

IFNA Position Statements Dissemination Plan
drafted by the
IFNA Communications Committee

Key Message: The International Family Nursing Association has developed two Position Statements for nursing practice with families and for family nursing education of pre-licensure students: <http://bit.ly/1gZLoNx>

The Position Statement on Pre-licensure Family Nursing Education aims to assist international nurse educators by defining family, family nursing education, and the International Family Nursing Association (IFNA) position on the inclusion of family nursing education in all prelicensure nursing education programs worldwide.

The Position Statement on Generalist Competencies for Family Nursing Practice provides competencies for undergraduate level or generalist level nurses to guide nursing practice when caring for families and provide a focus for nursing education.

Health care leaders refer to practitioners, educators, administrators, and health care institutions who can positively influence the adoption of family nursing practice and family nursing education guidelines.

Recommended Hashtags: #IFNAorg, #familynursing, #familyhealth, #familyhealing

Strategies for IFNA Members

Encourage IFNA members to send Key Message and URL for IFNA Position Statements to *health care leaders* through online communication to encourage dissemination.

Encourage IFNA members to send Key Message and URL for IFNA Position Statements to *health care leaders* through Twitter Posts and other social media channels to encourage dissemination.

- SAMPLE Tweet: To name of recipient. @IFNAorg Position Statements on #FamilyNursing Competencies and Education. Please disseminate: <http://bit.ly/1gZLoNx>

Strategies for IFNA BOD

Encourage each IFNA BOD member to send Key Message and URL for IFNA Position Statements to *health care leaders* such as Deans, Directors, state/provincial Health Care Leaders, faculty colleagues, and students through online communication and social media channels.

IFNA President to send online communication with Key Message and URL to all addresses curated by the IFNA Resource Advancement Committee and ask that the email be circulated/forwarded to *health care leaders* concerned with generalist nursing practice and education.

IFNA President to direct work to curate lists of influential international and national nursing organizations and send online communication with Key Message and URL. Request that the email be circulated/forwarded to their key *health care leaders*.

[Suggestion from Catherine Gilliss: *Nursing Outlook is the organ of the American Academy of Nursing. They have pages devoted to AAN policy and the guidelines developed by their expert panels. Maybe Kit or Kathy K or Kathy S could take the materials to the appropriate Expert Panel for their sponsorship for publication in the journal in AAN's pages. Could be a long shot – but I am not sure anyone has ever asked.*]

Strategies for IFNA Standing Committees

Encourage each IFNA Standing Committee member to send Key Message and URL for IFNA Position Statements to *health care leaders* such as Deans, Directors, state and provincial health administrators, faculty colleagues, and students through online communication and social media channels.

Strategies for IFNA Communications Committee

Develop strategies to encourage and follow-up dissemination of IFNA Position Statements to nursing and non-nursing *health care leaders* around the world:
#familynursing, #familyhealth, #familyhealing

Lead the way by example in the use of IFNA social media channels and personal online and social media channels to promote the IFNA Position Statements to a wide audience of *health care leaders*.

Ensure IFNA website content related to the IFNA Position Statements and their translations is current and accurately IFNA branded, water marked, and cited.

Develop announcement about IFNA Position Statements to be posted in the *Journal of Family Nursing* and other nursing and non-nursing journals related to family health/family healing.