



2014 – 2018 Strategic Plan

MISSION

The mission of the NSPA is to support its members and advance the profession of physiotherapy in order to improve the health and wellness of Nova Scotians.

VISION

Physiotherapy is recognized as an essential healthcare profession that fosters evidence-informed, client-centered, collaborative care; and leads in the promotion, improvement and maintenance of mobility, physical fitness, health and wellbeing of Nova Scotians.

By 2018 the Nova Scotia Physiotherapy Association will:

- Become the indispensable resource to members by meeting their needs, recognizing professional diversity and encouraging collaboration and intra-professional practice.
- Successfully inform the public about the value of physiotherapists as primary health care providers in the areas of injury prevention and health promotion.
- Have successful relationships that influence healthcare stakeholders policy makers
- Have successfully supported the physiotherapy profession in leading innovative research and education.

Achieved through four strategic priorities:

1. Member recruitment, engagement and retention

Activities:

- Increase membership, with an emphasis on the recruitment of public practice physiotherapists and physiotherapy assistants.
- Directly engage students and new graduates in innovative ways.
- Provide ways and means to foster collaboration between members and healthcare professionals.
- Continue to provide exciting volunteer opportunities to engage members in the NSPA.

SUCCESS by 2018!

5% increase in total membership

2% membership increase in public practice physiotherapy and PTAs

10% increase in member satisfaction (measured by satisfaction survey)

2% decrease in lapsed membership (collaboration with CPA)



2. Public awareness

Activities:

- Educate Nova Scotians on the broad scope of physiotherapy practice and specialties to enhance their health and well-being.
- Create a social awareness campaign including the development of a new general public micro-website.
- Expand use of social media – increased presence on Facebook and Twitter.

SUCCESS by 2018!

5% increase in Find-a-Physio website use

20% Increase in website log-ins

10% increase in revisits to website

10% increase in traffic to website from social media

3. Government relations and advocacy

Activities:

- Actively engage and influence government and stakeholders by participating in public consultations, committees and working groups.
- Educate decision makers through the promotion of the Valuing *Physiotherapy* documents and discussions.
- Establish train the trainer program – *Advocacy 101* supporting advocacy in the districts.
- Prepare and distribute NSPA Advocacy Tool Kit ready for all members.

SUCCESS by 2018!

Develop an Advocacy Tool Kit for NSPA members

Complete 5 Advocacy 101 workshops

80% satisfaction in advocacy training supported by the NSPA

4. Education and research support

Activities:

- Provide professional development opportunities to improve physiotherapists' clinical skills and promote specialization.
- Collaborate and support district professional development courses and programs.
- Support and promote clinical research in partnership with the Dalhousie School of Physiotherapy.
- Provide and promote the NSPA research bursary.
- Create a centralized professional development calendar displaying courses hosted by the NSPA and districts.

SUCCESS by 2018!

2 member surveys to determine what courses are needed/wanted by members

Establish a centralised professional development calendar

15% increase in the number of courses offered by NSPA

15% increase in research bursary applications

20% increase in course satisfaction