

IPAC Canada Strategic Plan: 2019 – 2021

IPAC Canada

Infection Prevention and Control Canada (IPAC Canada)/Prévention et contrôle des infections Canada (PCI Canada) is a not-for-profit voluntary association for those who are professionally or occupationally interested in the prevention and control of infections in all healthcare settings. Our mandate is to provide education, communication, networking, and advocacy on behalf of our members.

VISION:

No preventable infections for Canadians. Ever.

MISSION:

We inspire, nurture and advance a culture committed to infection prevention and control.

CORE VALUES:

Integrity: Principled, ethical and respectful in all our activities.

Collaboration: Open and inclusive in dealing with our partners and stakeholders.

Advocacy: Advance evidence-informed practices to protect our consumers –members, patients, healthcare providers, and the public.

Innovation: Creative and responsive in meeting membership's needs.

Leadership: Effective and accountable in proactively pursuing our mission.

BACKGROUND:

During the 2019-2021 Strategic Plan development process, participants were asked for their perspectives about the strengths, weaknesses, opportunities and threats for IPAC Canada.

Participants felt inspired by IPAC Canada's focus on patient/client/resident safety, and its diversity, caring, expertise, leadership, and networking. Additional strengths were identified as support of volunteers, mentorship, and the sharing of common goals.

Two main obstacles identified were a decrease in organizational financial support for IPAC education and low membership recruitment and engagement. The threats to our success as an IPAC-recognized organization included the reduction in healthcare budgets, travel restrictions, and ICP positions being undervalued as the 'go to' IPAC resource.

The opportunity is for IPAC Canada to increase member focus resulting in better recruitment and engagement, to strengthen established partnerships, and increase our profile through new partnerships and advocacy.

The vision of IPAC Canada in the future is a strong, financially secure, and responsive association because of its expertise and resources. Its profile will increase both nationally and internationally and it will help to drive the political agenda for health care.

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Our three strategic directions are to: inspire brand awareness, nurture member value and engagement, and advance advocacy and partnership. In moving forward, one key strategic focus for us as an organization will be our shared understanding of our Vision, Mission and Values.

Figure 1: Visual of IPAC Canada Strategic Plan 2019-2021



Figure 1: Depicts how communication and fiscal responsibility are embedded into our three strategic directions (Brand Awareness, Member Value/Engagement, and Advocacy and Partnership).

Strategic Direction 1: INSPIRE BRAND AWARENESS

The promotion of the brand of IPAC Canada is crucial to increasing its profile for national and international recognition as a leader in the science and practice of infection prevention and control.

GOAL:

IPAC Canada will increase brand awareness, its value and benefits internally and externally for clarity and impact. We will focus on:

- Developing a comprehensive communications plan to raise brand awareness
- Preparing the Canadian Journal of Infection Control (CJIC) for PubMed indexing
- Gathering information on members' needs and preferences to inform communications strategy and planning
- Increasing awareness of IPAC Canada as the Canadian voice of IPAC

MEASUREMENT OF SUCCESS:

IPAC Canada will determine success through the monitoring of membership registrations, social media response, and media uptake. IPAC Canada will see success in preparing CJIC for PubMed indexing.

Strategic Direction 2: NURTURE MEMBER VALUE AND ENGAGEMENT

IPAC Canada recognizes its diverse membership who require the following: tools to create success in their practice; a mentorship program to assist new Infection Prevention and Control Professionals (ICPs); growth in leadership skills; and an opportunity to gain from the experience and networking available through chapters, interest groups, and sub-committees.

GOAL:

Clarify the value of IPAC Canada membership and increase engagement for growth and sustainability through:

- Assessing the core value proposition for IPAC Canada for members and stakeholders through regular, short surveys to determine improvement in addressing member needs and by membership satisfaction
- Providing current, timely and relevant knowledge that is accessible to members through:
 - a. Promotion of the Mentorship Program information such as an info graphic that includes links to more information and documents
 - b. Encouragement to all chapters to promote the Mentorship Program
- Improving and facilitating communication via the Communication Plan to address concerns on the delivery of information
- Building capacity by encouraging succession plans at chapter level and at the national level
- Generating unique, knowledge-based tools through the following activities:
 - i. Creating critical appraisal statements without duplicating initiatives such as position statements on unique topics
 - ii. Launching and promoting the Audit Tool App
 - iii. Based on mega survey data, develop new and unique audit tools
 - iv. Review website for immediate and long term revisions
 - v. Continue to schedule practice-based webinars

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MEASUREMENT OF SUCCESS:

Through surveys and interaction with chapters, IPAC Canada will determine from its members that valuable current resources for use in practice as well as opportunities for leadership success are provided. Increased membership and engagement will attest that IPAC Canada is the smart way to advance infection prevention and control.

Strategic Direction 3: ADVANCE ADVOCACY AND PARTNERSHIP

IPAC Canada has a significant role in advocacy of the practice and profession of infection prevention and control. This is accomplished through collaboration with healthcare partners, government, other associations and industry.

GOAL:

IPAC Canada will strengthen advocacy and partnerships for increased influence and impact. To do this we will:

- Identify new network champions and partners to advance the work of IPAC Canada consistent with IPAC Canada's core values and strategic priorities
- Strengthen existing partnerships to collaborate in the advancement of the work of IPAC Canada.
- Advocate for a National Surveillance System by:
 - i. Collaborating with key partners and organizations to advocate for federal/provincial/territorial adoption of standardized case definitions
 - ii. Lobbying provincial and federal politicians to support a national surveillance system
 - iii. Identifying networks, champions, and partners to endorse and continue to develop options for the national surveillance system

MEASUREMENT OF SUCCESS:

IPAC Canada will continue to have strong working relationships with partners who are cognizant of our vision, core values, strategic priorities, and our role in promoting safe health care in Canada. We are sought out as the national voice of infection prevention and control. This success is shared with our members who work side-by-side with us to advance our mutual goals.

IN SUMMARY....

Foundational to our success are consistent and transparent communication and fiscal responsibility. We rely on our members' participation at the chapter level, in working groups, and on various committees to support the work of IPAC Canada. As we move through our next three years, IPAC Canada will continue to strengthen its foundation, and focus on strategic achievements that support our Vision: "No preventable infections for Canadians. Ever!"

IPAC Canada –

The smart way to advance infection prevention and control best practice every day.