## Strategic Plan 2012-2014

### Overall goals
1. Unify the Australian Association of Maternal, Child and Family Health Nurses (AAMCFHN) nationally as a group while respecting and maintaining the value and contribution of individual states and territories.
2. Raise the profile of AAMCFHN within the profession of nurses and midwives, the community of child health professionals, employers and consumers.

### Objectives | Strategies to Achieve Objectives:
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1. Investigate/make changes to name and constitution that ensure the national body better represents all MCFHNS in Australia | • Focus of Agenda at Face-to-face committee meeting in March  
• Explore names that is more easily expressed, represents all and builds on current reputation  
• Reconstruct constitution so that members of state and territory organisations are also members of the national body=larger lobbying group and greater sense of connection for individual members

2. Develop a body of evidence for MCFHN practice | • Establish a research subgroup to explore grant opportunities and writing for publication  
• Build on work already undertaken by Sue Kruske and Julian Grant on education preparation for MCFHN

3. Develop a framework for credentialing including national practice standards (including identification of unique capabilities, scope of practice, position statements) national competencies and national education standards | • Establish a working group to employ/tender for project officer to support development of national minimum standards,  
• Look for opportunities to engage in research projects to explore scope of practice  
• Development of position statements for loading onto web

4. Continue to develop and maintain a strong presence/representation on national and international committees, in the media and on the web | • National President to represent the AAMCFHN on Coalition of National Nursing Organisations (CoNNO), National Primary Health Care Partnership (NPHCP) and national Community Child Health Council (NCCHC)  
• Representation maintained on the NBFHI initiative  
• Writing submission to parliamentary inquiries  
• Respond to controversial issues relevant to child health in the media  
• Continue to develop our web presence

AAMCFHN September 2012