



# BACCN Strategy



**British Association  
of Critical Care Nurses**

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## BACCN Mission

The **British Association of Critical Care Nurses** is a leading non-profit organisation dedicated to the promotion of nursing in critical care. We **aim** to:

1. Provide a National voice to shape the strategy for critical care nursing
2. Promote safe, quality evidence based nursing care to the critically ill patient
3. Provide wide ranging benefits and opportunities to BACCN members

## Introduction

The British Association of Critical Care Nurses (BACCN) is one of the largest and most influential professional organisations within critical care in the United Kingdom. It has a well-developed regional and national structure, which ensures that it maintains a focus on communication and collaboration for all activities related to critical care nursing. The BACCN has developed a reputation for delivering innovative and creative conferences, with a large and supportive commercial presence.

In order to provide robust services to its members the association has an interactive website as well as its own journal 'Nursing in Critical Care'. These activities set the BACCN apart as one of the most progressive critical care organisations. The BACCN continues to work on building links with other critical care colleagues across Europe and the rest of the world. The association is a member of the European Federation of Critical Care Nursing Association (EfCCNA) and the World Federation of Critical Care Nurses (WFCCN).

This strategy has been written to provide a clear vision and direction for BACCN for the next three to five years. It encapsulates the fundamental principles and values that BACCN has been built upon over the past to provide a strong focus for both the association and critical care nursing as a whole.

## BACCN Strategic Goals

- Collaborate with members through the national and regional committees
- Collaborate with patient and relative representatives, health care providers, industry, other professional organisations and policy makers to influence the future development of critical care nursing
- Promote, support, contribute and engage with research and evidence based practice to deliver safe, quality care
- Produce a bi-monthly contemporary journal 'Nursing in Critical Care' to reflect the diverse needs of critical care nursing
- Contribute to, develop and publish critical care nursing standards to promote safe, quality a care
- Support members through funding to enhance research capacity and development
- Support continuous professional development through national and regional activities.
- Develop and deliver an annual high quality conference
- Provide efficient and effective services to members, offering best value for money
- Be a platform to discuss critical care nursing and provide a supportive network
- Provide social networks to support communication and engagement strategies

## Collaborate with members through the National and Regional Boards

### Supporting Regions

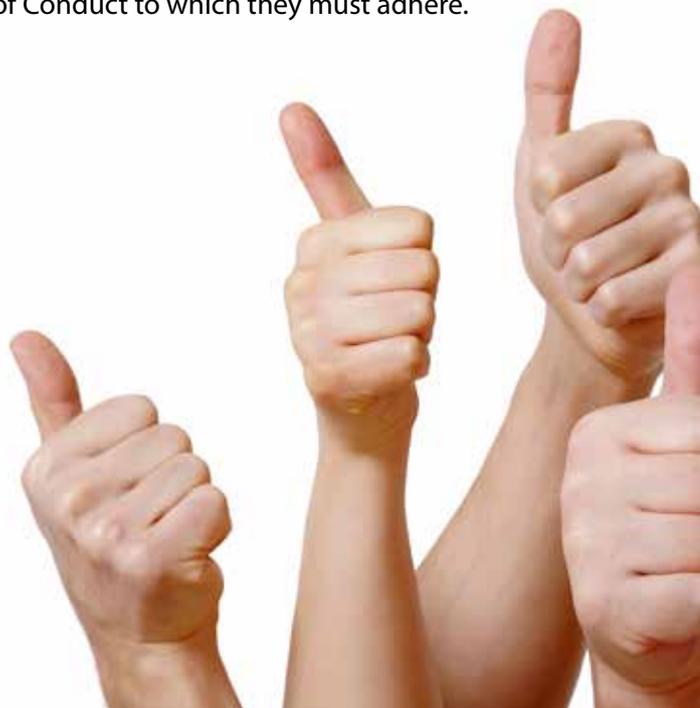
Enabling effective two way communication is an important component of collaborating with BACCN members. Our communication strategy is underpinned by the support and advice from our Membership Administrator and the Regional Advisors. The regional report form helps to identify regional issues and following each Board meeting a regional WebEx delivered by the Regional Advisors enables direct questions to be asked and responded to by the Board.

The e-newsletter and news section in the journal are central communication channels used to inform members on BACCN developments.

The National Board members and the Membership Administrator are keen to support local regions by attending regional events and meetings wherever possible.

Having a Link member in every Critical Care Unit is an aim to which we aspire to in order to promote BACCN. This is to increase membership and gain a more extensive membership representation.

A Regional Handbook and a Regional Finance handbook are available on the website in the members' area. This is a vital guide for regions to enable and ensure the efficient and effective running of the region. It also clearly states Charities Code of Conduct to which they must adhere.



### **Nurturing and Enabling Future Board Members**

In order to nurture and enable representation and participation at the National Board meetings, we will:

- Invite regional representation to attend every National Board Meeting
- Enable involvement at conference through opportunities such as participating in chairing sessions, and conference organisation
- Enable representation of BACCN at national level requiring specialist input for example, NCEPOD, NICE, and other specialist working parties
- Enable participation in the production of BACCN Position Statements

### **Collaborate to influence the future development of critical care nursing**

BACCN will collaborate with patient and relative representatives, health care providers, industry, other professional organisations and policy makers to influence the future of critical care nursing.

We will aim to

- Ensure critical care nurses are represented at a regional, national and international level
- Ensure BACCN are represented at key forums so that the voices of critical care nurses are heard
- Actively engage with interdisciplinary research

### **Promote, support and create evidence based practice to deliver safe, quality care**

BACCN will continue to promote, support and create evidence based practice through the following ways:

- Promote existing research priorities (such as: NIHR/James Lind Alliance/EfCCNA, DoH)
- Actively contribute to research forums (such as: LRCN)
- Continually striving to ensure that BACCN guidance and statements are based on the best evidence based from nursing and other professional groups.
- Provide advice and guidance to nurses through the development and publication of Position Statements on important nursing issues but taking into account the implications for the wider critical care workforce,
- Involve members in producing Positions Statements which are fit for purpose

### **Produce a bi-monthly contemporary journal 'Nursing in Critical Care' to reflect the diverse needs of critical care nursing**

The journal attracts readers from around the globe as indicated by expanding library subscriptions and by the number of papers submitted from outside the United Kingdom. The journal has also achieved a reputation for publishing papers which are thought-provoking, evidence based, clinically relevant, intellectually stimulating and which advance the discipline. Providing a voice and deliberating on issues affecting the discipline have remained at the core of our business and mission and we continue to expand the journal's vision through ensuring that Nursing in Critical Care is a vibrant, relevant, informative and high quality resource for all those involved with the discipline.

BACCN aims to develop existing standards and the journal's profile within a national and international arena by:



- Maintaining regular submissions of manuscripts by encouraging the Editorial Advisory Board, peer reviewers and members to target colleagues, research students and clinicians to submit papers
- Using Wiley-database actively target and recruit authors to ensure that the journal has sufficient manuscripts to address the various specialist groups who subscribe to Nursing in Critical Care
- Inviting members of the Editorial Advisory Board to lead themed editions and act as guest editors
- Target keynote speakers and free paper presenters at BACCN events and invite them to submit their papers
- Encourage the translation of research findings to be published in the journal
- Deliver workshops at key organisations on 'writing for Nursing in Critical Care'
- An annual commissioning of four clinically focused papers
- Maintaining an impact factor

## Contribute to, develop and publish critical care nursing standards to promote safe, quality a care

BACCN will continue to develop and publish critical care nursing standards to promote safe, quality care. This will include:

- Setting standards representing critical care nursing within key national standard documents

## Support members through funding to enhance research capacity and development

We will develop relationships with other professionals and critical care researchers to produce multi-disciplinary research. A key objective of the BACCN is to provide opportunities for nurses to further their skills, and to help them to develop both personally and professionally in caring for the critically ill.

In order to support this strategy the BACCN will:

- Promote grants and scholarships (such as: BACCN, EfCCNA)
- Demonstrate transparency in funding and award process



- Establish a dedicated research webpage with funding links
- Develop and publish a database to record BACCN funded research

### Grants & Scholarships

The BACCN invites its members to apply for grants and scholarships to attend conferences, study days, undertake a practice development project or research. The award value will be determined yearly by the BACCN Board. The aim of the awards is to enhance skills, knowledge and competence in delivering evidence-based critical care nursing.

The BACCN Grants are awarded three times a year. The application and selection process are transparent in the published guidelines available online (hyperlink or web site reference).

The BACCN Scholarships are awarded annually for individual projects. Details of application and selection are available online (hyperlink or web site reference).

Information regarding BACCN, EfCCNa and NIHR research funding opportunities will be available through a dedicated research webpage. This platform will provide relevant research links and provide a database of previous funded grants/scholarships.



### Support continuous professional development through national and regional activities

To provide critical care nurses with evidence of their continuing professional development BACCN awards Continuing Professional Development (CPD) points to BACCN study events. These provide nurses with tangible evidence of their CPD activities when re-registering (and revalidating) with the NMC and when undergoing individual performance reviews.

Our strategy is to expand this initiative to award (on application) CPD points to non-BACCN organised events and short courses, thus providing more opportunities for nurses and the wider workforce to gain evidence of their CPD activities.

On-going professional development will be supported through the development of podcasts to inform and develop nurses' understanding of how to write an abstract for conference presentations or write a paper for publication. To further improve nurses' research knowledge grant writing workshops and a research methods Masterclass will be developed.

### Develop and deliver an annual high quality conference

The BACCN is committed to developing a reputation for delivering a world class conference to ensure complete delegate and exhibitor satisfaction, as well as to foster a creative energy by reviewing product rivals and ensuring that the BACCN can be the acute and critical care conference for the future. Our goals are to be:

- Member centred - members receive the best conference in optimal surroundings with full integration with industry and virtual delegates
- Research Driven - providing a conference that is innovative, and is able to translate research via a series of delivery methods to enable delegates to turn research into practical

- solutions for their practices and services
- Clinically led - We foster a culture that requires our members to lead in the programme content, through suggestions for content, abstract submission, and have a committed sense of ownership of the conference

### Key priorities:

The overall plan is to reduce risk to conference finances, and unlock potential for efficiencies in the way we provide conferences. BACCN will continue to build on the strategy of minimising conference venues. This facilitates familiarisation to enable effective mutual relationships, build expertise within the venue of BACCN needs and allows for the development of a contract that will build financial savings into this venture.

We aim to continue a culture of collaboration with the administration secretariat to enable us to provide a range of conference packages for members and exhibitors that meets, and exceeds the BACCN strategy and continues to allow us to become leaner, greener and stronger as a conference provider for critical and acute care.

Delivered by our conference secretariat, in partnership with the BACCN board and Conference Director, the conferences will provide delegates with an opportunity to network, showcase good practice, debate and share practical advice.

The key note speakers and call for abstracts will be guided towards ensuring they compliment and contribute the overall BACCN strategy. We wish to benefit our members by showcasing new research findings and changes to service provision that can lead to increased quality of care, service provision and financial efficiencies and sustainability back in their own workplace.

Operational management systems will be forward planning and seek to reduce waste in all areas.

### Demonstrate best practice:

We will seek to source contemporary and motivating speakers who can inspire and empower delegates to return to practice with new and valid ideas to enable them to face the day to day and future challenges within their teams and services.

### Facilitate networking:

- By continuing to have a conference each year we will provide an opportunity for delegates to share best practice and develop networking opportunities, amongst peers and industry experts to allow colleagues to share expertise and focus on how to address challenges.



- We will seek to utilise technologies: Pod casts, web conferencing and other technologies to enable remote and virtual opportunities that will expand audiences who cannot physically attend

## Provide efficient and effective services to members, offering best value for money

### Membership

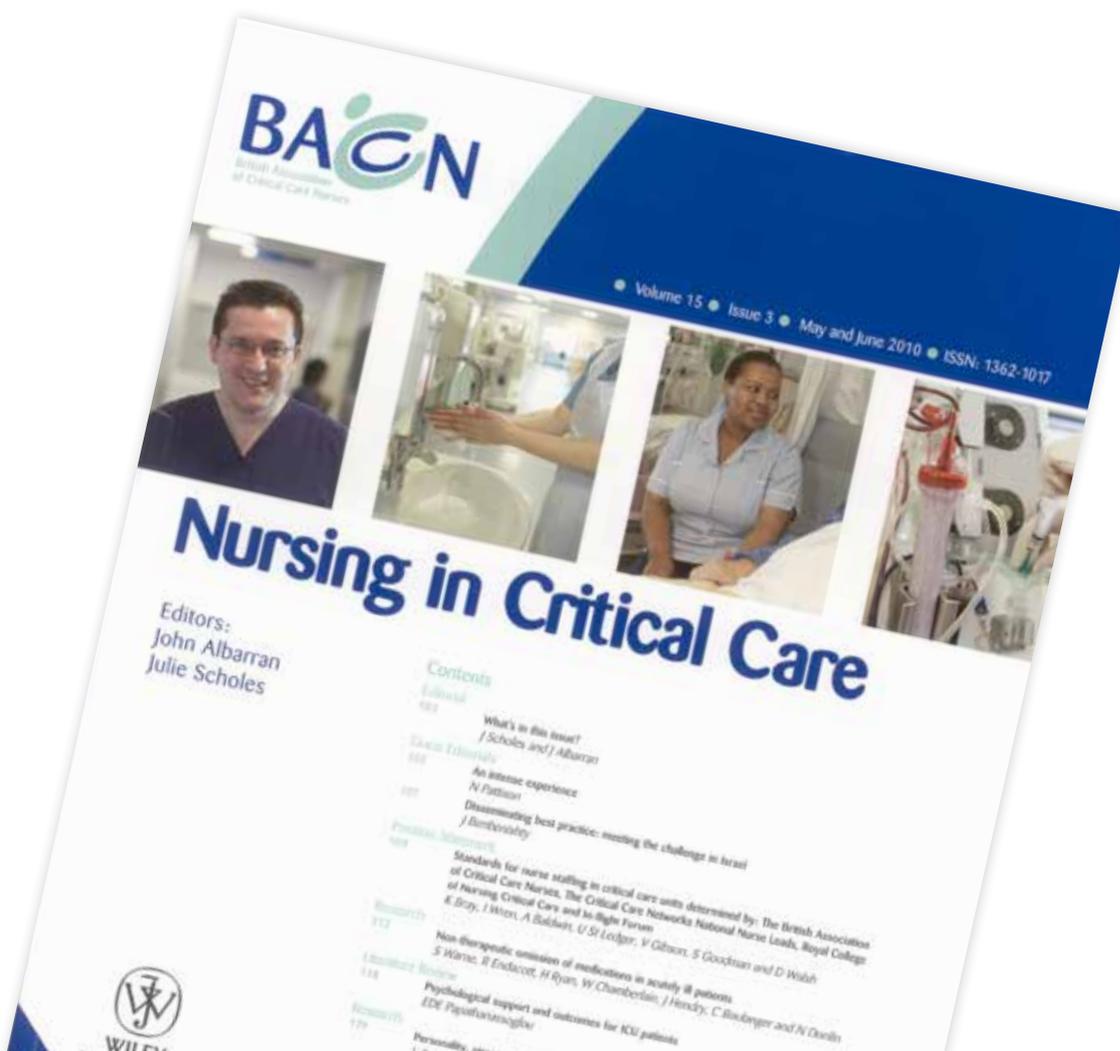
We aim to provide a wide range of membership benefits including:

- BACCN Journal 'Nursing in Critical Care' - 6 times per year
- Reduced rates at all BACCN study days and conferences
- Access to 'members-only' awards and grants
- Support for member views and concerns at a national level

- Being part of a nationally recognised professional organisation
- Benefitting from networking with other critical care nurses in a region
- Providing a BACCN website to share information. Within the members-only section provide a members message board
- Keeping up to date with current practice and new developments through a bi-monthly e-newsletter
- A regular review of Membership benefits to ensure members receive value for money

### Publicity and Website

We will work to ensure we maintain a strong professional identity with the correct use of the BACCN logo, stationary and promotional items. New opportunities to promote BACCN will continue to be explored. We will utilise the following strategies as ways to actively promote BACCN:



- Maintain a strong image for the association through the website, and ensure up-to-date information is provided through a range of communication media
- Review the functionality of the website, explore income generation through the development of a job vacancies section for the website
- Develop and maintain a selection of BACCN branded items for purchase by the regional committees
- Develop and analyse website 'quick polls' based on topical critical care nursing issues for debate and members views
- Promote BACCN membership at appropriate national and local events, through personal attendance or utilising the opportunity to circulate promotional items in delegate bags.
- Develop a framework that supports engagement between key individuals within the BACCN and the administration services to look at streamlining functions, and eliminating waste
- Develop an effective operating framework to ensure effective communication and problem resolution
- Develop surveys to evaluate services as experienced by members and other key stakeholders of the association

### Providing Best Value for Money

The BACCN is a charitable organisation; therefore the finance strategy is focused on ensuring that the association maintains a sustainable resource to support the work of the association. We premise our financing strategy on the following principles:

### Administration

We will continue to work with the administration secretariat to enable us to provide a responsive, greener and efficient service to members, focussing on the following key areas:

- Membership queries to be responded to effectively and timely within agreed timescale
- Monthly membership renewals to be processed effectively and timely each month
- New memberships will be processed effectively and timely
- Provide an online direct debit system
- Maintain an accurate and secure membership database
- Maintain an updated email contact address for members
- Send out bi-monthly e-newsletter to members
- Work with the regions to promote BACCN membership at regional/hospital events
- Provide administration support to the regions
- Develop and refine key performance indicators for effective office and administration functions, and ensure regular evaluation of these metrics
- Undertake a yearly review of the secretariat performance and contract to ensure best value for money

- We will not undertake any work which compromises our independence, the quality of our work or our integrity
- We believe we are accountable to our members for the responsible use of all resources which are put at our disposal
- We will continue to work with the regional treasurers to train and support them in the management of regional finances
- We believe that it is necessary to take on work commissioned for financial and professional purposes (educational endorsements), both to sustain ourselves financially, and to support our aims.

### Finance strategy

Our financial strategy is based on reviewing the following four areas: donations; capital reserves; income generation; and cost control.

### Donations

We strive to raise funds through donations. In order to achieve this it is proposed that the association:

- Consolidates its relationships with existing sponsors
- Develops publicity materials to support our efforts in this area
- Sets up a regular reporting mechanism

to track our success in this area to ensure that targets are met

### Interest on a capital reserve fund

We are committed to building up a capital reserve fund (an account reserved for long-term investment projects). The money will be raised in the following ways:

- All interest from money in the capital reserve fund will be reinvested in the fund.
- Sponsorship and endorsements will be "costed" in such a way as to enable a levy to be paid into the capital reserve fund.
- The building up of the capital reserve fund will be the specific responsibility of the Finance Director who will provide a quarterly status report at the Board meeting.

### Income generated from services

Currently the BACCN has a range of services that maintain the work of the association. The following initiatives are anticipated to maintain income generation for the association:

- A marketing and supportive membership plan
- Income generation targets will be set for sponsorship and endorsements
- An income target should be set for conference to ensure a sustainable

income for the association

### Cost control

Whilst income generation is an important area for the association, equally important is the careful costing, cost control and monitoring of finance. This will be achieved by:

- A dedicated book-keeping service to ensure that financial information is available in a timely manner
- Quarterly financial reports presented and discussed with the Finance Director, problems identified, and steps taken to address problems

The Finance Director and the Financial Administrator will be responsible for cost control. Overall responsibility will be with the Finance Director who has full authority to take all reasonable steps to ensure the success of the strategy.

### Be a platform to discuss critical care nursing and provide a supportive network

BACCN is committed to fostering and maintaining links within the wider world of critical care



nursing. We strive to collaborate and innovate to promote the sharing of new developments with international critical care colleagues.

Our key priorities are to:

- Ensure the BACCN and United Kingdom maintains an active presence within the European and Worldwide critical care nursing organisations, EfCCNa and WfCCNA.
- Engage with nurses and critical care nursing associations from outside the UK, i.e. through EfCCNa nurse exchange programme and a continued international perspective at the annual BACCN conference.
- Ensure members can access BACCN expert advice through one of the professional advisors or through the website. We will endeavour to respond within 48 hours of queries being sent

### **Provide social networks to support communication and engagement strategies**

BACCN will continue to utilise and develop technologies to benefit the Association. An emphasis will be placed on communicating electronically to benefit from efficiency and cost effectiveness. BACCN will utilise the following strategies:

- Maintain the BACCN's web site to provide an update on current developments in critical care, promote conference and study events, increase interaction, dialogue and communication with membership.
- Maintain the BACCN facebook page, LinkedIn and Twitter accounts along with adopting other social networking tools to raise the profile of BACCN, promote our 'brand', conference, increase interaction, dialogue and communication with membership.
- To consider the use of video media sites, such as YouTube and integrating this within the BACCN websites and facebook page. Footage and Podcasts to include

recordings from key sessions at Conference, and interviews with corporate partners.

- Use of Webex to promote effective dialogue and communication within the National Board and regions.
- Use of devices such as Interactive voting and electronic networking tools at Conference.
- Maintain online payments and online bookings for regional events.









