



STRATEGY 2009-2014

MISSION STATEMENT

The mission of the British Association of Neuroscience Nurses (BANN) is to support and enhance the development of competence in neuroscience nursing through education, exchange of information, evidence based practice and research.

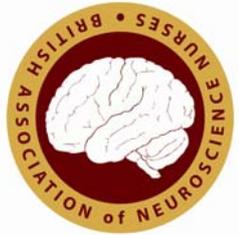
The vision of BANN is to be a leading authority inspiring passion in nurses to create a future for the speciality

Optimal patient outcomes require nursing to be pivotal in the delivery of a comprehensive framework for neuroscience care with the value of the nursing contribution to the multi-disciplinary aspects of neuroscience care acknowledged as central in healthcare provision.

This strategic plan aims to establish a solid foundation for the future, serving to set the direction and priorities for the association. The realisation of this strategy will only be possible with the support and participation of all members and other healthcare professionals involved in the care of the neuroscience patient.

GOALS

1. Nursing care will always be delivered by competent neuroscience nurses.
2. The services of BANN will always be available to every nurse caring for a patient with a neurological disorder.
3. Ensure Neuroscience nursing knowledge and skills are available to all nurses in the UK.
4. BANN will influence local, national and international policy, strategic direction and decision making in the field of neurosciences.



Nursing care will always be delivered by competent neuroscience nurses

Critical Issues

- Patients requiring neurological or neurosurgical care do not always have access to qualified neuroscience nurses or a speciality neurosciences bed.
- Inequalities exist in the distribution of specialist neuroscience nursing care across the UK.
- There are inequalities in the provision of post registration neuroscience nursing education & training.
- Current neuroscience services do not always meet the needs of the patient.
- The value of theoretical and educational preparation of neuroscience nurses is not always recognised.
- There is limited published and unpublished evidence to support the delivery of Neurosciences nursing care.

Priorities for Action

- Advance the neuroscience nursing contribution to improve the quality of care outcomes, reinforcing the value of nursing to the public through projects such as nEUoblend and involvement in NICE consultations.
- Support continuing and post-qualifying education in neuroscience nursing care for nurses in all healthcare settings through the annual conference, travel and study grant, consultation and network for educationalists.
- To develop a fundamental and generic competency framework linked to KSF for neuroscience nursing practice.
- Actively support the National Neurosciences Benchmarking Group through participation, financial support, marketing, encouraging membership of the group and the utilisation of benchmarks in clinical practice and their publication.



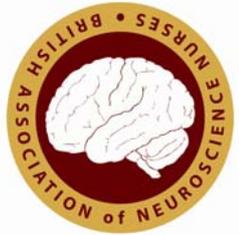
The services of BANN will always be available to every nurse caring for a patient with a neurological disorder.

Critical Issues

- BANN is underutilised as a resource by the Neuroscience nursing community.
- Patients with Neurological conditions may be cared for by non neuroscience nurses in general clinical and community settings.
- BANN has limited financial and personnel resources, however, there is a wealth of expertise within the membership and Board.

Priorities for Action

- Identify and secure resources to promote the Association through marketing, sponsorship and membership.
- Develop, maintain and action a short, medium & long-term strategy of relevance to Neuroscience Nurses.
- Optimise current means of disseminating information through the on-going development and maintenance of the web-site, strategy, annual report, conferences and newsletter.
- Develop stronger links between BANN and other nursing associations and professional bodies.
- Develop and maintain a comprehensive infrastructure to support the activities of the association.



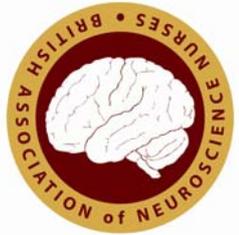
Ensure Neuroscience nursing knowledge and skills are available to all nurses in the UK.

Critical Issues

- There is a limited evidence base available.
- There is limited neuroscience nursing research activity.
- Distribution and implementation of knowledge of how to utilise research results in practice is limited, including publication.
- There are limited funds available for nursing research.
- Inconsistencies throughout the country in the implementation of KSF

Priorities for Action

- Prepare a position statement on the value of research utilisation.
- Identify the research priorities for neuroscience nurses.
- Establish and maintain a network of nurse researchers providing the opportunity to conduct research.
- Promote the sharing of information from research studies and ongoing research activity.
- Identify resources to support nursing research activities.



BANN will influence local and national policy, strategic direction and decision making in the field of neuroscience.

Critical Issues

- Lack of representation / involvement at National and International bodies.
- Limited recognition by other professional bodies.
- Limited financial and personnel resources within the Association.
- At present there is limited public awareness of the role of professional nursing organisations such as BANN and the influence they can have on healthcare.

Priorities for Action

- Establish appropriate representation on National and International bodies.
- Encourage and support all Neuroscience nurses to be ambassadors for BANN and the specialty.
- Establish a marketing strategy.



ACTION PLAN

Time scales - Short term = up to 12 months Medium = 1-2 years Long = 2- 4 years

Action	Timescale	Leader	Outcome / success criteria
Publish a strategic plan for 2009-2014.	Immediate	Anne Preece	Publication
Regular Board meeting: face to face, telephone and email to discuss relevant issues proactively and as they arise.	Short / Immediate	Anne Preece, Andrew Carter All Board Members	Minutes or meetings recorded and available
Explore the benefits of BT <i>Meetme</i> at course.	Immediate	Kate McArdle	Full use of system at conference calls
Assess access to BT Live Meeting on work PC's to enable document viewing on conference calls.	Short	All Board Members	BT Live meeting used in conference calls to allow everyone to view same document or presentation
Streamline and improve membership communications by compiling email contact list.	Short	Dee Cope All Members	Full mailing list compiled
Establish on-line subscription and payment.	Short to Medium	Mary Braine, Dee Cope and Web builders	
Web site re-launched in 2009.	Short / Ongoing	Mary Braine and all Board members	Increased frequency of members and others accessing the web page



Action	Timescale	Leader	Outcome / success criteria
Development of member's intranet.	Short / Ongoing	Mary Braine and all board members	Separate members page developed
Actively promote website in all BANN communications.	Short and Ongoing	Shanne McNamara All board members	Increased access to web page
Encourage and promote membership to the board through mentoring, shadowing and succession planning.	Short to Medium	All BANN members to discuss at AGM	Increased numbers of people standing for election to Board
To ensure the success of annual conferences these will be hosted by Board members for the foreseeable future. Each conference will be held in collaboration with the host Trust, board member and BANN board.	Immediate and Ongoing	All Board members 2009 – Mary Braine 2010 – Andrew Carter	Increased attendance at conferences Improved and timely information about pending conferences Improved sponsorship at meetings
Secure sponsorship for prizes for best paper and poster at conferences to celebrate success and demonstrate excellence.	Short Achieved in 2009	All Board members	Recurrent sponsorship



Action	Timescale	Leader	Outcome / success criteria
Encourage advertising of study days, conferences and courses related to Neurosciences via website.	Short & Ongoing	Shanne McNamara, Mary Braine, All Board Members	
Encourage continued and increased attendance including, nursing oral presentations and posters at BANN, EANN, WFNN and other relevant Neuro study days and conferences - advertise these at all BANN Conferences / website.	Short	All Members EANN – Cath Waterhouse WFNN – Kate McArdle	Papers from round UK submitted for conferences
Establish the role of unit representative to act as a key representative of BANN in promoting the activities and resources of BANN.	Short	Dee Cope All BANN members	
Run master classes and discussions at conferences to support nurses in their role as ambassadors for Neurosciences and Neuroscience patients.	Medium to Long term	Conference organisers and all Board members	Increased membership involvement and responsibility



Action	Timescale	Leader	Outcome / success criteria
Advertise the travel and study grant as an opportunity for members to support their development and education via web site and conferences.	Medium	Mary Braine, conference hosts and all board members	Applications for the award
Support the development of nursing presentations at satellite symposia at RCN Forum, BACCN, SBNS & other relevant organisations.	Medium to Long term	Anne Preece and All Board Members	Nursing papers submitted
Encourage members to publish in academic journals and other media sources through workshops, master classes and individual mentorship.	Medium to long term	All Board Members	More articles published by BANN members
Ensure appropriate representation on BJNN editorial board.	Ongoing	All board members	
Update Safe Neuroscience Nursing document related to appropriate staffing levels in neuroscience settings.	Immediate to short	Andrew Carter and All Board members	Document published



Action	Timescale	Leader	Outcome / success criteria
Forge links with Specialist Associations within Neurosciences to promote collaboration in care.	Medium	Anne Preece and all Board members	Regular communications Papers at conferences from the different associations
Develop a marketing strategy to ensure BANN is available for all nurses caring for Neuroscience patients. This will include access to documents for reference, advertising BANN in each unit, the standardising and re-branding of all documents and raising awareness of the BANN website.	Short with posters Ongoing	Neal Cook and Mary Braine All Board members	
Liaise with and support the chair of the RCN Neurosciences forum, promoting BANN as a resource for forum members.	Short and Ongoing	Anne Preece, Cath Waterhouse and All Board members	
Attempt to achieve representation from BANN membership on the RCN forum to ensure crossover of information and ideas and raise awareness of BANN within this group.	Ongoing	All board members	



Action	Timescale	Leader	Outcome / success criteria
Forge links with the Society of British Neurological Surgeons in the development of a travel programme.	Work in progress	Anne Preece and all board members	
BANN is registered as a stakeholder with NICE. The BANN board needs to ensure appropriate representation at relevant policy and consultation meetings.	Ongoing	Anne Preece All board members	
At national and local level consult, involve and inform patients and the public on issues related to neuroscience e.g. through presentations at conferences and consultation with recognised affiliated bodies.	Long term	All BANN members	
Prepare a position statement on research.	Medium to Long	All board members	Statement published
Act as a resource for nurses wishing to conduct research in Neurosciences.	Short to long	All board members	



Action	Timescale	Leader	Outcome / success criteria
Continued support to promote and maintain strong links with the neuroscience benchmarking group through membership, financial support, attendance and representation at national conference.	Ongoing	Mary Braine, Anne Preece and all board members	
Link to International Congress of Nurses (ICN) research network.	Long		
Providing Neuroscience nurses competencies in line with the KSF framework.	Medium	All Board members	Publication of competencies