

# NURSING PRACTICE IS CHANGING.

## SO ARE WE.

# MEMBER ENGAGEMENT INNOVATION ADVOCACY

**Mission:** ANA Massachusetts is committed to the advancement of the profession of nursing and of quality patient care across the Commonwealth.

**Vision:** As a constituent member of the American Nurses Association, ANA Massachusetts is recognized as the voice of registered nursing in Massachusetts through advocacy, education, leadership and practice.

### Member Engagement

*The membership of ANA Massachusetts is the integral driver that sustains the organization and has the potential to propel it forward. Advertising and highlighting the strengths of ANAMASS as the premier professional nursing organization is vital to its continued growth and development. Enhanced outreach and engagement from nurses in all areas where nursing is practiced and inclusive of number of years in the profession is essential. Infusing passion, energy and excitement into the organization is imperative to ensure longevity and vitality.*

**Goal #1:** Engage early career nurses in becoming members and becoming engaged in the organization.

**Goal #2:** Increase overall membership numbers and diversity.

**Goal #3:** Engagement and retention of all ANAMASS members.

### Innovation

*Innovation is transforming the way nurses provide care to patients. Use of technology and improving care delivery is revolutionizing healthcare. Fostering and promoting nursing knowledge and innovation will ensure optimization of quality, cost and safety in nursing practice. ANA Massachusetts must use data analytics and innovative techniques to provide education, advocacy and leadership to nurses across the Commonwealth.*

**Goal #1:** Increase and improve use of technology to foster inquiry, diversity and creativity of nursing knowledge

**Goal #2:** Leverage use of technology to support member engagement and advocacy

### Advocacy

*Today's political climate is more dynamic than ever before. Healthcare is consistently at the forefront of concern for the public and for nurses. ANA Massachusetts must lead the efforts to advocate for the best interest of all nurses and the broader healthcare community. ANA Mass must be decisive, assured and transparent in communication of these efforts. Policy, legislation, lobbying and legislation are all vital efforts to positively impact the optics of nursing and recognition of nurses as leaders in healthcare.*

**Goal #1:** Support passage of bills supported by ANAMASS's Legislative Agenda & Increase public awareness of ANAMASS as the voice of registered nurses in the Commonwealth

**Goal #2:** Increase visibility of ANAMASS with legislators at State House & among citizens of the Commonwealth