



**Drug and Alcohol Nurses of
Australasia
(DANA)**

**Strategic Directions
2008-2010**

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Prepared by:

Drug and Alcohol Nurses of Australasia Inc. (DANA) Executive and Regional Representatives, April – June 2007.

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Glossary of Terms

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| ATOD | Alcohol, Tobacco and Other Drugs a generic term generally inclusive of all psychoactive substances including tobacco and medicines |
| FUSN&M | Flinders University School of Nursing and Midwifery |
| TC | Teleconference |
| TINN | The International Network of Nurses Concerned with Alcohol, Tobacco and Other Drug (ATOD) Misuse |

Drug and Alcohol Nurses of Australasia (DANA) Strategic Directions 2008-2010

1. Defining DANA's Strategic Direction

History

Drug and Alcohol Nurses of Australasia (DANA) evolved from an informal meeting of nurses working in the Alcohol, Tobacco and Other Drug (ATOD) field in NSW, in 1982. DANA began as a network providing support and education around professional practice issues, and for many members, the opportunity to develop long-standing friendships. The group became an incorporated body in 1983 as Drug and Alcohol Nurses Association, and held its first AGM in 1985. The strength of professional collegiality of the network, a clear vision to enhance and develop the unique skill sets of nurses in the ATOD field, and increasing demands from the field to advocate for ATOD nursing issues, resulted in the expansion of the scope of the network across Australasia, and a name change to Drug and Alcohol Nurses of Australasia in 2004.

The Present

DANA is now recognised as a peak body for ATOD nursing, providing leadership at a national strategic level, promoting nursing excellence in the ATOD and offering high-quality educational opportunities on all aspects of ATOD care and intervention. DANA has demonstrated its responsiveness to topical issues as they emerge, in contributing to the development of ATOD nursing practice standards, and in promoting practice based on the best available evidence. DANA has increasing representation on relevant ATOD nursing and other committees, at the national, regional and health unit level, contributing to the design and implementation of ATOD policy, research and professional practice issues.

2. DANA's Vision

DANA believes in supporting nurses and midwives on a professional and collegial basis, to develop effective responses to ATOD-related issues. DANA seeks to support the ATOD field through its contribution as a peak professional nursing body with expertise in the area of alcohol and other drugs, through offering opportunities for professional development and support for nurses, midwives and colleagues, and providing leadership in responding to key ATOD issues.

Our vision for the future is one of a dynamic organisation which:

- provides opportunities for professional development for its members
- provides advocacy for nurses and midwives

- is committed to accountable practices
- is committed to democratic principles, and
- is aware of and responds to, local and the broader socio-political context.

3. Critical success factors

To achieve its mission and vision, factors crucial to DANA's success must be given adequate consideration. These factors include:

1. *Adequacy and appropriate utilization of existing resources*
 - resources are planned and allocated in a way to ensure that DANA goals are achieved (Risk management principles???)
 - sufficient funds are available to support existing and future initiatives, and to support the future of the organisation

2. *Involvement of its members*
 - members are aware of the benefits of the organisation and are encouraged to actively participate
 - members are able to create opportunities consistent with DANA objectives and elicit support from DANA to achieve these
 - involvement of members in promoting and supporting DANA is properly recognised

3. *Communication and provision of information*
 - those who make decisions have access to relevant, timely information necessary to fulfil their responsibilities
 - information management systems, such as membership databases and website, are properly managed, maintained and developed to meet the needs of users
 - funds are made available to ensure the efficient operation of information management systems
 - information is organised and captured to ensure access to historical information.

4. *Current image and profile of DANA in the ATOD field*
 - DANA has a unique, apolitical and autonomous role within the ATOD field, which can be maintained and developed through fostering good relationships with members and key stakeholders
 - DANA actively promotes a consistent and positive image, and is identified with a strong collegiate spirit

5. *A process for reviewing and evaluating current objectives*
 - processes are established to ensure that activities are reviewed with regard to how they achieve organisational objectives, and that actions are accountable, and consistent with strategic direction

4. Mission and Objectives

DANA's purpose and goals are to enhance the capacity of nurses to respond effectively to ATOD-related issues, and provide a mechanism for professional development and support for its members. The mission statement reflects this aim:

DANA is the peak nursing organisation in Australasia providing leadership to nurses and midwives with a professional interest in ATOD issues. We aim for excellence & the ongoing improvement of quality care in nursing in all practice contexts. To do this effectively, DANA aims to:

- ◆ actively promote a legitimate role for nurses and midwives to respond to Alcohol, Tobacco and Other Drug-related issues
- ◆ provide opportunity for relevant professional development, education, mentoring & support for all nurses and midwives
- ◆ provide consultancy, advice and advocacy to our members, nursing organisations & key stakeholders in relation to ATOD matters
- ◆ promote inclusion of ATOD in core undergraduate curriculum, staff development programs and continuing education, and within postgraduate clinical and research degrees
- ◆ promote evidence-based practice and research in Alcohol, Tobacco and Other Drug-related interventions, and other key issues.

5. Strategies

Key strategies have been identified to assist DANA to achieve its defined objectives. These have been defined taking into consideration the capacity of its volunteer members. Key strategies to achieve organisational objectives have been defined as:

- providing consultancy, advice and support to key stakeholders as on ATOD-related issues
- Providing opportunities to develop or enhance the capacity of its members to respond to ATOD-related issues through professional development activities
- encouraging communication of effective principles of practice and the dissemination of research activities through publications and national meetings
- to provide a network that provides opportunities for support, guidance and mentoring.

6. Strategic Goals for 2008-2010

DANA's key strategic goals for 2008-2010 are:

1. To reach educational and political groups to advocate for education and training of nurses and midwives in ATOD for DANA members. Strategies include:
 - a. increasing DANA representation on external working parties
 - b. the promotion of DANA to other professional groups
2. To increase and foster engagement with current and potential members
3. To formalise administrative duties to assist with the implementation of strategic directions

4. To increase sponsorship and non-membership income to directly support members
5. To increase recognition of DANA as a peak body for ATOD nursing
6. Increase recognition of DANA by its members and stakeholders as a peak body for nurses and colleagues interested in ATOD issues
7. To record and maintain archives to preserve DANA history

Stakeholder Consultation

The DANA Strategic Directions 2008-2010 was developed in consultation with DANA Executive and Regional Representatives. The document was circulated to members early April 2007 and finalised in June prior to presentation to members at the 2006-7 AGM for final endorsement. This document is to be read in conjunction with the DANA 2008-9, and 2009-10 business plans, to be developed with the relevant incoming Management Committees.

Process of monitoring and review

To ensure that DANA meets its objectives prior to each AGM, systems to support members undertaking activities to achieve identified goals need to be supported. In the first instance, strategies to assist with monitoring progress include:

- development of an implementation framework by coordinators of respective activities
- holding regular teleconferences and gaining peer feedback on progress of activities
 - encouraging support and advice from experienced members (eg life members)
 - reviewing progress prior to each AGM and reviewing the workplan on a yearly basis to ensure relevance
 - ensuring adequate handover to new executive and reps subsequent to each AGM.

Summary

In summary, DANA identified 2004 as a year for consolidating the past, and for redefining its future direction. The achievements of DANA ensuring the subsequent three years cemented its role as a peak professional body for nurses and midwives in the ATOD field, while providing professional development opportunities to support members and our Associate membership.

The internal processes established, and growth achieved during 2004-2007, has provided DANA with the necessary stability to ensure the achievement of DANA's vision and goals for 2008-2010.

References:

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