

Connecting CHNs: Strategies to Create an Online Community

Presented by

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Video Link

- <http://www.homefrontcalgary.com/tv-spots.html>

You've been linked....



...to CHN Connections

- One of 3 Innovative Strategies to Create an Online Community for CHNs in Alberta

What is CHNAlberta?

- Community Health Nurses of Alberta
 - Specialty practice group for RNs
 - Working in or with communities in Alberta
 - Public Health Nurses, Home Health/Care Nurses, Community-Based Nurses
 - Creates CONNECTIONS
 - Provides EDUCATION
 - Offers ORGANIZATION
 - Works in COLLABORATION

www.chnalberta.ca

CHNAlberta Goals

- Acknowledge/advance knowledge, skills, expertise of CHN practice
- Increase public's awareness
- Create a community of practice
- CARNA Specialty Practice group
- Provincial affiliate of CHNC
- Build relationships with other associations in community health

CHN Alberta Strategies

➤ CHN Online

- Web/audio workshops
- National level speakers

➤ CHN News

- Electronic newsletter
- Information from Executive Board
- Resources for Alberta CHNs
- Updates from CHNC

CHNAlberta Strategies

➤ CHN Connections

- **LINK**: thought-provoking on-line video clip, audio file, news story/short paper
- **THINK**: questions on thoughts, feelings
- **SHARE**: enter/view online survey responses
- **ACT**: links to additional resources

Canadian Community Health Nursing: Standards of Practice

1. Promoting Health
2. Building Individual/Community Capacity
3. Building Relationships
4. Facilitating Access & Inquiry
5. Demonstrating Professional Responsibility & Accountability

CCHN Standards of Practice & CHN Connections

1. Promoting Health – “Thinking”

- What are the implications for own health?
- What about other individuals, communities, populations?
- This is the beginning of health promotion.

2. Building Capacity – “Sharing”

- Forwarding “CHN Connections” to colleagues.
- This starts to build individual/community capacity.

CCHN Standards of Practice & CHN Connections (continued)

3. Building Relationships – “Sharing” “Acting”

- Forwarding “CHN Connections” to colleagues and engaging in discussion.
- This facilitates the building of relationships.

4. Facilitating Access & Inquiry – “Thinking” “Acting”

- Reflecting on the content.
- Seeking out more information.
- This provides access and encourages inquiry.

CCHN Standards of Practice & CHN Connections (continued)

5. Demonstrating Professional Responsibility & Accountability –“Thinking, Sharing, Acting”

- The whole process of CHN Connections is illustrated.
- Any part of CHN Connections supports professional responsibility and accountability.

CHN Connections: Feb/10

Analytics (Domestic Violence)

- 1st CHN Connections sent by MailChimp mass email to 232 CHN Alberta members (2009 members)
- Opened by 71 recipients (31%, industry average 12.5%) BUT opened 213 times in total (*Email forwarding?*)
- Clicks from 31 recipients (14%, industry average 2.5%) BUT total of 93 clicks
- 24 unique clicks on the video link BUT 43 total clicks on the video link (*Watched video again?*)

CHN Connections #1: Feb 2010



dashboard

campaigns

lists

reports

autoresponders

summary

unsubscribes

bounces

abuse complaints

who opened

AIM reports

Reports

CHN Connections Feb 2010 sent 2/16/10 5:59AM [view campaign »](#)

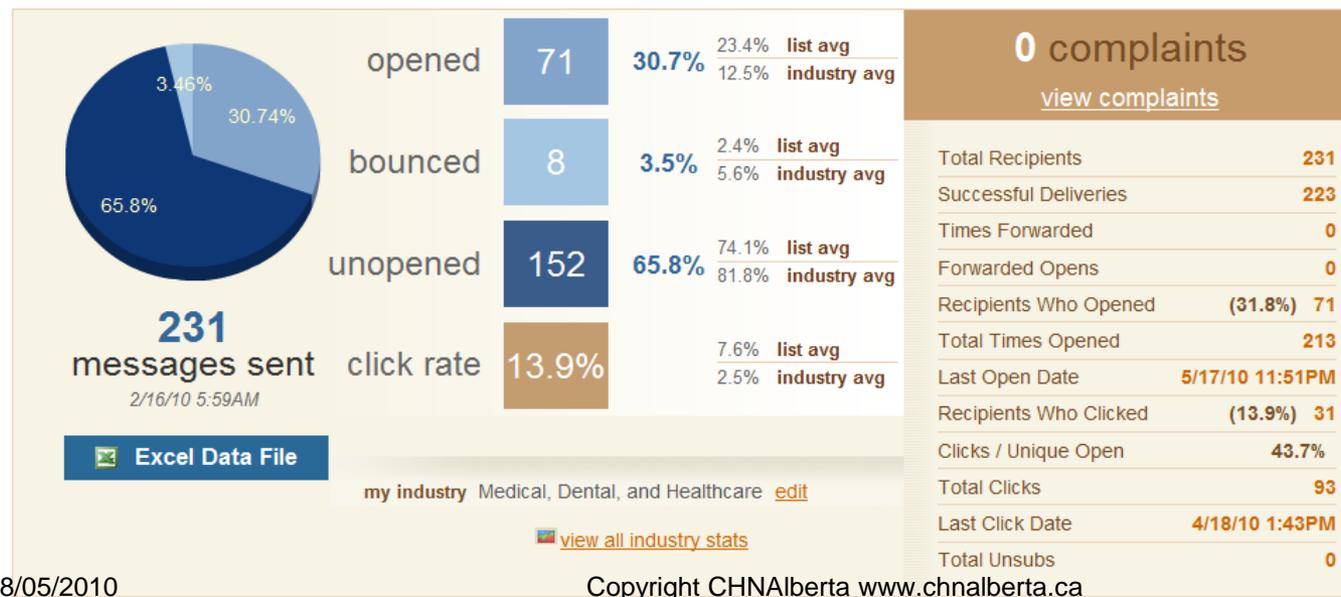
overview

click map

performance advice

eeurl stats

[print report](#) | [share report](#)



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CHN Connections: May/10

Analytics (Girl Effect)

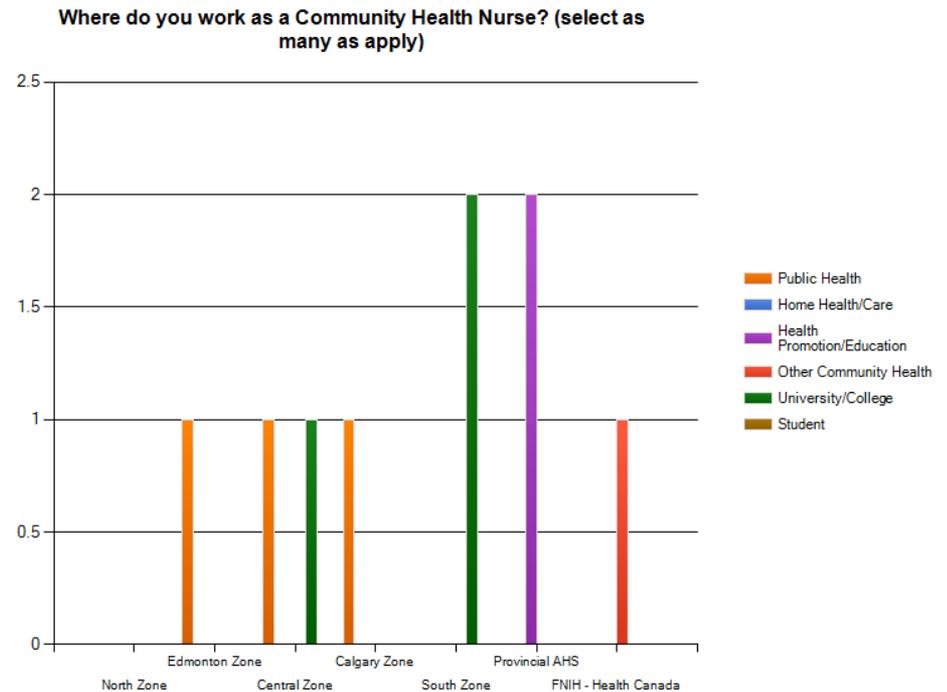
- 2nd CHN Connections sent by MailChimp mass email to 88 CHN Alberta members (2010 members)
- Opened by 32 recipients (36%, industry average 12.5%) BUT opened 240 times in total (*Email forwarding?*)
- Clicks from 16 recipients (14%, industry average 2.5%) BUT total of 104 clicks (*increase from Feb/10*)
- 9 unique clicks on the video link BUT 49 total clicks on the video link (*Watched video several times?*)

CHN Connections #2: May 2010



CHN Connections: Responses & Evaluations

- Feb/10
 - 11 responses
 - 17 views of responses
 - 2 evaluations
- May/10
 - 8 responses
 - 17 views of responses
 - 5 evaluations



CHN Connections: Evaluation Results

Improvements:

- Remove password to view responses (done in May/10)
- Combine evaluation questions after response survey
- Clarify some of the wording of questions

Members' Feedback:

- **100% found the LINK, THINK, SHARE, ACT activities to be valuable to their CHN practice**

I think this is a great idea... keep it up!

Great job - keep up the good work with more provocative topics.

Suggested Future Topics

- Seniors abuse
- Canadian immunization trends
- Pros/cons of infant formula
- Everyday ethics
- Poverty
- Women of colour
- Resiliency
- Generational differences
- Working poor
- Homeless populations
- Mental health
- Suicide prevention
- Other?

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CHNAlberta: Future Plans

Activities for Members

- 2010:
 - Disseminate 2 more CHN Connections
 - Provide another CHN Online webinar
 - Distribute 2 more CHN News
- 2011:
 - Host a Provincial Workshop
 - Disseminate 4 CHN Connections
 - Offer a CHN Online webinar for members

In Summary

➤ CHN Connections

- Engaging nurses in Alberta to
 - Think about important issues
 - Reflect on their lives and practice
 - Share ideas with other CHNs
 - Discuss with colleagues
 - Access resources
- Supporting the CCHN Standards of Practice

Visit www.chnalberta.ca/connections to

LINK, THINK, SHARE, ACT



Questions?



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