



Te Ao Māramatanga

New Zealand College of Mental Health Nurses Inc.®

Partnership, Voice, Excellence in Mental Health Nursing

Strategic Plan

2013 - 2016



Introduction and Background

Ko tēnei te mihi atu ki a koutou katoa o te roopu

Ko tēnei te mihi aroha kia koutou

This is a greeting for Te Ao Māramatanga®

A greeting of respect for you all

Te Ao Māramatanga New Zealand College of Mental Health Nurses Inc.® operates under a bicultural and joint governance structure which is reflected in this document.

Part A and Part B outlines the strategic direction for Te Ao Māramatanga® and Māori Caucus respectively.



Purpose

- The Strategic Plan is developed to advance the objectives of the College as stated in Section 3 of the Constitution.
- This is the third Strategic Plan for Te Ao Māramatanga New Zealand College of Mental Health Nurses Inc.® (referred to as *the College*).
- The College is the professional voice of mental health nursing in New Zealand. This strategy identifies key areas of professional activity, establishes realistic goals and the actions required to meet those goals against identified milestones.
- The Strategic Plan is underpinned by the College mission statement: Partnership, Voice and Excellence in mental health nursing.
- The Strategic Plan embodies the College's commitment to partnership with Māori as expressed in Te Tiriti o Waitangi and in recognition of the Māori Caucus in Section 30 of the Constitution. All goals of the Strategic Plan will be pursued in partnership with Māori Caucus.
- The National Committee of the College is responsible for overseeing the development of annual operational plans in accord with the Strategic Plan and available funding. This includes the development and support of an enhanced infrastructure .



Key Strategic Areas

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Part A - Te Ao Māramatanga®

Strategic Area One – Advocacy

Purpose statement:

To provide professional direction for members and public advocacy on mental health issues

Goal	Task	Date of Achievement
Counter stigma and discrimination and raise public awareness of mental health issues	<p>Develop and implement a strategy for consumer input to the National Committee and consider how best to achieve consumer input into decisions made by the College</p> <p>Continue Memorandum of Understanding with Kites Trust</p> <p>Strengthen the relationship with the National Association of Mental Health Service Consumer Advisors (NAMHSCA)</p> <p>Continue to develop a strong voice for mental health nursing as detailed in Strategic Area Two: Communication</p>	December 2013
Recognise tikanga practices/dual competency (cultural/clinical) best practice	<p>Continue Kaumātua participation in College via Māori caucus members</p> <p>Develop a College position statement for dual competency.</p>	<p>Ongoing</p> <p>December 2013</p>
Articulate clear national policy and practice positions that inform the practice of mental health and addiction nurses	<p>Continue developing strategic relationships with Ministry of Health personnel, and leading professional and other key stakeholder groups.</p> <p>Regular reviews of the Memorandum of Understanding with Drug and Alcohol Nurses of Australasia</p> <p>Strengthen and promote Practice Networks by regularly advertising to members and supporting champions in practice network areas</p> <p>Communicate with members regarding all College activities via the College newsletter and website.</p> <p>Provide up-to-date information and advice on policies of other agencies (including the Ministry of Health, NZNO and others) that may impact on the work of mental health nurses.</p> <p>Ensure the College is perceived as a critical point of contact for consultation on national or regional issues concerning mental health.</p>	<p>Ongoing</p> <p>Newsletter 6 x year</p>

Goal	Task	Date of Achievement
Outcomes from each Board are in line with the strategic areas and goals of the strategic plan	<p>Develop a strategy for communicating outcomes of activities undertaken by Boards</p> <p>Develop a budget and 5-year forecast for Board operations</p>	<p>December 2013</p> <p>November 2013</p>
Embed mental health credentialing into the nursing sector	Develop, implement and evaluate the credentialing framework with key stakeholders in New Zealand	December 2014
Embed accreditation into the education and provider sector	Develop, implement and evaluate accreditation activity in relation to mental health nursing with key stakeholders in New Zealand	December 2014

Strategic Area Two - Communication

Purpose statement:

To communicate effectively and efficiently to College members, mental health sector stakeholders and the public

Goal	Task	Date of Achievement
Provide a strong public voice for mental health nursing through communication with media	Contract a communication specialist to assist the College to effectively communicate its objectives, activities and professional goals; This may include providing media advice to the President and Kaiwhakahaere, developing media releases and responses to media requests, developing a communication plan for the College and developing a media strategy on issues of importance to the College	March 2013
Technology used by the College will reflect members and other stakeholders' communication needs	Re-develop the website to accurately reflect College activities, to ensure it is contemporary and able to be readily accessed by College members and other interested parties Develop a Māori Caucus page on the Website. Ensure the website contains links to national (government / professional organisation) strategies and key publications.	May 2013
College conference and wānanga will be held biennially	Develop a plan for conferences four years ahead Continue conference information dissemination Process using updated website. Immediate past convenor will assist the subsequent conference planning committee Organise biennial national Wānanga	Ongoing
College activities will be organised for non-conference year	Organise a national biennial Branch Chair meeting	Ongoing

Strategic Area Three - Membership

Purpose statement:

Retain, Regain, Sustain & Grow - To **Retain** current members, **Regain** previous members, **Sustain** membership, and **Grow** our membership whilst developing a representative membership base.

Goals	Tasks	Date of Achievement
<p>To ensure current membership is maintained through defining the value of being a member of Te Ao Māramatanga® New Zealand College of Mental Health Nurses</p>	<p>a) Retain current membership</p> <p>Maintain an accurate database of members</p> <p>Establish inter-Branch communication to share ideas about effective membership recruitment and professional support strategies and communication processes</p> <p>Strengthen the relationship between the National Committee and Branches, by 1) organising an annual presentation to each Branch by a National Committee member about current issues concerning the College and College activities, 2) seeking input and feedback from members, 3) providing regular updates to Branches</p> <p>Develop a presentation about College activities which can be used in a range of forums (e.g. For Entry to Speciality Programmes, conferences etc)</p> <p>Develop online resources that encourage and facilitate membership (e.g online payment options, discussion forum)</p> <p>Strengthen the relationship with the Drug and Alcohol Nurses of Australasia through the established Memorandum of Understanding</p> <p>Support the establishment of new Branches where appropriate</p>	<p>December 2013</p>

Continued...

Strategic Area Three - Membership... continued

Goals	Tasks	Date of Achievement
	<p>b) Regain previous members</p> <p>Value those in support of mental health nursing by encouraging associate membership for:</p> <p>Mental Health Nurses no longer employed within the mental health field i.e. retired nurses, nurses in other specialty areas</p> <p>Health professionals with an active interest in mental health nursing</p> <p>Registered nurses who are credentialed by the College</p> <p>Develop online resources for associate members, particularly newly credentialed nurses</p> <p>Provide Branches with quarterly membership updates</p> <p>Contact members who do not renew membership, seek feedback on reason for non-renewal and address as appropriate</p>	Ongoing
<p>Increase net membership by 30% per annum for 3 years across the mental health workforces through a membership drive</p>	<p>c) Sustain & Grow membership</p> <p>Develop a recruitment strategy tool for Branches</p> <p>Ensure the membership process is simple, accessible and publicised widely</p> <p>Develop 'champions' for membership throughout New Zealand</p> <p>Develop a marketing strategy as part of the Communications Plan</p> <p>Promote membership at Conference and Wānanga and other forums attended by College members</p> <p>Raise the College profile through annual Mental Health Awareness week and other national campaigns (e.g. family violence, Plunket)</p> <p>Strengthen relationships with nursing leaders across NGO, health and other sectors</p> <p>Develop an annual professional development plan</p>	December 2013

Strategic Area Three - Membership... continued

Goals	Tasks	Date of Achievement
<p>Ensure the membership reflects the needs of tangata whaiora, the mental health needs of the broader community and the diverse workforce across mental health and addiction settings</p>	<p>d) Representative Membership</p> <p>Maintain current database to ensure membership information captures gender, ethnicity, clinical specialty and other priorities identified by National Committee</p> <p>Develop processes for ensuring diversity of involvement in the College</p> <p>Promote and support Practice Networks in traditionally under-represented clinical specialties</p> <p>Identify barriers to membership and/or participation for particular stakeholders, and consider ways in which this might be addressed.</p>	<p>Ongoing</p>

Strategic Area Four - Strategic Relationships

Purpose statement:

To develop and maintain relationships with key stakeholders nationally and internationally

Goals	Tasks	Date of Achievement
Strengthen formal links with key mental health stakeholders	<p>Streamline process for consultation and liaison with stakeholders, using upgraded website</p> <p>Consultation and liaison processes are outlined in the Communication Plan</p> <p>Continue to develop Memoranda of Understanding/ relationship agreements with key stakeholder organisations and review these at least biannually</p> <p>Strengthen relationships with nursing leaders and nursing organisations across health and other sectors</p> <p>Continue membership of key national nursing strategic groups e.g. NNO, National Nursing Consortium</p>	March 2013
Strengthen the College infrastructure	Develop the College administration structure, using expert external advice as required.	Ongoing

Strategic Area Five - Professional Development

Purpose statement:

To advance the educational, clinical and political expertise of members

Goals	Tasks	Date of Achievement
Provide support for members to undertake professional development	<p>Boards to ensure sustainable scholarships are available to members and are well promoted</p> <p>Transparent processes are in place for nurses applying for scholarships through Te Ao Māramatanga®</p> <p>Professional development opportunities are identified via the bimonthly newsletter and website</p> <p>An annual series of professional development symposia are supported by national committee and boards and hosted by branches</p> <p>The experience of nurses who have been awarded scholarships is shared through the College website and other processes.</p>	Ongoing
The College will determine Standards of Practice for Mental Health nursing	<p>Following a wide consultation process publish the revised <i>Standards of Practice for Mental Health Nursing New Zealand</i></p> <p>Develop a marketing and implementation strategy to promote the Standards.</p>	September 2013
The College will determine certification standards and process for mental health nurses	Develop a process for certification in accordance with the College Certification, Credentialing and Accreditation Framework	September 2013

Part B - Māori Caucus

Māori Caucus Strategic Plan 2013-2016

A strategic planning wananga held in Waikato 2012 by Māori Caucus members resulted in a strategic plan which was subsequently circulated for membership comment. This is the final strategic plan which identifies five Strategic Goals to guide Māori Caucus (2013 -2016) within Te Ao Māramatanga®: Membership, Marketing, Workforce Development, Leadership and Operational.

The Vision of Te Ao Māramatanga®: **Partnership, Voice, Excellence in Mental Health and Addiction Nursing** was re-endorsed as a commitment by Māori Caucus. An additional set of values were also identified as facilitators to strengthen Māori mental health and addiction nursing:

Māori Caucus Values

The values of Māori Caucus members will vary, although as a professional group we will share some commonalities underpinned by Māori principles.

Values will strengthen Māori mental health and addiction nursing are considered to be:

- Tika (truth), Pono (integrity) and Aroha (compassion)
- Mana (influence, prestige) and Tapu (dignity)
- Oranga mō te Iwi (wellbeing for people)
- Whakawhanaungatanga (relationships, networks)
- Whakamana o ngā tangata (upholding the mana of people)
- Manaakitanga (nurturing)
- Māramatanga (scholarship, knowledge)
- Kaupapa (strength and determination)
- Wairuatanga (spirit and faith)
- Te Reo me ona tikanga (language and customs)
- Te Ara o ngā tupuna (walking in the footsteps of our ancestors).












Māori Caucus Strategic Plan

Five Strategic Goals will guide Māori Caucus:

Membership
Marketing
Workforce Development
Leadership
Operational

1. Membership

Increase the number of Māori Mental Health and Addiction Nurses

	2013	2014	2015	2016
Promote Māori Caucus (TAM)				
Promote at Māori Nursing student annual hui and forums for Māori RN's				
Promote to all senior Nurses				
Utilise branches of TAM as forum for Māori RN				
Develop TAM website to attract, recruit and retain Māori RN				
Enhance brochures/ application packages				
Encourage non-members to attend biennial wananga				
Monitor number of Māori RN's working in MH/AOD				
Disseminate information via nursing programmes etc				
Establish partnership with key stakeholders				
<ul style="list-style-type: none"> • Benefits of membership • Attendance to hui • Participation in branches 				
Establish and increase links with Māori working in mental health and addictions in Australasia				

2. Marketing

“Sell the Passion of Māori Mental Health and Addiction Nursing”

Enhance attraction, recruitment and retention of Māori to Mental Health and Addiction Nursing

	2013	2014	2015	2016
Encourage role modelling by Māori mental health nurses	▶			
Encourage Māori to enter Nursing with a focus in mental health and addictions	▶			
Develop links with nursing education programs	▶			
Define various options/opportunities for Māori mental health and addiction nurses	▶			
Develop a resource which identifies a range of pathways to and in Māori mental health and addiction nursing including leadership roles	▶			
Promote “visibility” and excellence of Māori mental health nursing across all sectors e.g. primary, secondary and tertiary	▶			

3. Workforce Development

a. Embed and strengthen Māori Mental Health and Addiction Nursing in undergraduate and post graduate education

	2013	2014	2015	2016
Monitor number of Māori entering and exiting undergraduate and postgraduate nursing programs.				
Promote Māori mental health and addictions as an essential component in nursing education.				
Encourage Māori pedagogy in nursing education.				
Promote tuakana/teina methods for education and role development				
Work with Whārangī Ruamano re: their education/teaching needs (MMH)				
Design a Māori mental health and addiction nursing Nurse practitioner pathway resource.				

b. Enhance Ongoing Professional Development Opportunities

	2013	2014	2015	2016
Identify educational resources to improve knowledge of Māori mental health and addictions.				
Explore the potential to certify nurses working in Māori mental health and addictions, also Nurses working with Māori.				
Support the Huarahi Whakatū dual competency PDRP programme for Māori Nurses.				

4. Leadership

Enhance leadership amongst Māori Mental Health and Addiction Nurses

	2013	2014	2015	2016
Identify emerging leaders	▶			
Develop Māori mental health and addiction nursing mentorship model	▶			
Develop a mechanism to maintain connection and support of Māori mental health and addiction nurses in leadership.	▶			
Influence policy relative to Māori, Māori mental health and addictions, and nursing.	▶			
Establish relationships with key nursing leadership positions.	▶			
Establish a centre for Māori mental health and addiction nursing excellence	▶			
Increase the number of Ngā Whetu Kanapa recipients.	▶			
Complete Oral History Project - Tuia Te Ao Mārama	▶			

5. Operational

Strengthen the operational capacity of Māori Caucus

	2013	2014	2015	2016
Develop a Communication Strategy	▶			
Explore Māori Caucus FTE to increase capacity	▶			
Establish Financial policies	▶			
Identify best resources and model of operation to support Māori Caucus Projects	▶			
Ensure face to face planning wananga for office holders and biennial wananga for Māori mental health and addiction nurses	▶			



Te Ao Māramatanga

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