



Council of International Neonatal Nurses, Inc.

Strategic Plan

2023 - 2028

Our mission.

To advance neonatal nursing and health outcomes for newborns and their families.

Our Vision.

We envision a world in which all newborns receive high quality care by nurses who have neonatal nursing specific education and skills.

Our Core values.

Collaboration; Advocacy; Respect; Excellence

Strategic directions to achieve Goal 1: Impact global policy to optimize outcomes for small and sick newborns and their families.

Strategy	Success indicator/s	Initiatives
COINN provides expert advice to relevant organizations and advocates on matters pertaining to neonatal nursing care of small and sick newborns and their families.	Number of committees on which COINN has representation.	<ul style="list-style-type: none"> • COINN board directors and members participate on local, national, and international committees that focus on care of small and sick newborns and their families. • Identify and pursue opportunities to represent neonatal nurses on national and global committees. • Provide COINN representative/s when requested by external organizations. • Advocate for neonatal nurses to have leadership roles on committees. • Advocate for policy changes that optimize small and sick newborn and family care. • Utilize key partners to be an avenue for Ministry of Health and nursing councils to discuss neonatal policy
Drive policy initiatives that impact neonatal nurse education and practice.	<p>Policies are developed to support neonatal nurse education and practice.</p> <p>Partners join COINN in policy work.</p>	<ul style="list-style-type: none"> • Identify policy gaps and develop policies to fill these gaps. • Invite partner organizations to co-create policies and position statements. • Develop and use a Community of Neonatal Practice (CoNP) as a vehicle to drive policy changes.

Strategic directions to achieve Goal 2 Strengthen the collaborative voice of neonatal nurses through networks and partnerships.

Strategy	Success indicator	Initiatives
Connect neonatal nurses through conferences, online events, social media and the Journal of Neonatal Nursing (JNN).	Triennial conference. CoNP developed. Website utilization. Bi-monthly / regular COINN newsletters via email and JNN.	<ul style="list-style-type: none"> • Host a conference at least every three years. • Develop a membership base for the CoNP. • Utilize and enhance the website for information sharing. • Host webinars where neonatal nurses and other health professionals can share knowledge. • Promote COINN member access to the JNN.
Increase collaboration with parent groups, interdisciplinary professionals, national and international health professional organizations involved in neonatal, small and sick newborn care.	COINN participates in Health Care conferences and in collaborative initiatives. COINN is represented on relevant global parent organizations.	<ul style="list-style-type: none"> • Seek and secure collaborations and partnerships with other health care professional organizations, interdisciplinary professionals, and parent partners. • Invite other healthcare organizations to collaborate with, and participate in, COINN conferences. • Increase COINN representation at relevant neonatal and paediatric conferences globally. • Represent COINN at collaborative meetings at strategic and global level to ensure that the neonatal nurse’s contribution is included and valued. • Identify and secure COINN representation on parent organization committees at a local, national and international level. • Partner with parents to gain insight into their lived experience and the parent voice, to inform future COINN work.
Support neonatal nurses to form neonatal nursing organizations or strengthen current organizations.	Connect with one new country organization annually.	<ul style="list-style-type: none"> • Connect with all countries that have neonatal nursing organizations. • Invite country organizations to join COINN board meetings at least annually. • Support countries to strengthen or form neonatal nursing organizations.
Involve key healthcare organizations and stakeholders in the education and technical advisory groups for the Community of Neonatal Practice (CoNP).	COINN has >15 global collaborators.	<ul style="list-style-type: none"> • Identify and invite key stakeholders to join the education committee for the CoNP. • Identify and invite key stakeholders to join the technical advisory group for the CoNP. • Ensure regular and collaborative discussions and meeting with key partners to set up and implement the CoNP. • Maintain continued communication with key organizations contributing to the CoNP through a web-based platform. • Ensure continued alliance between COINN and CoNP websites and social media platforms.

Strategic directions to achieve Goal 3: Support the development of evidenced based, standardized education for nurses caring for small and sick newborns.

Strategy	Success indicator	Initiatives
Develop education resources which will advance neonatal nursing knowledge.	Educational materials and resources available on the website.	<ul style="list-style-type: none"> • COINN board directors in collaboration with the Education Committee to develop a clear plan for education. • Work with partners to develop standardized curricula for all levels of neonatal nursing education/training/orientation and fellowships. • Develop master’s level standardized curriculum focused on small and sick newborns and their families. • Develop a Neonatal Nurse Fellowship program.
Develop and promote COINN Research special interest groups.	One research study commenced. Clear pathway for approval and dissemination of research studies.	<ul style="list-style-type: none"> • Research Chair of the special interest group appointed. • Continue work on the COINN research proposal developed and approved by the board and commenced in 2023. • Seek opportunities for COINN to collaborate on research projects. • Develop educational materials and share research resources. • Develop a clear and systematic research pathway for approval.
Grow and secure future funding and seek collaborative opportunities to support education and research.	One grant or funding is achieved each two years.	<ul style="list-style-type: none"> • Engage with organizations to seek funding for projects. • Seek opportunities for collaboration on investment with relevant stakeholders. • Engage consumer groups and/or parent representatives in COINN business. • Seek and secure funding from diversified resources. • Explore diversified revenue streams.

Strategic directions to achieve Goal 4: Ensure the sustainability of COINN as an organization.

Strategy	Success indicator	Initiatives
Ensure the sustainability of the COINN board and expansion of special interest committees.	COINN has a full board of directors with diversity in backgrounds.	<ul style="list-style-type: none"> • Board directors’ terms of office reviewed, with renewals and new nominations staggered to ensure retained experience and corporate knowledge. • Annual review and amendments as required of the COINN Byelaws and board role descriptions. • Ensure COINN board directors are representative of regions and developed and developing countries. • COINN Board directors each have a portfolio to develop strategies to enhance the work of COINN and the special interest groups (including social media, recruitment, education, research, funding, policy). • Share representation on external committees amongst COINN Board members to ensure COINN has a presence on global committees and directors report activities at monthly board meetings. • Develop guidelines for special interest group formation and ongoing operations. • Identify members to mentor and facilitate joining committees and represent COINN on external committees.
Increase COINN membership.	COINN membership increase by 10% annually.	<ul style="list-style-type: none"> • Each COINN board director to include recruitment within their portfolio, to develop and implement a recruitment strategy. • Advertise member benefits in the COINN section of the Journal of Neonatal Nursing (JNN,) via social media and on the website. • Discuss and review membership numbers and implementation strategies at bi-monthly board meetings. • Organize bi-annual open board meetings to provide opportunities for members to attend as observers.
Enhance social media presence and establish COINN brand.	Increased activity on the COINN website and media.	<ul style="list-style-type: none"> • COINN board directors to develop a social media portfolio. • Create a cohesive communications and marketing plan. • Develop standardized COINN branding and social media materials, including zoom backgrounds, slide templates and email signatures/business cards. • Standardize COINN emails for board executive positions.
Establish a COINN presence in non-COINN countries affiliated countries and create new partnerships.	Achieve membership or establish new collaborations from one new country each year.	<ul style="list-style-type: none"> • Promote the achievements of COINN and its members (with permission) through external and internal communication modes: information technologies (email, social media and COINN website), the JNN newsletters, annual reports and at the COINN conferences. • Target engagement of prospective membership and partners via Board members and partner network. • Connect with individual, global and country-specific Nurses Associations to speak about and disseminate the benefits of COINN.