

## IFNA/Glen Taylor Nursing Institute for Family and Society Collaboration Agreement

GOALS	Proposed Specific Initiatives	Workload	Responsible Party
<p>To recognize the Glen Taylor Institute for Family and Society (hereafter the Institute) for their ongoing mission of “Advancing family and societal health and healing through education, research and practice”.</p>	<ul style="list-style-type: none"> <li>• Promotion of specific activities of the Institute to IFNA members and on the IFNA website</li> <li>• Create Institute Hashtag/QR codes to drive traffic</li> <li>• Host a Twitter chat surrounding the Institute’s work</li> <li>• Enduring recognition of financial support of the Institute on IFNA Website</li> </ul>	<p>Notices on website, to members, on social media, to listserv</p> <p>Collaborate with Institute to determine hashtags and which URLs to highlight through QR codes.</p> <p>Identify a twitter-savvy person from Institute, determine optimal date/time for chat</p> <p>Identify tagline for universal project support that will go on every product produced during collaboration</p>	<p>IFNA Headquarters with content from IFNA and Institute</p> <p>IFNA Headquarters and Institute</p> <p>IFNA Communications Committee, IFNA Headquarters, and Institute</p> <p>Institute to determine the messaging and IFNA Headquarters to ensure continual recognition over time.</p>
<p>To recognize IFNA Committees and their work toward the IFNA Vision of “Nurses transforming health for families worldwide”.</p>	<ul style="list-style-type: none"> <li>• Call for Committee Grant Project Applications focusing on promoting IFNA’s mission, vision, and values:               <ul style="list-style-type: none"> <li>○ Objective of project</li> <li>○ Plan for achieving objectives</li> </ul> </li> </ul>	<p>IFNA Board in conjunction with IFNA committee chairs. IFNA Headquarters to provide support for application design, distribution and collections of applications.</p>	<p>IFNA Board or Ad Hoc Committee IFNA Headquarters Committee Chairs</p>

	<ul style="list-style-type: none"> <li>○ Anticipated project outcome</li> <li>○ Project budget aligned with objectives</li> <li>○ IFNA Committees to host possible Twitter chats pertaining to their area/project</li> <li>● Call for Educational resources/written resources</li> </ul>	<p>IFNA Board to establish Ad Hoc committee to review project applications IFNA Headquarters to coordinate with each committee that is interested in holding a Twitter Chat/scheduling and marketing.</p> <p>IFNA Board to work with committees to determine responsible parties for this materials collection or development</p>	<p>IFNA Headquarters</p> <p>Twitter Lead</p> <p>IFNA Board IFNA Committees IFNA Headquarters</p>
<p>To highlight nurses transforming health for families worldwide</p>	<ul style="list-style-type: none"> <li>● Testimonials <ul style="list-style-type: none"> <li>○ Institute members / family testimonials</li> <li>○ IFNA messaging through social media posts</li> <li>○ IFNA messaging creating and posting YouTube videos of nurses / families</li> </ul> </li> </ul>	<p>IFNA Headquarters coordination with Board, committee, members and video marketing firm (optional).</p> <p>IFNA Board to develop messaging options.</p> <p>Social media coordination</p>	<p>IFNA Board and members IFNA Headquarters to coordinate</p> <p>IFNA Communications Committee or IFNA Headquarters</p>



<p>To promote the Year of the Nurse and Midwife and launch the Decade of the Family Nurse</p>	<ul style="list-style-type: none"> <li>• Plan brief webinar IFNA Celebration/Toast in honor of Florence Nightingale’s birthday, Tuesday, May 12, 2020</li> <li>• Create IFNA hashtags/QR Codes to drive traffic</li> <li>• Top 10 lists creation with messaging:             <ul style="list-style-type: none"> <li>○ Ways for families to work with their family nurse</li> <li>○ Synthesis of evidence of family nursing impact on health outcomes</li> <li>○ Ways for nurses to engage families in patient care</li> </ul> </li> </ul>	<p>IFNA Board. Potential Kick-off event.</p> <p>IFNA Headquarters to manage logistics.</p> <p>Same as Goal 1</p> <p>Offer contents to spark committee engagement with ideas they have for these ‘list’ project.</p> <p>IFNA Research Committee</p>	<p>IFNA Board, committees, and IFNA Headquarters global initiative</p>
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