

Canadian Nurses Association

Annual Report 2000

The Canadian Nurses Association is the professional voice of nursing in Canada. Its vision is to collectively contribute to the health of Canadians and the advancement of nursing.

Each year, it seems, brings another wave of transformation and challenge to Canada's health care system. Each year, nurses show their steadfast determination to provide the best care they can by surviving the pitfalls of the workplace. The year 2000, ushered in with much pomp and circumstance, was no exception.

As politicians struggled to agree and the public continued to complain about the deterioration of our health care services, something was quietly happening in the background that will prove to be critical to the future of health care in this country. Nurses were uniting.

This slow and steady unification was apparent, and felt, at many CNA functions held throughout the year: The Biennial Convention in Vancouver, the Fourth National Nursing Forum, the launch of Action 301, even National Nursing Week. The mark of consensus was also part of many successful initiatives mentioned within this Annual Report.

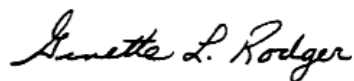
The CNA Board of Directors managed, as well, to capture that sense of camaraderie and spirit of enthusiasm and optimism. Great strides were made by the board in implementing and working with board governance policies. Ends were revamped to increase clarity of meaning and to ensure the board stays on track in meeting objectives.

One goal of the board is to strengthen linkages with its ownership, defined as the nursing profession as a whole. A board committee is looking at the effectiveness of present methods of linking with nurses throughout the country.

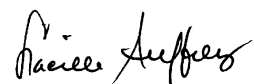
We are a profession in transformation, and will probably continue to be – forever. But no longer does this prospect frighten us, we have made peace with change, moreover, we have learned to embrace it, shake it up, make it work.

We have also learned that through political action, and by educating the public and raising the visibility and understanding of nursing, we can bring about positive change. The profession, with common values and a common vision, can tap into the innovation and dedication that defines its members to create an exciting future for nursing.

Nursing has come together to make its mark on the new millennium. In a very powerful sense, 2000 was a defining year.



Ginette Lemire Rodger
CNA President



Lucille Auffrey
CNA Executive Director

Public Policy incorporates the determinants of health and the principles of primary health care and expands the application of the principles of the *Canada Health Act* across the health care continuum.

Much work was done in 2000 to ensure that federal, provincial and territorial governments were aware of the nursing position on health issues, including the sustainability and future of our health care system in general. For example, CNA made sure that the country's health ministers knew before their two-day meeting in late March just how frustrated nurses were with the lack of vision for Canada's health care system. In an open letter to all health ministers, CNA reiterated its concern that political tensions are overshadowing the serious work of reforming the Canadian health care system.

After politicians did make some strides in developing future plans, CNA provided feedback. CNA conducted analyses of both the premiers' *Action Plan for Health System Renewal* and the federal/provincial/territorial health ministers *Nursing Strategy for Canada*.

CNA responded to the Advisory Committee on Health Human Resources stating its general support of the strategy found in the committee's consultation paper for stakeholders on how to strengthen nursing human resources in Canada. CNA played a leadership role in collecting responses from nurses and while not all of CNA's recommendations were included in the final strategy, CNA supports the 11 component strategies.

Drafted at CNA's June board meeting, members of the board of directors sent a letter to the federal Minister of Health and all provincial health ministers outlining CNA's support for action in fixing the health care system. To demonstrate to the ministers that nurses have specific solutions to our health care problems, CNA provided a plan to realign and sustain the role of nurses that included strategic investments in health services, nursing education and professional practice environments.

On behalf of Canada's registered nurses, CNA welcomed the new funding arrangement announced at the First Ministers Conference in Ottawa held in September. "We salute governments for coming together and agreeing to reinvest in the health care system. We are looking to provincial governments to take immediate action to improve accessibility of health services. Renewing the health system begins with rebuilding the nursing workforce," said CNA President, Ginette Lemire Rodger.

CNA continued to work as secretariat for the Health Action Lobby (HEAL), a coalition of national health and consumer organizations dedicated to protecting and strengthening Canada's health care system.

The National Children's Alliance, of which CNA has been a part for many years, sponsored one national and nine regional think tanks to define the basket of services needed for healthy child development and to discuss funding mechanisms to support those services. CNA was also invited to advise the Minister of the Environment on clean air and children's health.

In terms of health issues, a national home care program is a priority for CNA. In a document released in 2000, *A National Approach to Home and Community Care: Through the Lens of the Canada Health Act*, CNA reaffirms that quality home care and community care should be part of the health care continuum.

The goal of Supporting Self-Care: A Shared Initiative, an initiative launched by Minister of Health Allan Rock in June

1999 and sponsored by CNA, is to assist health care professionals, especially nurses and physicians, to support self-care in their practice. Eight projects were selected through two calls for proposals.

Registered nurses across Canada passed a resolution at CNA's Annual General Meeting in June 2000 in support of Bill S-20. Bill S-20 proposes to impose a levy on tobacco manufacturers in order to fund a non-profit corporation mandated to prevent the use of tobacco products by young people. Responding to the resolution, CNA sent a strong message of endorsement for Bill S-20 to Senator Kenny and Allan Rock. The board also approved a new joint position statement, *Tobacco – the Role of Health Professionals*, developed by CNA, the Canadian Medical Association, the Canadian Pharmacists Association and the Canadian Physiotherapy Association.

CNA issued the following position statements: Blood-borne Pathogens; End-of-Life Issues; Framework for Canada's Health System; International Trade and Labour Mobility; Nursing Professional Regulatory Framework; and, The Environment is a Determinant of Health. Fact sheets were developed on Organ and Tissue Transplantation; Palliative Care; *The Canada Health Act*; The Primary Health Care Approach, and, Occupational Exposure to Blood-borne Pathogens.

Once again, the CNA Media Awards for Excellence in Health Reporting 2000 gala dinner and award presentation proved to be an inspiring event. Novice and experienced journalists alike expressed both gratitude for the recognition and passion for the health reporting they do. During the evening, 12 Awards of Excellence and seven Awards of Merit were presented.

With the theme Challenge Yourself – Get Active! National Nursing Week (NNW) 2000 got people moving. NNW's objective was threefold: raise awareness and understanding of the physical and psychological benefits of increased activity levels for individuals of all ages; raise awareness of the role registered nurses play in educating clients in healthy active living practices; and remind nursing professionals of the necessity to heed their own sound advice, to take care of themselves and include physical activity in their daily routine. CNA received \$100,000 from Health Canada to support this initiative and sponsorship from JEEP.

Nurses in Action

Political advocacy was a priority for CNA in 2000. CNA launched its grassroots network, Action 301, in June 2000 in preparation for the pending federal election. It was considered a tremendous success in terms of generating membership. CNA provided analysis of political platforms and provided support to nurses politically active. On 30 November, there were 414 members in 145 federal ridings. Numerous workshops and education sessions were conducted by CNA staff on the how to lobby effectively as well.

In connection with the election campaign, CNA published the brochure, *Putting Health First: A Nursing Plan for Canada*, which states that nurses are ready to act to help solve the health care crisis and want to respond to the trust given to them by Canadians.

An installment of the *Nursing Now* series, *Nursing is a Political Act – The Bigger Picture*, was published in the May issue of *CNA Today*. The paper explains the history of nursing activism, the potential pitfalls, and how to develop an effective lobbying strategy.

Public trust in nurses is maintained.

An internal trade agreement, *The Mutual Recognition Agreement of the Regulatory Bodies for Registered Nurses in Canada*, was signed by provincial/territorial nursing regulatory authorities in the spring of 2000. CNA worked with the registrars to achieve consensus on the terms of the agreement, which will allow Canadian nurses to move and work more easily within the country.

Recruitment

With the nursing shortage still growing, CNA is taking a leading role with other nursing and non-nursing groups as secretariat of *The Nursing Labour Market in Canada: An Occupational/Sector Study*. The goal of the study is to produce an integrated labour market strategy for the three regulated occupational groups in Canada (licensed practical nurses, registered psychiatric nurses and registered nurses).

As governments across the country step up their nursing recruitment efforts, a report commissioned by CNA revealed that Canada's new nursing graduates are having a tough time successfully integrating the workforce. *The Labour Market Integration of New Nursing Graduates in Canada (1986-1997)* was prepared by the Canadian Council on Social Development (CCSD) based on data from Statistics Canada's National Graduate Survey and the Follow-Up Graduate Survey.

Another paper in the Ethics in Practice series, *Working with Limited Resources: Nurses' Moral Constraints*, was published in the September issue of *CNA Today*. The paper provides advice to nurses on how to handle the stress and challenges of making ethical decisions when working within an environment where resources are limited.

After reviewing *Health Care in Canada 2000: A First Annual Report* from the Canadian Institute for Health Information (CIHI), CNA renewed its call for a national human resources strategy for the health care workforce. The figures released in the CIHI report support the urgency of the situation and provide planners with the information needed to make resource decisions about education and about professional workplaces now and into the future.

With the theme, *Positioning Nursing in the Next Millennium – Part II*, the Fourth National Nursing Forum (NNF) was the most spirited showing of nursing unity to date. Over 100 representatives from approximately 50 nursing organizations, educators, regulatory bodies, unions and students met on 17 June 2000 in Vancouver to discuss issues of concern, exchange ideas, build on the discussions of the November 1999 NNF and develop a nursing platform to position nursing in the next millennium.

CNA developed a discussion paper on collecting and coding clinical data regarding nursing practice. The paper proposes that nurses across Canada reach agreement on a foundational nursing classification system taking into account the following objectives: optimizing opportunities through collaboration with CIHI; and, standardizing nursing language across the country and the world.

The *Nursing Now* paper on *Cultural Diversity – Changes and Challenges* acknowledges that it is difficult for nurses to understand the way clients of various cultures think, feel and behave when it comes to matters of health. The paper appeared in the February issue of *CNA Today*.

Key Concepts for CNA Position Statement: Nursing Professional Regulation Framework were approved at the November 2000 board meeting; the concepts addressed a gap in the area of regulatory support. Increasingly, jurisdictions indicate that a national position is beneficial to support them in their regulatory work.

Nursing Now, *Telehealth: Great Potential or Risky Terrain?* appeared in the November issue of *CNA Today*, providing background information and presenting both sides of this rapidly expanding area of practice

The nursing profession achieves its full potential.

CNA published the *A National Framework for Continuing Competence Programs for Registered Nurses* in September 2000. The framework represents a consensus of all nursing regulatory bodies, including Quebec. Provincial/territorial bodies are currently at various stages of development in their continuing competence programs.

The exam that allows registered nurses in Canada to practise was revamped and renamed. The new exam called the Canadian Registered Nurse Examination (CRNE) will be the examination used by Canadian regulatory authorities (except in Quebec) to ensure applicants for registration possess the entry-level competencies required for safe and effective nursing practice. In conjunction with the new exam, CNA released the third edition of the *Canadian Prep Guide for the RN Exam* in February 2000, which included a CD version of the prep exam.

CNA maintained its web site with a total of 200,000 unique viewers 2000, and 1,582,968 pages viewed.

A redesign of *The Canadian Nurse* journal introduced Clinical Focus (Sept 2000) and On the Job (June 2000) columns. A new, separate French journal, *L'infirmière canadienne*, was launched in June 2000.



New leaders: CNA's elected officers, from left, Betty Gourlay, Associate Member Representative; Robert Calnan, President-elect; Marie Duffett and Barbara Shellan, Committee on Nominations; and, seated, Ginette Lemire Rodger, CNA President.

CNA published *From Silence to Voice: What Nurses Know and Must Communicate to the Public*, by Bernice Buresh and Suzanne Gordon. The forward puts it well in saying that the authors give nurses both, a manifesto calling on nurses to apply their courage and develop their skills to speak out forcefully and effectively to the public and in the media; and a practical step-by-step guide providing inspiring, confident approaches to increasing nurses' visibility and voice in media and policy arenas.

A unique four-party agreement between CNA, the Canadian Museum of Civilization, the Canadian War Museum and the National Archives of Canada will see more than 10,000 items previously held at CNA House relocated to the cultural institutions. Over the next few years, items in the Canadian Nursing History Collection will be digitized and linked together intellectually and electronically.



Dedication and boundless energy: Winner of the 2000 Jeanne Mance Award, Dr. Dorothy Pringle (second from left) accepts flowers from CNA President-elect Ginette Lemire Rodger (left), Lynda Kushnir Pekar, CNA President and Mary Ellen Jeans, CNA Executive Director (far right).

Meloche Monnex, CNA's affinity partner for auto and home insurance, expanded its program. CNA members are now able to buy life, health, dental, long-term disability and accidental death and dismemberment insurance. New affinity and merchandising programs were also launched with HealthSat, Systemes Info+, Saucony Grid Instep, and Sony Music Canada.

The 2000 CNA Biennial Convention, held in Vancouver in June, had a well-thought out combination of education sessions and activities. The meetings also had a sense of camaraderie and an incredible spirit of enthusiasm and devotion. Media coverage was 75 per cent higher than in 1998. The Jeanne Mance Award was presented to well-known nurse educator, Dr. Dorothy Pringle, just

prior to the opening of an overflowing exhibit hall boasting 70 booths. As well, for the first time, two pre-conference workshops were held (on Antimicrobial Resistance and the Self-Care Project). CNA's New President, Dr. Ginette Lemire Rodger was sworn in and Robert W. Calnan of British Columbia was voted President-elect.

CNA's Annual General Meeting took place during the convention's last day. A fee increase of \$2 in 2002 and \$4.50 in 2003 was approved, as well as other resolutions on strengthening CNA's Certification Program, and lobbying the federal government to implement a national framework for primary health care services.

The Canadian nursing profession contributes to the advancement of global health and equity.

An article appeared in *CNA Today*, November 2000, which described the activity of CNA's International Bureau (IB) over the past year and the fact that the IB has been refining the role that it plays nationally and internationally.

CNA's IB coordinates an electronic mailout of ICN mailings to all jurisdictions and associate/affiliate groups.

CNA President, Ginette Lemire Rodger, participated in the ICN Workforce Forum in Japan, September 2000 in collaboration with the Canadian Federation of Nurses Unions (CFNU). The CNA President met with nursing leaders from around the world to discuss new ways to deliver health services.

CNA represented ICN at the PAHO Directing Council and Regional WHO meetings in Washington, in September 2000.

The original target of \$75,000 for the Monument to Canadian Aid Workers was achieved (and surpassed). CNA and the project partners (PATH Canada and Canadian Red Cross Society) have planned the monument unveiling to take place in June 2001, with the aid of the Governor General.

CNA attended the International Nursing Satellite Meeting and the XIII International Conference on AIDS. CNA staff also coordinated the participation of Canadian Minister for International Cooperation, Maria Minna, at the AIDS conference, which was held in July in Durban, South Africa.

Two abstracts were presented at the Canadian Conference on International Health (CCIH) conference in November 2000 on Gender Equality, Nurses and International Development, and The Global Crisis in Health Human Resources

Canadian International Development Agency (CIDA) funding and support for CNA's Overseas Development Program was continued.

Ongoing progress and positive outcomes were achieved for projects with national nurses associations in Ethiopia, Indonesia, Vietnam, Nicaragua and Ecuador. Funding was also obtained from CIDA to support a technical exchange project with Brazil involving a Nursing Homecare Course.

A partnership was struck between CNA and the Canadian Public Health Association toward strengthening health services in Kosova.

CNA submitted and had accepted seven abstracts for ICN's 22nd Quadrennial Congress in Copenhagen to be held in June 2001. Staff also started work toward the organization of the ICN Workforce meetings to be held at CNA House in September of 2001.

CNA Certification

CNA's Certification Program continued to grow during 2000 with an eight per cent increase in the total number (8,867) of nurses who became certified. Also, perinatal was added to the list of certification specialties, and the first certification prep guide was published for the nephrology exam (guides are now available for all 11 specialty exams).

CNA's Certification Program Employer Recognition Award Program for 2000 went to Mount Sinai Hospital in Toronto.

Much was done to support the resolution of strengthening the CNA Certification Program, which was supported by membership at the June 2000 Annual General Meeting of CNA. A concept paper was developed that explores a new certification model; a new Advisory Committee on Certification was introduced that includes employer, union, consumer, and educational representatives.

CNA participated in a report released by the Nursing Credentialing Research Coalition (NCRC) in the United States that found that certification has a dramatic impact on the personal, professional and practice outcomes of certified nurses.