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| <p>IFNA Agenda Communications Committee Conference Call</p> <p>Date: May 21, 2020</p> <p>Time: 12 noon to 1:30 pm Eastern Daylight Time</p> | <p>IFNA Communications Meeting</p> <p>Please join my meeting from your computer, tablet or smartphone. https://global.gotomeeting.com/join/202249366</p> <p>You can also dial in using your phone. (For supported devices, tap a one-touch number below to join instantly.)</p> <p>United States: +1 (213) 493-0014 - One-touch: tel:+12134930014.202249366#</p> <p>Access Code: 202-249-366</p> <p>More phone numbers: (For supported devices, tap a one-touch number below to join instantly.)</p> <p>Canada: +1 (647) 497-9373 - One-touch: tel:+16474979373.202249366#</p> <p>New to GoToMeeting? Get the app now and be ready when your first meeting starts: https://global.gotomeeting.com/install/202249366</p> |
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The Mission of the International Family Nursing Association (IFNA) is to Transform Family Health by:

1. Serving as a unifying force and voice for family nursing globally;
2. Sharing knowledge, practices, and skills to enhance and nurture family nursing practice; and,
3. Providing family nursing leadership through education, research, scholarship, socialization and collegial exchange on all aspects of family nursing.

Committee Duties and Responsibilities (per the IFNA Bylaws)

- Responsible for the development of the infrastructure that assures effective communication among members and timely dissemination of information
- Oversee and update the various IFNA communication and social media channels
- Shall be in frequent communication with the Board of Directors, or its Board liaison, regarding on-going work of the committee.

Terms of Reference (2018)

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| Attendees: | Janice Bell, Joel Anderson, Debbie Zaparoni, Paula Nersesian, Michelle Franklin, Wendy Looman, Wilma Schroeder, Damien Stewart |
| Unable to Attend: | Tracie Risling has resigned from the committee |
| Guests: | |
| Minutes compiled by: | Wilma Schroeder |

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| Agenda Topic: | Approval of minutes Completed by consensus |
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| Agenda Topic: | Activities of Communications Committee since last meeting on March 19 |
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| <p>Discussion:</p> | <p>a. The NEW IFNA President and President Elect Statement about the COVID-19 Pandemic was posted on the homepage of IFNA website, an announcement was sent through the IFNA Listserv and on Constant Contact, and is being tweeted: https://internationalfamilynursing.org/2020/03/27/covid-19-pandemic-ifna-president-and-ifna-president-elect-offer-a-message-to-members/</p> <p>Joel created a form that was embedded in the statement above to receive IFNA member input re: "your experiences, your observations, and your work with patients, with families, and in assisting patients in connecting with families through this pandemic"</p> <p>https://docs.google.com/forms/d/e/1FAIpQLSdpSgEvdK9TCg_-E2kKtB4ntG2ZiDNgdSO_cyDFtDs0l77Vfw/viewform</p> <p>b. A NEW page was created on the IFNA website to archive COVID-19 Family Nursing Resources specific to specific to families, nurses, and family nursing: https://internationalfamilynursing.org/association-information/covid-19-family-nursing-resources/.</p> <p>c. A NEW page was created on the IFNA website for the IFN Foundation: https://internationalfamilynursing.org/ifn-foundation/</p> <p>d. The family conferences page of the IFNA website was revised numerous times to account for several conference cancellations and revisions due to COVID-19: https://internationalfamilynursing.org/resources-for-family-nursing/family-nursing-links/family-nursing-conferences/</p> <p>e. New IFNA Position Statement on Planetary Health and Family Health (developed by Wendy Looman, Paula Nersesian, and Katie Huffling) was launched on April 22, 2020: https://internationalfamilynursing.org/2020/04/18/ifna-position-statement-on-planetary-health-and-family-health/. The new IFNA Position Statement was uploaded to IFNA website and promoted through all IFNA social media channels; IFNA blog post related to the new position statement was also uploaded and promoted: https://internationalfamilynursing.org/2020/04/21/planetary-health-matters-for-families-a-call-to-action-for-family-nursing/. IFNA now has 5 IFNA Position Statements to actively promote through all of the IFNA social media channels.</p> <p>f. Paula and Janice recruited and developed 3 IFNA member news posts featured on the IFNA website and shared through IFNA Twitter and IFNA LinkedIn. Invitations to over 15 IFNA members have been sent since late March.</p> <p>g. Dissemination of IFNA Position Statements was updated by Janice: https://internationalfamilynursing.org/2018/07/27/dissemination-of-ifna-position-statements/. (IFNA Practice Committee has developed a process through which they will report new publications and dissemination efforts related to the Generalist and Advanced Practice Position Statements).</p> <p>h. Janice developed and distributed a brief IFNA Newsletter through the IFNA listserv in late April 2020: https://internationalfamilynursing.org/wordpress/wp-content/uploads/2020/05/IFNA-Newsletter_April-2020.pdf</p> <p>i. Several promotional tweets and LinkedIn messages were sent prior to and after the Florence Nightingale 200th Birthday Celebration hosted by IFNA President, Sonja Meiers on May 11 and May 12, 2020.</p> <p>j. All IFNA Communications Committee Minutes have now been posted on the IFNA website (thank you Wilma and Debbie).</p> |
| <p>Follow up:</p> | <p>N/A</p> |

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| Deadline: | |
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| Agenda Topic: | Brief report from IFNA BOD – Wendy Looman |
| Discussion: | <ul style="list-style-type: none"> • Focus has been on strategic planning. Co-chairs will receive information about next stage soon. • Elections – Wendy’s term on the BOD is ending so we will get a new liaison person • Practice committee is working on developing short video or podcasts about the work they do with families in their countries. We will work with them on dissemination of these. |
| Follow up: | <ul style="list-style-type: none"> • N/A |
| Deadline: | |

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| Agenda Topic: | Brief report from IFNA office – Deb |
| Discussion: | <ul style="list-style-type: none"> • Working on IFNC15. Have invited 3 keynotes. Call for abstracts will be going up soon. At this point moving forward with it being an in-person conference with awareness that may need to change. They are investigating platforms for virtual conferences. • Also working with strategic plan. • Sonja Meiers and Sandra Eggenberger were interviewed by a TV station, and the clip can be seen here https://www.keyc.com/2020/05/14/collaboration-designed-spread-family-nursing-philosophy/?outputType=apps |
| Follow up: | <ul style="list-style-type: none"> • N/A |
| Deadline | |

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| Agenda Topic: | Brief report from Damien |
| Discussion: | <ul style="list-style-type: none"> • Uptick in traffic on website by about 200 new users (7%). This has been slowly going up over the past two years. Everything is up in all the stats. • Bounce rate on mobile is also up which means people don’t spend as much time on the site on mobile devices as they do on desktop or laptop. Damien will look into whether changes on the mobile site are needed. • Most visits (70%) come from search engines, another 15% direct from the URL, the rest from referral, and smallest percentage from social media, about 5%. • The more posts on the website, the more Google will give it a higher ranking in searches. |
| Follow up: | <ul style="list-style-type: none"> • Everyone continue with regular posts, Damien continue with audits. |
| Deadline: | |

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| Agenda Topic: | Old business |
| Discussion: | <ul style="list-style-type: none"> • Bi-monthly Newsletter distributed through IFNA listserv: - next one will be in June. Several comments in replies indicated people liked this. • Development of IFNA Communications Plan 2020/2021 - progress report • Proposed Policy re: Communication of Family conferences/workshops on IFNA website • Update re: Conference Photo Gallery – lots of photos. |

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| | <ul style="list-style-type: none"> • Shared responsibility for IFNA Twitter – schedule currently goes into August. The scheduling is working well. • Recruitment of IFNA member news |
| Follow up: | <ul style="list-style-type: none"> • Next newsletter in June, continue to monitor response from members. • JA to send Communications Plan progress report to everyone. • Everyone let JMB know of any conferences related to family. • JMB and DS will continue to work on organizing the photo gallery. • Everyone continue to submit news items |
| Deadline: | |

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| Agenda Topic: | New business |
| Discussion: | <ul style="list-style-type: none"> • Continue promotion of new IFNA Position Statement on Planetary Health and Family Health and related blog post • IFNC15 timelines and promotion • Recruit new blog posts |
| Follow up: | <ul style="list-style-type: none"> • As above, everyone continue with these. |
| Deadline: | |

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| Agenda Topic: | <p>Future Meetings.</p> <p>Decision to hold IFNA Communications Committee meetings on the 3rd Thursday of the month.</p> <p>Remaining Meeting schedule for 2020:</p> <p>No meetings June 2020; July 2020; August 2020</p> <p>September 2020-meeting time TBA</p> |
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