

EAUN Strategy 2021-2030

The EAUN aims to act as the representative body for European urology nurses, guiding, promoting and facilitating the continued development of person-centred and evidence-informed urological nursing in all its aspects. The EAUN Strategy 2021 – 2030 below articulates the objectives considered essential in meeting the EAUN aims. The Strategy is composed of three key elements:

1. Eight **Aims** which capture the core areas of EAUN activity
2. **Objectives** associated with each Aim, outlining what is / will be done to meet the Aim, and
3. Ad Hoc remarks regarding the actions and any important conditions to be considered for each Aim or Objective

The EAUN Aims to:

- 1 **Promote urological nursing through the activities of the EAUN strengthening our role as the representative body of European urological nursing.**
- 2 **Establish standards for education, certification, accreditation and practice for European urology nurses**
- 3 **Utilise research outcomes to facilitate evidence-based urological nursing practice throughout Europe**
- 4 **Encourage urological research undertaken by nurses, enabling the dissemination of outcomes**
- 5 **Promote the exchange of experience and good practice between its members and national societies**
- 6 **Contribute to the determination of European urological health care policies, creating awareness of diversity in healthcare systems and advocating for equal access to healthcare**
- 7 **Collaborate with the EAU and other organisations in the field of urology, expanding EAUN representation at European and relevant international forums**
- 8 **Generate funding that is capable of supporting the aims, objectives and work of the EAUN today and in the future**

EAUN Strategic Aims and Objectives 2021 - 2030

Aim 1	
To promote urological nursing through the activities of the EAUN strengthening our role as the representative body of European urological nursing.	
Objectives	Remarks and actions - We shall achieve our goals through:
1.1. Growing the EAUN through promotion of a portfolio of activities and continually defining its role within urological nursing	1.1a Strengthening the network with ECO and other global networks 1.1b Creating an annual business-plan and budget in cooperation with the EAU 1.1c Adhering to the long-term strategy that is pivotal to accomplish goals for 2021-2030 1.1d The EAUN Chair's participation in national conferences
1.2. Representing the EAUN at international conferences and joining international alliances	1.2a Targeting areas in Eastern and Southern Europe to provide support where needed
1.3. Being known and recognised as a professional organisation through our work with societies and partners in health care relations	1.3a Working cohesively and collaboratively with the National Society Chairs. Also to have a national societies meeting at the annual conference 1.3b Optimising our social-media-platform 1.3c Strengthen our network and partnerships with National Societies and affiliates, building new relationships where possible 1.3d Deliver a yearly report on EAUN activities, this will be measured through the AGM annual report, EAUN webpage or EUT newsletter
1.4. Utilise multi-platform methods to broadcast EAUN activities and key aims to members and non-members alike	1.4a Sharing editions of European Urology Today (EUT) with members by email 1.4b Engaging in planned updating of EAUN social media (i.e. Twitter, LinkedIn, Facebook) providing news, and information on activities and events
Important conditions related to accomplishing the goal <ul style="list-style-type: none"> • The EAUN seeks to be an organisation for all urology nurses in Europe and to further our global presence. Presently members of the EAUN are mainly from Northern Europe. There is a lack of united national associations and networking tools in Eastern European countries. Even though the language barrier is less significant it is still an on-going challenge and one the EAUN actively wishes to address 	

- The difference between members and non-members shall transparent and clearly defined so as to make membership more attractive and beneficial
- We seek to facilitate and empower urologic nursing through the development and dissemination of the EFUN
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Aim 2

To establish standards for education, certification, accreditation and practice for European urology nurses

Objectives	Remarks and actions - We shall achieve our goals through:
2.1. The creation of guidelines and standards for clinical practice	2.1a Reviewing our guidelines on an ongoing basis through the guidelines group 2.1b Publishing all new guidelines on the EAUN website and in relevant peer-reviewed journals
2.2. Establishing an Educational Framework of Urological Nursing in partnership with others	2.2a Continuing Board engagement in the creation, dissemination and enabling of an Educational Framework of Urological Nursing
2.3. The accreditation of educational activities together with EU-ACME	2.3a Continuing to develop the accreditation process and recruit members to the accreditation board
2.4. Working in partnership with patient organisations	2.4a Considering how the EAUN can partner and continue working with patient organisations
2.5. Appropriate co-operation with European universities in the delivery of urological nurse education	2.5a The production of programmes for education such as European School of Urology Nursing [ESUN] and webinars 2.5b Considering how the EAUN can partner and work with other European healthcare organisations as and when the need arises
<i>Important conditions related to accomplishing the goal</i> <ul style="list-style-type: none">• Continued cooperation with the European School of Urology• Cooperation with EU-ACME for accreditation• Continued sponsor partnerships as and when available and to look for opportunities• Involvement in European healthcare organisations to promote urological nursing	

Aim 3

To utilise research outcomes to facilitate evidence-based urological nursing practice throughout Europe

Objectives	Remarks and actions - We shall achieve our goals through:
3.1. Providing high quality courses and on-line educational activities using a range of media	3.1a The organisation has and will continue to be flexible in the provision of educational activities 3.1b Identification of appropriate education institutions who undertake urological courses may only become apparent when a European Framework of Urological Nursing is devised 3.1c Offering high standard courses via the EAUN School of Urology Nursing [ESUN] at a minimum of once per year
3.2. Participating in international congresses, and providing workshops with international partners	3.2a Identifying international congresses that are beneficial to EAUN
3.3. Promoting multi-disciplinary working	3.3.a Through participation in and inviting participation from colleagues of other disciplines in sessions, webinars, EAUN and EAU congress and guidelines
3.4. Disseminating research articles	3.4a Communication of evidence through publications e.g. oral presentations, articles and social media
Important conditions related to accomplishing the goal <ul style="list-style-type: none">• Identification of appropriate research to be utilised• Access to educational grants• Flexibility in educational provision	

Aim 4

To encourage urological research undertaken by nurses and to enable the dissemination of outcomes

Objectives	Remarks and actions - We shall achieve our goals through:
4.1. Organising the presentation of research projects at EAUN meetings	4.1a Promotion of: <ul style="list-style-type: none"> ○ The EAUN research competition ○ The EAUN poster session
4.2. Facilitating research development	4.2a Encouraging the exploration of underreported areas in urology 4.2b Provision of help to nurses to write an abstract, to create a research poster 4.2c Creation of a EAUN workgroup focus on research which can: <ul style="list-style-type: none"> ○ Identify research gaps through collaboration with other EAUN/EAU working groups and/or European Associations ○ Provide research activities and establish contacts with relevant bodies ○ Broadcast research results and information
4.3. Co-operation with specialised nursing and other affiliated healthcare societies on research	4.3a Participating with EAU on joint projects, including Patient Information Group and actively disseminate information to members and associated colleagues / associations 4.3b Continuation of projects such as the PREP-project and follow-up in cooperation with ESNO. 4.3c Collaboration with EONS and other specialised nursing societies focussed on urology/ uro-oncology fields in future projects (inside and outside Europe) 4.3d Attending meetings organised by other specialised nursing societies which the collaboration of the EAUN is asked 4.3e Inviting other specialised nursing societies to collaborate to future projects of the EAUN
4.4. Organising and promoting an annual research competition at EAUN Congress	4.4a Promoting urological nurse research within the EAU 4.4b Participating in the elaboration/review of the EAU guidelines, by organising joined sessions during annual congress of the EAU to present the results of relevant results of urological nurse research

Important conditions related to accomplishing the goal

- Cooperation's with other associations and companies related to urology research is a possibility.
- Grant for EAUN research competition

Aim 5

To promote the exchange of experience and good practice between EAUN members and national societies

Objectives	Remarks and actions - We shall achieve our goals through:
5.1. Advertising the EAUN Fellowship programme	5.1a Stimulating participation in the Fellowship programme, through: <ul style="list-style-type: none">○ Sharing information about the Fellowship programme through all available social media channels○ Keeping contact with institutions participating in Fellowship programme○ Contacting other institutions which could be able to host a fellowship programme.
5.2. Encouraging Special Interest Group (SIG) membership	5.2a Facilitating the elaboration of SIG's sessions during the annual meeting 5.2b Facilitating the organisation of SIG's online courses/symposia 5.2c Identification of a designated EAUN board member to be responsible for the communication between the SIG's and the EAUN 5.2d EAUN Board facilitating the independence of the special interest groups
5.3. Facilitating access to electronic newsletter databases, educational resources and guidelines through the EAUN website	5.3a Enabling easy access to the EAUN website 5.3b Encouraging the EAUN members to contribute to the EUT by writing articles 5.3c Providing original EAUN Guidelines freely to all 5.3d Facilitating availability of ESUN course slides in order to organise the ESUN course in members' own language 5.3e. Developing a European database for urological nurses with a library of: <ul style="list-style-type: none">○ Internationally recognised guidelines○ Literature, abstracts and brochures relevant to urological nursing○ Relevant journals, which also can be found through a link directly on www.eaun.uroweb.org○ Other relevant information from websites
5.4. Hosting the annual international meeting with national society meetings and engagement	5.4a Contacting national societies to promote the possibility for them to translate the guidelines in their own language 5.4b Ensuring that one EAUN board member is always present/invited during the ESUN courses organised by national societies 5.4c Providing an EAUN booth / presence wherever possible

<p>5.5. Expanding the use of EAUN social media presence to promote EAUN goals with members and national societies</p>	<p>5.5a Developing a professional forum on the internet for the members (chat room) to allow members to communicate with each other and with EAUN Board members / to exchange their experience and practices</p>
<p><i>Important conditions related to accomplishing the goal</i></p> <ul style="list-style-type: none"> • Availability of Grant for Fellowship programme • Support of EAU ICT for necessary evolutions of the website to reach these goals 	

Aim 6

To contribute to the determination of European urological health care policies, creating awareness of diversity in healthcare systems and advocating for equal access to healthcare through:

Objectives	Remarks and actions - We shall achieve our goals through:
6.1 Participating in, or initiating and creating position papers alone and with partners	6.1a The EAUN creation, publication and advertising of ad hoc position papers on matters intimately related to diversity and equality matters in urological nursing care provision 6.1b Active engagement with key partners to collaborate on policy development and/or initiation in areas where we have mutual or complimentary goals 6.1c Continued use of the communication channels used through the annual meeting of the National Societies at the EAUN Congress to seek topics on which to collaborate and the mechanisms for doing so 6.1d Ongoing EAUN Board review of all invitations to participate in activities deemed appropriate to this strategic objective
6.2 Reviewing and participating in strategies for quality improvement, alone and with partners	6.2a Continuing to work with partners including, but not limited to, ESNO, EONS, ICS, ECO and SUI on health care policy and quality improvement at a European Level 6.2b Seek ways to implement quality improvement guidance in appropriate EAUN publications and clinical guidelines
6.3 Embedding patient experience in EAUN-guidelines to enhance patient involvement	6.3a Aim at including patient-centred perspectives in all EAUN Healthcare Guidelines and other educational activities 6.3b Actively cooperating with the EAU in the production and review of published Patient Information guidance

Important conditions related to accomplishing the goal

- Continue to develop and nurture contacts with international policy influencing organisations e.g. ESNO
- Ability to participate in projects with urological oriented subjects so as to be able to improve urological care.
- Update EAUN members about initiatives related to health care policies where the EAUN is involved.

Aim 7

To collaborate with the EAU and other organisations in the field of urology, expanding EAUN representation at European and relevant international forums through:

Objectives	Remarks and actions - We shall achieve our goals through:
7.1 Participation in congresses organised by partner organisations and articulating the urology nursing voice	7.1a Continued collaboration with the EAU to further increase the urological nursing voice in their activities and annual Congress 7.1b EAUN Board members attending appropriate national congress and meetings in their home country to promote the EAUN 7.1c. Responding positively to requests by partner nursing and healthcare organisations for EAUN representation and/or presentations at their meetings 7.1d Actively supporting National Societies when organising urology nursing events offering EAUN input if desired
7.2 Providing input and/or acting as members of Advisory boards of partner organisations	7.2a Continuing our existing collaboration with ECO, EONS and ESNO 7.2b Considering opportunities within EAUN resources to participating in international working groups and European nursing organisations
7.3 Attending and participating in educational events organised by partner organisations	7.3a EAUN Board members attending appropriate national urology nursing congress and meetings in their home country to promote the EAUN 7.3b. Respond positively to requests by partner Urology Nursing organisations including [but not limited to] SUNA, BAUN, ICS, ANZUNS for EAUN representation and/or presentations at their educational events

Important conditions related to accomplishing the goal

- Knowledge of appropriate International meetings/congresses, obtaining invitation to represent EAUN
- Creating a register of appropriate contact information of national societies and their Board, Chair/President
- Mediate the identification of nurses and themes/topics to be presented in international congresses when requested.
- Ensure that at least one board member is familiar with the possibilities/practicalities of social media who will collaborate with the Central Office in this task.
- Seek and build upon opportunities for EAUN Board members to become members of identified European and international nursing organisations to further work and collaboration with them.

Aim 8

To generate funding that is capable of supporting the aims, objectives and work of the EAUN today and in the future through:

Objectives	Remarks and actions - We shall achieve our goals through:
8.1 Active collaboration with the EAU and sponsors	8.1a Devising an agreed yearly financial plan to help EAUN continue all of its activities, webinars and guidelines
8.2 Board members seeking opportunities to promote the EAUN's activities to generate funding with appropriate sponsors	8.2a Focusing on awareness of and actions associated with increasing appropriate sponsor support and sponsor collaboration in EAUN activities 8.2b Promoting EAUN principles and processes for accreditation of educational courses/activities provided by third parties both in person and through EAUN communication media
8.3 The provision of transparent financial accounts	8.3a Responsibility for the production of transparent financial accounts shall lie primarily with a Board member elected to the role and the team they lead in collaboration with the EAUN Office Manager

Important conditions related to accomplishing the goal

- Adjust expectations and LTP with the new financial plan in March 2022
- Update the short term strategy including an estimated budget twice a year (2023) together with relevant stakeholders
- Meet at least once a year with EAU Sales and office managers to discuss sponsor opportunities
- Decide together with the EAU Office terms and conditions for branding the EAUN, advertisements for local and international activities
- Facilitate EAUN groups including ESUN and SIG to liaise with EAU Sales and office managers to maximise appropriate financial income thus supporting their activity