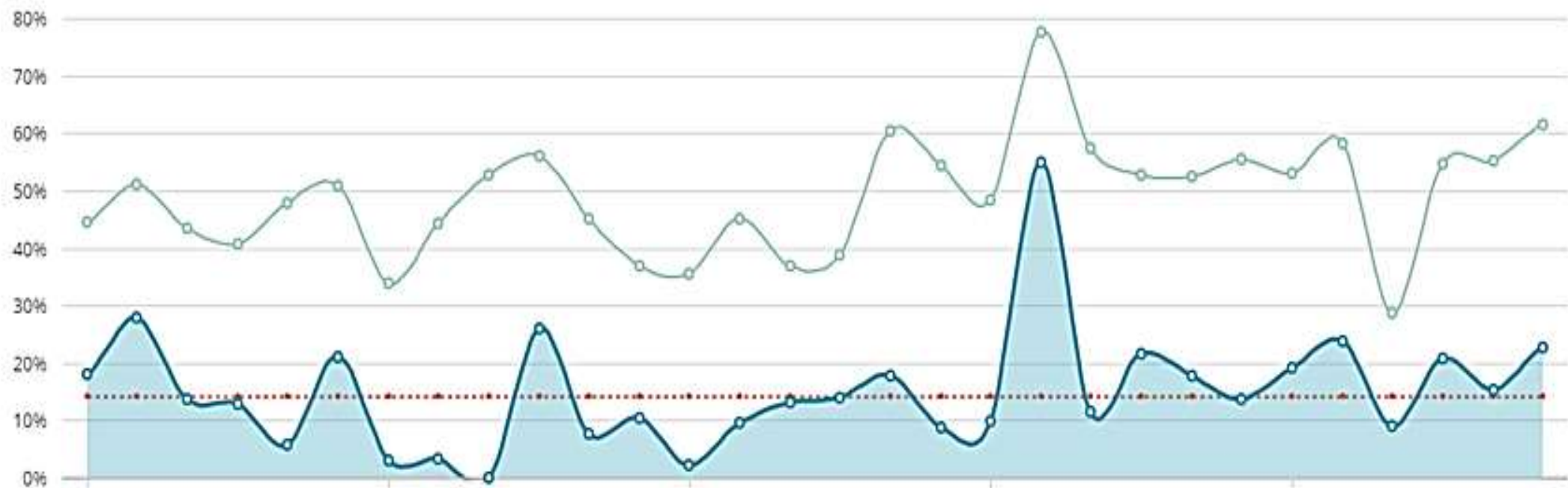
Automation

Overview

Revenue

All Lists

Open rate Click rate Industry avg. open rate



[Campaigns](#)[Templates](#)[Lists](#)[Reports](#)[Automation](#)

CHN Alberta
chnalberta

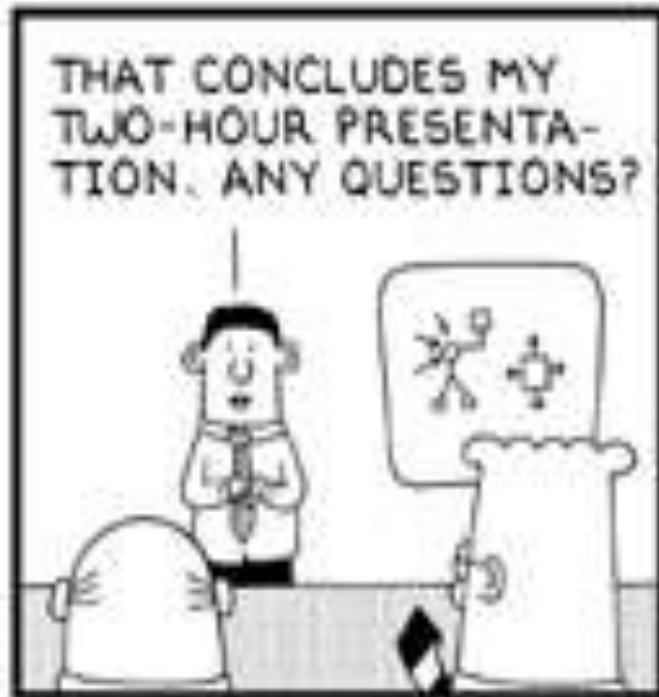
[Help](#)[Overview](#)[Activity](#) ▾[Links](#)[Social](#)[eCommerce360](#)[Conversations](#)[Analytics360](#)[Click Performance](#)[Click Map](#)

URL	Total clicks	Unique clicks
http://chnalberta.ca/memberaccess	8 (47%)	5 (38%)
http://www.chnalberta.ca/connections	4 (24%)	3 (23%)
http://www.chnalberta.ca/practice	3 (18%)	3 (23%)
http://www.chnalberta.ca/board	1 (6%)	1 (8%)
http://doodle.com/poll/wp6n7rdaibvxx22p	1 (6%)	1 (8%)
http://www.chnalberta.ca/webinars	0 (0%)	0 (0%)
https://cc.readytalk.com/cc/s/registrations/new?cid=1dz484i5r53d	0 (0%)	0 (0%)
http://www.chnalberta.ca/upcomingconnections	0 (0%)	0 (0%)

Evaluating our Connections and Next Steps

- Stories, learning on the web, monthly connections.
- Social media is the next step in keeping with the times.
- What's in your tool kit?

QUESTIONS



www.gilbert.com scottadams@aol.com



© 2003 United Feature Syndicate, Inc.



© 2003 United Feature Syndicate, Inc.



thank you!