



Infection Control Nurses Association

www.icna.co.uk

CORPORATE STRATEGIC OBJECTIVES

Objectives

1. To develop an infrastructure which will establish communication channels between commercial companies and the ICNA. This would include commercial colleagues agreeing a method of representation for feeding their views to ICNA. It would equally involve two way communication from ICNA to commercial companies
2. To develop the ICNA newsletter to include a 'corporate corner' wherein companies can comment on current issues, raise issues which they may feel need to be addressed or give generic feedback on positive results they have experienced from current activity in promoting good practice.
3. To identify groups and contacts within the association and within commercial companies or other interested organisations who would liaise for the purpose of promoting good infection control practice to the wider healthcare market as well as the general public.
4. To co-operate with commercial partners in raising the profile of key infection control issues at a Department of Health level, in line with the ICNA annual meeting between the Chief Nursing Officer, England and the ICNA Chairman. To adopt a similar practice in Wales, Northern Ireland and Scotland. To extend this process further with the Chief Medical Officer and the Secretary of State for Health
5. To hold a meeting each year at the association's annual conference to review the communication plan, once it is completed, and get suggestions for inclusion in future plans.
6. To develop a pro-active co-operative PR policy across all areas of infection control utilising any available PR resources within commercial companies for the dissemination of the ICNA viewpoint.

7. To seek to promote good infection control practice in the public arena by closer co-operation between ICNA and commercial companies during infection control week.
8. To encourage exposure in the media, TV, radio, newspapers and appropriate magazines, of better infection control practice by a proactive approach to all news media for the better representation of such practice. e.g Kilroy show, press releases, radio interviews.
9. To provide suitable media training for representatives of the association in putting forward the agreed views of ICNA and their commercial colleagues.
10. Investigate and agree the use and development of existing channels of communication for closer industry collaboration eg conference, study days etc
11. Develop an email forum for communication, discussion and posting of interesting generic information