

APIC's New Strategic Initiatives

Marjorie Underwood, RN, BSN, CIC, Chair

THE APIC BOARD OF DIRECTORS HAS approved a new Strategic Plan for 1998-2000. APIC's mission—to promote wellness and prevent illness and infection worldwide by advancing health-care epidemiology through education, collaboration, research, practice, and credentialing—is supported by goals addressing the following seven major areas:

- ▲ Member and Organizational Excellence
- ▲ Practice and Credentialing
- ▲ Center for Clinical Epidemiology
- ▲ Education
- ▲ Strategic Alliances
- ▲ Research
- ▲ Worldwide Activities

1997 Strategic Planning and Administration Committee

Chair

Marjorie A. Underwood, RN, BSN, CIC

Members

Carla J. Alvarado, MS

Kay C. Carl, RN, BS, CIC

Georgia P. Dash, RN, MS, CIC

Candace Friedman, BS, MT(ASCP), MPH, CIC

Christopher E. Laxton

Lorie J. Lerner-Dur-Java

Linda L. McDonald, RN, MSPH, CIC

Sandy Pirwitz, RN, MS, CIC

Julie S. Sellers, RN, BSN, CIC

Frances M. Slater, RN, BSN, MBA, CIC

Ad-hoc members

Dennis C. Brimhall

Lisa A. Docken, RN, BSN, CIC

Elaine Larson, RN, PhD, FAAN, CIC

Leonard G. Pepe, CPA

Ralph J. Rivkind, JD, LLM

... the success of the organization is integrally tied to the success of the individual member ...

Since the success of the organization is integrally tied to the success of the individual member, the Strategic Plan identifies Member and Organizational Excellence as a key strategic priority. This goal charges APIC with providing support, recognition, and opportunities for professional growth and development for individual members, and for the continual improvement of APIC, its volunteers, structures, and member groups.

The Plan provides as a leadership goal for APIC the tasks of defining, evaluating, and continually improving the practice of infection prevention and health-care epidemiology, recognizing that health-care services are provided in a variety of settings across a broad continuum of care. Through a new entity, the Center for Clinical Epidemiology (*see article on page 11*), the plan also sets APIC on a course that will lead to the development of a global database for infection prevention, and establish APIC as the pre-eminent resource for information related to infection prevention and health-care epidemiology.

Education continues to be at the heart of many of APIC's programs, and the plan acknowledges that continual improvement and innovation in its educational offerings is a key element of APIC's future growth. Education also weaves through most, if not all, of the other six goals outlined in the plan.

The Strategic Plan acknowledges that forging strategic alliances with other organizations and agencies both within the U.S. and outside our borders is essential to our success. In an atmosphere of rapid change, partnership and collaboration are more effective models for success than unilateral action. As well, collaboration and mutual support have been identified as important organizational values for APIC.

Emphasizing the need for enhancing the science behind our practice, the

plan identifies research as an important strategic issue. Finally, understanding that infectious diseases know no national boundaries, the plan provides direction for extending our expertise and resources to other nations and to the global community. It provides for opportunities to learn from the experience of practitioners in other countries, and builds toward a worldwide forum for the exchange of information and the definition of practice.

It is important to note that the Strategic Plan on the next page is a work in progress. It depends on the effort, support, and vision of each of us to make it a reality and to help advance both individual APIC members and the association as a collective whole into a successful, exciting, and rewarding future. Many of the objectives and tactics that support the achievement of these seven strategic goals have been identified; still others need to be defined. We look to APIC's members, chapters, sections, committees, and task forces to provide this detail in the coming months.

In the near term we also will continue to work to strengthen our plan with a statement of APIC's organizational values. We began the process of defining our values through a questionnaire that was distributed, first to our Board of Directors and Strategic Planning Committee members, then to attendees at our 1997 Annual Conference, and finally to all members through *APIC News*. An articulation of these values will be discussed and approved by the APIC Board in its meeting in January 1998. Until then, and beyond that point, we will continue to seek member input on this important topic.

I would like to take this opportunity to thank the members of the Board of Directors for their leadership and ongoing support of the strategic planning process, the National Office staff for their collaboration and creativity, the many APIC members who took the time to respond to the questionnaires and to share their ideas and values, and especially the individual members of the Strategic Planning Committee, who envisioned a future and made strategic thinking a reality.

Strategic Plan 1998-2000

MISSION

APIC promotes wellness and prevents illness and infection worldwide by advancing health-care epidemiology through education, collaboration, research, practice, and credentialing.

VISION

APIC is the pre-eminent voice for excellence in health-care epidemiology through research, education, and advocacy.

GOAL 1

Member and Organizational Excellence

Provide support, recognition, and opportunities for professional growth and development of members and improvement of APIC.

Objectives

- 1.1 Support and improve service to Members.
- 1.2 Assess the roles of Chapters within APIC and identify successful Chapters.
- 1.3 Support and improve APIC Chapters, Coordinating Councils, Sections, and Focus Groups.
- 1.4 Provide recognition to outstanding Members and Chapters.
- 1.5 Develop mechanisms for timely communication among APIC entities, e.g., committees, task forces, National Office, Chapters, and Membership Sections.

GOAL 2

Practice and Credentialing

Define, evaluate, and continually improve the practice of infection prevention and health-care epidemiology.

Objectives

- 2.1 Continuously review, define, and implement standards of practice.
- 2.2 Develop a minimum standard of program resource (FTEs, computerization, etc.) requirements necessary for effective health-care epidemiology in all variety of practice settings.
- 2.3 Credential infection control programs.
- 2.4 Develop Guidelines, State-of-the-Art Reports, Position Statements, Commentaries, etc.

GOAL 3

Center for Clinical Epidemiology

Be the pre-eminent resource for information related to wellness through infection prevention and health-care epidemiology.

Objectives

- 3.1 Build and maintain an accessible scientific global database of infectious and non-infectious outcomes occurring across the continuum of care.
- 3.2 Develop a report card identifying what to look for (infection control value added and other preventable adverse outcomes) in a health-care plan for distribution to managed-care organizations and major U.S. employers.
- 3.3 Maintain a resource center and information exchange network for infection prevention and wellness for members, health-care workers, and the general public.

GOAL 4

Education

Develop, promote, and provide meaningful, accessible, and affordable educational products and services for infection control professionals, health-care workers, and the general public.

Objectives

- 4.1 Create a mechanism to coordinate efforts/plans of committees that create educational programs or products.
- 4.2 Coordinate the development and delivery of all of APIC's educational programs and products.
- 4.3 Identify methods for assuring the affordability of educational programs.
- 4.4 Develop a comprehensive marketing plan for educational materials.
- 4.5 Incorporate information technology topics into APIC's educational programs.
- 4.6 Explore providing educational programming through the Internet and other electronic communication tools.
- 4.7 Develop recommended competencies and core curriculums in infection control for health-care education programs (e.g., medicine, dentistry, nursing, pharmacy).
- 4.8 Develop programs that ICPs can use to educate HCWs on infection control practices.
- 4.9 Develop programs that ICPs can use to educate management on the value of infection control programs.
- 4.10 Make available programs that ICPs can use to educate and promote wellness among patients and the general public.
- 4.11 Create an Infection Prevention Day as a part of Infection Control Week to promote infection prevention and wellness to the general public.

continued on page 10

RE THAN 7,000 COPIES SOLD!

APIC Infection Control and Applied Epidemiology: Principles and Practice

The Ultimate Resource for the Infection Control Professional!

2 chapters address epidemiology statistics; surveillance; outbreak stigation; microbiology/laboratory diagnostics; nosocomial infections; infection precaution systems; principles of cleaning, disinfection, and sterilization of medical devices and other patient care equipment, including flexible endoscopy; infection prevention control for long-term care, handling, minimizing occupational hazards associated with delivery of health care, and elements of educational theory and practical application. The chapters also contain all APIC guidelines published as of January 1996.

Industry Reference offers the ICP a practical summary of information in an online format on a broad variety of topics ranging from analytic methods data management and use, selected infectious diseases and organism specific reviews, and a discussion of the application of epidemiology and infection control/prevention principles to highlights of issues relevant to infection control and prevention for environmental functions within health-care settings, and management/administrative issues.

ORDER TODAY!
1-800-426-4545

(In Canada call 1-800-268-4178)

\$135 APIC Members
\$150 Nonmembers

Published May 1996.
Approx. 1,200 pages, 350 illustrations.

Specify Book Code: 24857

APIC Strategic Plan, *continued from page 9*

4.12 Expand the consumer information available on the APIC web site to promote infection prevention and wellness.

GOAL 5 **Strategic Alliances**

Identify, evaluate, and pursue opportunities for alliances which advocate wellness, infection prevention, and health-care epidemiology.

Objectives

- 5.1 Establish coalitions (countries, governments, health-care organizations, large employer groups, patient advocacy groups, etc.) on specific issues.
- 5.2 Establish a permanent national coalition of organizations with similar goals to advocate on health-care epidemiology issues.
- 5.3 Establish formal partnerships with other organizations with complementary visions.
- 5.4 Pursue co-development and co-sponsorship of position papers, recommendations, and guidelines.
- 5.5 Develop and influence public policy independently and/or in conjunction with allied organizations as appropriate.
- 5.6 Maintain and enhance existing alliances and coalitions.
- 5.7 Collaborate with GHAA, AHA, AHCA, and others to educate health-care executives on the value and cost/benefit relationships of infection control programs.

GOAL 6

Research

Support, promote, and publicize research in health-care epidemiology.

Objectives

- 6.1 Support the APIC Research Foundation (RF).
- 6.2 Provide dedicated staff for management and/or fundraising for Research Foundation (evaluate APIC funding for Foundation staff after endowment goal is reached in 1998).
- 6.3 Explore, with the RF, the value of alliances with universities (e.g., schools of public health) to support the design and development of research initiatives and potential applicants to the Research Foundation.
- 6.4 Explore, with the RF, opportunities to apply for (and direct) major grant-funded and/or industry-funded research solely or in partnership with other organizations and agencies.
- 6.5 Explore dissemination and placement of research findings in the popular media and non-peer reviewed professional press. (Scientific findings would appear, if appropriate, in *AJIC*).

GOAL 7

Worldwide Activities

Identify, develop, and enhance activities worldwide to improve practice of infection prevention and control and to promote the effective application of health-care epidemiology.

Objectives

- 7.1 Increase worldwide access to APIC products, services, and other resources.
- 7.2 Define and advance best practices through collaboration with organizations and government.
- 7.3 Promote worldwide information exchange.