



COUNCIL OF INTERNATIONAL NEONATAL NURSES INC. (COINN)

Strategic Initiatives 2016 – 2020

COINN Mission Statement

We are a non-profit organization with a mission to advance neonatal nursing and health outcomes for newborns and their families

COINN Vision

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

Core Values

- **excellence in newborn care:**
through evidence, research, and education of neonatal nurses
- **advocacy for high quality newborn care:**
by promoting global health of newborns and their families.
- **respect for diversity:**
by integrating cultural norms and values among the care of newborns and their families.

COINN Goals

C: Connect neonatal nurses globally and share knowledge, skills, and resources.

O: Optimize newborn survival and health.

I: Impact global policy for newborns, families, and neonatal nurses.

N: Network: with other health care professionals and organizations.

N: Necessitate neonatal nursing education and it's pivotal role to health outcomes of newborns and families.

*Neonatal nurse refers to COINN's position statement on the definition of a neonatal nurse approved April 2014. A Neonatal Nurse is a nurse who provides care to preterm and/or sick newborn infants and their families across the care continuum-hospital or community/follow up settings-during the neonatal period (first 28 days of life) to promote the best possible health outcomes. The Neonatal Nurse provides education regarding neonatal health issues for parents and other health workers involved into neonatal care; works in interprofessional teams to enhance communication and collaboration; provides and advocates for culturally sensitive, family-centered, patient focused, developmentally supportive care; uses and contributes to evidence-based practice, make changes in care based on best practices and solid evidence, and conducts research to advance neonatal nursing science. Key roles for neonatal nurses

include providing direct care to newborns and families, education, advocacy, research, participation in shaping neonatal health policy, and inpatient and health systems management.

Goal 1: Connect neonatal nurses

Objectives:

- Expand COINN presence to the countries that are currently not members of COINN
- Assist neonatal nurses in forming neonatal nursing organizations
- Facilitate local, national and international neonatal nursing meetings and conferences
- Facilitate the establishment of an international neonatal nurses' research network

Initiatives:

- Create a cohesive communication and marketing plan
- Continue to develop and improve the website
- Establish the "Adopt a neonatal nurse" program
- Establish special interest groups – research, education, leadership, workforce, social media
- Hold interim meetings and a tri-annual conference (COINN 2019 in New Zealand)
- Increase COINN representation and participation at neonatal conferences globally
- Actively work to increase COINN membership by 10% each year
- Recruit one national neonatal nursing organisation each year
- Recruit a social media nurse to the board

Goal 2: Optimize newborn survival and health

Objectives:

- Develop/disseminate educational neonatal nursing care materials
- Share available neonatal nursing practice algorithms and care protocols
- Support/initiate at least one project in low resourced countries for training and leadership development for neonatal nurses
- Establish working committees to address global neonatal nursing care issues

Initiatives:

- Develop webinars providing educational information addressing newborn health
- Partner and collaborate with other organisations to develop educational material

Goal 3: Impact global policy for newborns, families, and neonatal nurses

Objectives:

- Assure COINN representation and participation at national and international meetings
- Support international agencies' efforts in decreasing neonatal and infant mortality
- Participate in interdisciplinary international working groups and meetings
- Increase the visibility of neonatal nurses in local and global arenas
- Disseminate information about COINN and its activities

Initiatives:

- A COINN representative is nominated to be on national and international committees
- Actively request that COINN have a representative on committees

- Write position statements regarding best practice in the care of neonates
- Source funding for education and research projects
- Respond to all requests for comment on neonatal issues

Goal 4: Network with other health care professionals and organizations

Objectives:

- Increase collaboration with national and international organizations of health professionals involved in neonatal care
- Increase collaboration with interdisciplinary international groups
- Enhance participation of parental organizations in relevant COINN activities
- Cross-promote clinical education, leadership, and research activities
- Partner with companies/external corporations for grants, funding, research, and neonatal care products development or improvement

Initiatives:

- Introduce COINN to external organisations to advertise our global membership and role
- Submit abstracts/workshops to conferences to highlight the global work of COINN membership
- Promote webinars and highlight conferences, meetings and summits on the website
- Disperse information through Twitter and Facebook
- COINN should ensure they follow relevant organisations on social media
- Contribute and encourage others to submit publications, updates, and opinion pieces to our affiliated journal, *“Journal of Neonatal Nursing”*
- Actively seek sponsorship for neonatal nurse excellence awards

Goal 5: Necessitate neonatal nursing education and its pivotal role in health outcomes of newborns and families

Objectives:

- Emphasize the need for special education for nurses involved in newborn care
- Define neonatal nursing as a specialty
- Provide evidence on the importance of neonatal specialization/training
- Assess learning and training needs of neonatal nurses on local and global levels
- Involve educational institutions to facilitate the advancement of teaching of neonatal nursing

Initiatives:

- COINN will endorse relevant and evidenced-based clinical practice guidelines Initiatives
- Work with education and health departments on the establishment of neonatal nurse education courses
- Actively contribute to blogs regarding the education for neonatal nurses
- Develop global competencies for neonatal nurses
- Develop a competency framework for neonatal nursing that can inform curricula

Goal 6: Disseminate of COINN’s work and global collaborations

Objectives:

- **Increase visibility of COINN’s impact on neonatal health outcomes and education**

- **Develop partnerships with other organizations and corporations**

Initiatives:

- Submit abstracts/workshops to conferences to highlight the global work of COINN membership
- Participate as invited speakers for interprofessional conferences

Approved COINN BOD March 16, 2016

Revised and approved COINN BOD March,14, 2018