



WOMEN'S HEALTH DIVISION OF THE CANADIAN PHYSIOTHERAPY ASSOCIATION

JUNE 2017 - 2020 STRATEGIC PLAN

Mission & Vision of the Women's Health Division

Vision:

The Women's Health Division (WHD) is a not-for-profit division of the Canadian Physiotherapy Association (CPA) that is managed, operated, and advanced by volunteers with a passion for women's health. We are a dynamic organization, national in scope, that effectively facilitates communication, education and service delivery for physiotherapy practitioners on topics specific to women's health.

Mission:

Our mission is to provide leadership and direction to members of the CPA for the advancement of physiotherapy practice in women's health by fostering excellence in practice, education, and research for the benefit of Canadians. We aim to:

- Acquire and make available information and educational materials,
- Encourage and develop the publication of research in the field,
- Facilitate communication between and among members,
- Promote ongoing professional development, and
- Enhance physiotherapy service delivery specific to women's health and/or pelvic health.

Core Activities of the Women's Health Division

In support of our mission, our core activities are:

1. Provide leadership and direction for the advancement of the Women's Health Division (WHD) and the practice of physiotherapy in women's health/pelvic health (WH/PH) by fostering excellence in practice, education, and research for the benefit of Canadians.

This can be/ is achieved by:

- Training our executive to have a strong leadership and collaborative skill-set
 - Design and implement viable strategic plans
 - Improve succession planning and orientation & handover procedures for new executive committee members
- Developing effective subcommittees
 - Develop orientation and handover procedures for sub-committee members
 - Enhance inclusion of subcommittee members in affairs of executive committee
- Investigating and potentially implementing a division name change to align ourselves with other WH/PH physiotherapy organizations worldwide and with the needs & views of our members
- Increasing regional representation
 - Diversify subcommittees with members from across the country
 - Connect with regional WH/PH organizations on social media
- Investigating the potential for a clinical specialty/certification/mentorship program

2. Acquire and make available resources and opportunities relevant to WHD members. This is achieved by or can be achieved via:

- Monthly e-blasts
 - Clinical pearl or critically-appraised topic (CAT)
 - Listing of upcoming courses, conferences, events, and WHD-related opportunities (awards, elections, etc)
- Social media
 - Encourage member participation by requesting sharing of information, resources & links, and encouraging conversation on social media
 - Publicize WHD events (AGM, elections, networking event at CPA Congress/annual conference, pre/post-Congress/annual conference courses, awards, etc)

- Publicize WH/PH news, events, courses, conferences, research reports, etc
- Website
 - Accessible home for downloadable resources and web links relevant to WH/PH
 - Regularly updated listings of courses, conferences, awards, opportunities, etc
- Newsletter
 - Quarterly publication disseminating research, upcoming events/opportunities, and clinical resources
 - Opportunity to collaborate with other divisions
 - Division features, inter-division themes
- Awards
 - The following awards will be offered every second year:
 - Travel Award for Members Practicing in Remote Areas
 - Travel Award for Advanced Training in Women's Health/Pelvic Health
 - Award for A New Graduate to Study Women's Health/Pelvic Floor Physiotherapy
 - Bursary for A Member to Attend a Conference in Women's/Pelvic Health
- Courses
 - Provide information about face-to-face and online courses, host courses
 - Investigate the possibility of offering a WH/PH retreat
 - Offer a fee adjustment for members for courses offered by the WHD

3. Encourage and support knowledge translation in the field of WH/PH. This is currently accomplished by or can be accomplished by:

- \$5000 PFC Research Grant
 - Financially support PFC's offering of this grant every second year
 - Announce winner in newsletter
 - Make manuscript and any other published materials (posters, KT materials, etc) from funded research available to members
- Encourage and facilitate network between and amongst WH/PH clinicians and researchers
 - Spotlight researchers, student & research projects, research programs across Canada via newsletter & social media
- Increase awareness about WH/PH via knowledge translation (KT) deliverables
 - Provide members with KT deliverables associated with WHD/PFC-funded study
 - Change guidelines of PFC grant to reflect the need to increase KT from researchers to members