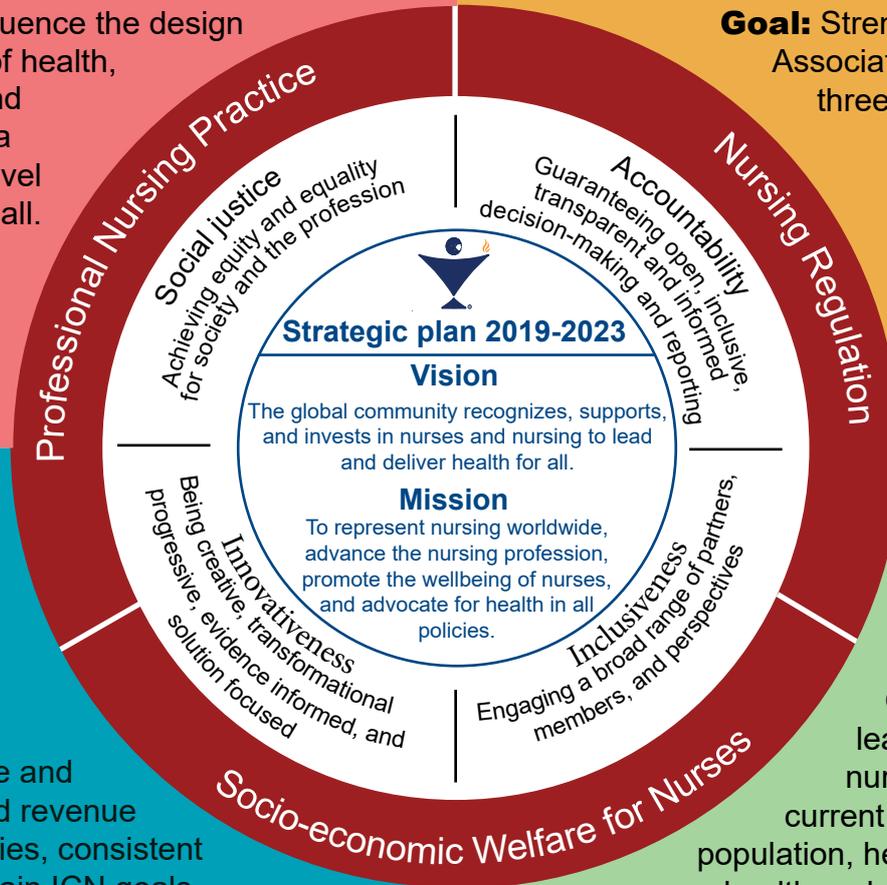


1. Global Impact

Goal: Inform and influence the design and implementation of health, social, educational and economic policies at a global and regional level to promote health for all.

2. Membership Empowerment

Goal: Strengthen National Nursing Associations (NNAs) across the three pillars of ICN to enable them to address key challenges at regional and national levels.



Goal: Identify, secure and diversify business and revenue generating opportunities, consistent with our values, to attain ICN goals.

4. Innovative Growth

Goal: Provide strategic leadership to advance the nursing profession to meet current and future needs of the population, health systems (including health and social care) and nurses.

3. Strategic Leadership

1.

Global Impact

ACTIONS:

1. Provide expertise, actively and regularly, in high-level global or regional health, education, social, regulation, environmental and economic policy events as the recognised and valued voice of nurses and nursing internationally.
2. Position nurses as pivotal to achieving good health and well-being of individuals and populations (Sustainable Development Goal 3)
3. Contribute evidence and expertise to the development of effective Human Resources for Health planning and policies, including scaling up of a qualified nursing workforce supported by a healthy work/practice environment
4. Contribute to and shape the World Health Organization (WHO) State of the World's Nursing Report 2020 and the next Global Strategic Nursing and Midwifery plan
5. Strengthen the impact of nursing at the WHO, World Health Assembly, United Nations, World Bank (WB), International Labour Organization (ILO), and Organization for Economic Cooperation and Development (OECD)
6. Build collaborative interprofessional and intersectoral relationships and advance joint activities with key global organizations
7. Continue to support the goals of Nursing Now and assume stewardship and leadership of Nursing Now as of 2021

2.

Membership Empowerment

ACTIONS:

1. Identify and understand the mandate, capacity and needs of NNAs
2. Expand programmes, initiatives and products related to the education, practice, regulation, and socio-economic welfare of nursing in response to NNA needs
3. Facilitate the provision of expertise to NNAs, including by leveraging expertise across NNAs
4. Support NNAs to influence policy
5. Scale up the ICN leadership/management development programs and engage alumni
6. Improve the availability and use of ICN resource documents and tools on issues important to NNAs





ACTIONS:

1. Expand sponsorship for ICN conferences, congresses, events
2. Increase and diversify ICN income sources
3. Enhance the use of social media and other modern, digital interactive tools/strategies in ICN communications, and in the branding and marketing of ICN products and services
4. Develop and promote a new business model (including country-level licensing) for ICNP
5. Promote the value of ICN to expand its membership base
6. Continue to evaluate new and existing programs and initiatives to determine their sustainability and alignment with ICN priorities

4.

**Innovative
Growth**



ACTIONS:

1. Identify health, nursing, social, economic, technological and related trends relevant to the current and future direction of the education, practice, regulation, socioeconomic welfare and research of nursing
2. Share evidenced based, successful, and innovative models of care, best practices, and research on the contribution of nursing
3. Set future focused policy direction for the nursing profession
4. Leverage 2020 Year of the Nurse to promote nursing through various activities and events
5. Actively incorporate the voice and views of student and younger generation nurses.

**Strategic
Leadership**

3.



@ICNurses www.icn.ch

ICN • CIE • CII
3, place Jean-Marteau, 1201 Geneva - Switzerland
Tel.: +41 22 908 01 00 - Fax: +41 22 908 01 01
e-mail: icn@icn.ch