

<p>Minutes IFNA Communications Committee Conference Call</p> <p>Date: Mar 18, 2021</p> <p>Time: 5 pm Eastern Standard Time</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)

Attendees:	Janice Bell, Debbie Zapanoni, Paula Nersesian, Wendy Looman, Joel Anderson, Damien Stewart
Unable to Attend:	Michelle Franklin, Junko Honda
Guests:	None
Minutes compiled by:	Wendy Looman

Agenda Topic:	1. Member check-in
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Agenda Topic:	2. Approval of minutes - deferred to next meeting
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Agenda Topic:	3. Activities of the committee since last meeting:
Discussion:	<p>a. From February 17, 2021 - March 16, 2021 40 tweets and 25 LinkedIn messages were posted related to IFNC15, IFNA member news, and IFNA resources.</p> <p>b. Nine new IFNA Student Engagement Group member posts have been added to the IFNA website, including students who have received support from the International Family Nursing Foundation to participate in IFNC15 (N=17 students from 10 countries).</p> <p>c. Feedback was provided by Joel and Janice about the IFNA Membership Accomplishment Survey to be sent out to IFNA members from the IFNA BOD and IFN Foundation.</p>

	<p>d. IFNC15 influencers have been tracked on Symplur and showcased in 2 IFNA tweets.</p> <p>e. IFNC15 Social Media Toolkit has been developed and posted with live Twitter links: https://internationalfamilynursing.org/ifnc15-social-media-toolkit/ [please note and share Joel's clever infographic widely]</p> <p>f. IFNC15 Social Media Toolkit has been shared with all IFNC15 country liaisons and Country coordinator liaisons via email (March 7).</p> <p>g. Pot of Gold fundraising initiative for IFNC15 is being shared through the IFNA social media channels.</p> <p>h. Proposal for special IFNA grant to update the IFNA website was successfully funded. ☆</p> <p>i. Call for IFNA 2021 Awards was revised and the deadline for nominations (April 2, 2021) is being shared through all of the IFNA Social Media channels: https://internationalfamilynursing.org/ifna-membership/nomination-process-for-ifna-awards/.</p> <p>j. Joel and Janice met with Simon Stones, Veronica Swallow and Veronica Lambert to discuss IFNA UK/Ireland Chapter website on March 16, 2021 and discuss collaboration of communication between these two IFNA entities.</p> <p>k. Plans are underway to upload Marcia Van Riper's 2020 Powerpoint as a PDF flip book about family nursing and feature it as a blog post.</p> <p>l. Citation data to IFNA Position Statements has been collated and updated:</p> <ul style="list-style-type: none"> • Position Statement on Pre-Licensure Education: 18 • Position Statement on Graduate Education: 8 • Position Statement on Generalist Practice: 74 • Position Statement on Advanced Practice: 49 • Position Statement on Planetary Health and Family Health: 2
Follow up:	Continue the excellent work of the committee
Deadline:	N/A

Agenda Topic:	4. Report from IFNA BOD – Junko Honda (IFNA BOD liaison to the IFNA Communications Committee) - sent via email in advance due to Junko's absence.
Discussion:	<p>a) Grants: three were funded included our Communications Committee.</p> <ol style="list-style-type: none"> a. A Global Shift in Family Nursing Practice (Practice Committee with members also on the Research and Education Committees) b. IFNA Website Update: Ensuring High Quality Communication within Our Global IFNA Community and Beyond (Communications Committee) c. Fathers experience in families with a child with a chronic illness: A systematic review (Research Collaboration Sub-Committee / Pediatric Research Cluster) <p>b) Networking Events Planning for the virtual networking events March 16 / 17th. Registration is 37 for March 16th and 30 for March 17th.</p> <p>c) Offering a reduced rate for Chapter members: chapter members would be charged a membership rate of \$75 for two years</p> <p>d) IFN Foundation This year they are supporting 17 IFNA Student members by paying their conference registration. Winners represent 10 different countries.</p>

	<p>e) The call for the IFNA Awards went out on the 2nd March https://internationalfamilynursing.org/ifna-membership/nomination-process-for-ifna-awards/ and will close on April 2, 2021.</p> <p>f) Current IFNA Membership 389 Active Members (357 Last Month) 37 New members February 2021 (42 in January) 39 Countries represented</p> <p>g) The deadline for the Call for Nominations is Monday, March 22nd.</p> <p>h) A successful IFNA Nominating Committee Webinar was held Tuesday, 16th February at 7 am EST with strong Board representation and approximately 20 participants.</p> <p>i) Pot-of-Gold Challenge was started. The roll-out of the POG Challenge to IFNA members begins the week of March 8 and continue through the conference. (Resource Advancement Committee) Our committee needs to promote the Pot-of-Gold Challenge!</p>
Follow up:	None
Deadline:	N/A

Agenda Topic:	5. Report from IFNA Office – Debbie Zaparoni
Discussion:	<ul style="list-style-type: none"> • Late-breaking call for abstracts - will be reviewed, program in progress • Calls for nominations and awards are out • Early registration deadline ends April 2, then cost increases. Currently at 160 registrants (ahead of past), though fewer abstracts submitted • Pre-conference communication is out for keynotes, expert lectures, presenters, etc. • Recent networking sessions on Airmeet - fewer participants than they had hoped for, (12 and 15) good reviews of the platform. More sessions will be coming in the future to showcase the committees (e.g. each committee would be in the networking lounge, available to meet with people interested in the committee's work), more speed networking • Workshop only option for conference - in the works • DZ: Survey of IFNA members on accomplishments was distributed, results may be useful to communications committee to showcase member accomplishments in messaging
Follow up:	Joel, Janice and Debbie to discuss plan for implementing grant award to committee
Deadline:	N/A

Agenda Topic:	6. Brief report from Damien Re: IFNA reach statistics
Discussion:	<ul style="list-style-type: none"> • Previous month stats compared to 2020 (Feb 17-March 17) - all increased year over last, users, new users, sessions and page views • Next month: similar stats last year, he predicts continued improvement over last year. • Comparing to 2019: also improved, more new users, new visitors to the site. • Seem to be recovering post-COVID. • Possible reasons for improvement: more networking with UK chapter? People more comfortable online? Increased engagement in anticipation of virtual conference?
Follow up:	Damien will send usual report for inclusion with the minutes.
Deadline	N/A

Agenda Topic:	7. Old business:
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	<ul style="list-style-type: none"> • IFNC Photo Gallery project: Janice Bell (still in progress) • Recruitment of IFNA member news: Janice Bell (Frank Kiwanuka, Finland??; Kyoko Kobayashi, Japan - completed). Follow up Australia/New Zealand Chapter members (N=10). • Recruitment of IFN Foundation student recipient news posts (N=17 student IFNA members): Janice Bell • IFNA Student Engagement Group update: (not addressed this time as Michelle was unable to attend) • Wendy and Paula to develop a series of blog posts that feature the IFNA Position Statement on Planetary Health and Family Health
Discussion:	<ul style="list-style-type: none"> • See above
Follow up:	<ul style="list-style-type: none"> • Continue work as agreed
Deadline:	N/A

Agenda Topic:	8. New business – Planetary health and promotion of position statement, ongoing social media presence
Discussion:	<ul style="list-style-type: none"> • Simon Stones from the IFNA UK/Ireland Chapter has developed an infographic for the IFNA Twitter Chat he will moderate on April 22, 2021 focused on Planetary Health which will highlight our IFNA Position Statement on this topic. He has revised the infographic to feature Eastern Daylight Time (EDT). This coincides with Earth Day 2021 – the theme of which is Restore our Earth. • Click the following link to review the tweet chat outline (see also the table below the minutes for schedule*): https://drive.google.com/file/d/18AgWdTOFMLn6_63K6nv5UeP9o-Fe7udN/view?usp=sharing • Chat will use the hashtag #IFNAUKIreland. • Paula is available to participate in the Twitter chat, Wendy is not • Joel can add info on the chat in the website, and he will send tweets to promote the chat • Joel can use Hootsuite to pre-program responses from the IFNA account in response to the questions in the chat • Paula - hiring a student in preparation for the conference presentation, with mentoring the student may be able to support this work.
Follow up:	Wendy and Paula to send Joel specific points about the twitter chat questions, Joel will set up pre-scheduled responses Wendy and Joel will share information with networks (others will do this as well)
Deadline:	Tweet content from Wendy and Paula due to Joel by April 15

Agenda Topic:	8.1 Report from Research Committee liaison (Paula)
Discussion:	<ul style="list-style-type: none"> • Active interest in making research content on the website more robust, some members willing to be beta users, maybe have new members and students serve as testers? • Committee has been discussing specific content that could be updated • They wondered if there was any information or content that needs to be behind a paywall? Intellectual property issues? • Discussion within the R. committee about the need for IFNA income generation, noted that some orgs like ISONG have paid webinars - could this be an income generator for IFNA? (DZ noted that paid webinars not always well-attended, archived webinars are

	<p>not frequently requested. These are generally free to IFNA members, nominal fee for non-members.)</p> <ul style="list-style-type: none"> • Research committee may be interested in developing a position statement on family nursing research.
Follow up:	Paula continues to work with this group and will keep the committee informed. Revisit the idea of webinars for IFNA in the future.
Deadline:	N/A

Agenda Topic:	8.2 New business – Call for nominations
Discussion:	Need to increase promotion
Follow up:	Janice will post a notice on Twitter and LinkedIn
Deadline:	Deadline for the Call for Nominations is Monday, March 22nd

Agenda Topic:	<p>Future Meetings:</p> <p>April 15, 2021: Time: 5 pm Eastern Daylight Time.</p>
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*Tweetchat outline (time in BST/GMT+1, for EDT time start at 14:35):

1	What does the phrase 'planetary health' mean to you?	19:35
2	What should we teach future nurses* about the relevance of planetary health to family health?	19:50
3	How can nurses inform the public, including policymakers, about the impact of planetary health on family health?	20:00
4	How would nurses assess families through a planetary health lens in practice?	20:10
5	How can nurses minimise their organisation's negative impact on the planet through sustainable practices?	20:20