



World Federation of Critical Care Nurses

**Strategic Plan
2027-2030**

Goal: Professional Representation of Critical Care Nursing Organizations and Critical Care Nurses Worldwide

Objective 1: Represent the interests and aspirations of critical care nurses, their patients and communities globally

Strategy	Responsible Director	Key Performance Indicators (KPIs)	Timeline	Outcomes	Progress
Position WFCCN to have a presence and a voice alongside peak bodies such as WHO, WFICC, ICN etc.	Position WFCCN to have a presence and a voice alongside peak bodies such as WHO, WFICC, ICN etc.	Establish and maintain cooperation and representation. Identify all activities that represent this objective including but not limited to: Representation on WHO-ACAN. Development of basic critical care course repository			
Map existing partnerships and representation opportunities. Confirm and/or expand representation in key global bodies. Initiate development of the critical care course repository			End of 2026	Strengthen active participation in international advisory groups. Launch and expand the course repository.	
Strengthen active participation in international advisory groups. Launch and expand the course repository.		Number of formal partnerships and collaborations established. Active representation in international committees (e.g. WHO, ICN). Number of joint initiatives with partner organizations.	2027-2030	Establish regular collaboration mechanisms with partner organizations.	

Increase visibility in global health discussions through social media.	Media & Communication director	Development and utilization of the critical care course repository. Participation in global policy discussions and consultations.		Increase visibility in global health discussions.	
Objective 2: Promote cooperation, collaboration and support for critical care nursing associations					
Increase collaboration between WFCCN and regional federations	President Vice President Secretary Policy & Partnership Research and development	Organize meetings with regional federations between WFCCN council meeting and define common strategies, and			
Increase visibility of the cooperation with our members via social media and website	Media & communication Secretary	To establish regular reporting of news from full member countries and regional federations Press releases of new members, IJCC press releases, advertise full member countries conference Website revision to highlight relationships and support. Consider re-establishing a biennial accomplishment report.	2026-2030	Improved communication flow between WFCCN, full member countries, and regional federations. Greater awareness of member contributions to critical care nursing at regional and global levels. Stronger positioning of WFCCN as a central hub for information, collaboration, and support.	

Goal: Enhance and Support Critical Care Nurses and Patients Worldwide through Position Statement, Standards and Education

Objective 1: Promote the development of position statements and taskforces to support critical care nursing practice

Produce and publish WFCCN position statements – In 2026 identify though current and previous World wide survey those matters that require position statement/policy from WFCCN.	Vice President & Director of Education	All WFCCN position statements are up to date, are reviewed every 5 years, and are available for download via the website		Revision Critical Care Nursing Workforce Provision of Critical Care Nursing Education Culturally Sensitive Critical Care Nursing New Position statements	
Share practice guidelines via WFCCN repository	Media & Communications	A contemporary repository of guidelines is maintained on the WFCCN website	2026-2030	Increased access to evidence-based guidelines and best practices. Greater alignment of critical care nursing standards across countries and regions.	
Endorse relevant international and national position statements	Board of Directors Ambassadors	WFCCN participates in the production of joint and international position statements Such statements are available on the website			
Contributes actively to international task forces	* Global Partnership & Policy director Board of Directors Ambassadors	WFCCN leadership collaborates actively with national and international critical care organizations to provide input into relevant		2026 Sepsis guidelines.	

		<p>position statements and guidelines</p> <p>Such statements are available on the website</p>			
Provide support for regional and country activities(to resource limited countries through discretionary funding)	Board of Directors	<p>A WFCCN finance support scheme to support resource limited countries continues to be incorporated into the yearly budget</p> <p>Income is generated to enable an annual \$5000 support fund for resource limited countries</p>			
Objective 2: Advance the art and science of critical care nursing					
Provide a WFCCN at least annual, hosted by a WFCCN full member association	<p>Secretary Conference Planning group</p> <p>Media and communication</p> <p>Research and Development</p>	<p>Create a pool of interested societies for biennial congress</p> <p>Call for expression of interest occurs two years before expected congress</p> <p>Include awards for best paper during the Congress</p> <p>presentation of international research collaborations at biennial congresses.</p>		<p>A well-planned schedule of WFCCN Congresses for the next 3 years</p> <p>Opportunity to add to IJCC publication and motivation for nurses to express their innovative practices</p>	

Collaborate with WFICC to support WFCCN at the annual World Congress	President Global Partnership & Policy director Ambassadors	Formal letter for collaboration to current President of WFICC to be part of 2028 WFICC Congress Active engagement of WFCCN representative (Ambassadors) in WFICC projects and initiative		2028 Joint WFCCN & WFICC Congress Joint project work with WFICC	
Collaborate with ECCC to support WFCCN in holding annual council meeting and educational offering in Dubai over the next 3 years	President Secretary Vice President Policy/Global Relations Director	Formal MOU for collaboration between WFCCN and ECCC Active engagement of WFCCN leaders with ECCC planning committee establishing content and schedule		A well-planned WFCCN council meeting and 3-day educational event with presentations from leaders in WFCCN Member organizations	
Provide a Critical Care Nursing Journal - Pursue Indexation by 2028. - Expand number and quality of manuscripts each year.	Editors Research and Development Media and Communication	International Journal of Critical Care (IJCC) releases quarterly issues RND support to publications in IJCC.		IJCC publications uploaded in WFCCN website Editorial Board in place Managing Editor hired Monthly meetings of editorial board to ensure timely publications of 4 journal issues	
Thematic projects for nurses	Research Director Education Director	Every 2 years, organization of a thematic project (e.g. sepsis, infections, COVID) with the participation of nurses:		IJCC publications uploaded in WFCCN website	

		<ul style="list-style-type: none"> ● organization the research on the topic ● organization thematic training (e.g. online webinar) ● re-research to check how the training / webinar influenced the nurses' knowledge of the topic issuing WFCCN recommendations		Determining the topics and dates of webinars Encourage individual countries to participate in the webinar	
Objective 3: Encourage and enhance critical care nursing education worldwide					
Ongoing webinar program collaboration between WFCCN and member organization/	Director of Education Vice president Media & Communications	Yearly Calendar of Webinars Increasing attendance at Webinars Participant evaluations			
International Practices in Critical Care Nursing E-Book remains up to date on the WFCCN Website	Director of Education	Revised chapters reviewed and posted on website New Chapters posted on the website			
Create digital educational content for the WFCCN to be housed on the WFCCN website	Director of Education Research and Development Webmaster	Finalize evaluations of online modules Placement in categories on the website			

		Placement of webinars on the website			
Goal: To Foster and Support Research Initiatives that Advance Critical Care Nursing and Patient and Family Care					
Objective 1: Foster and support research initiatives					
Create an infrastructure for WFCCN research grant	Research and Development	Establishment of WFCCN Research Committee.			
	Research Committee Board of Directors	Introduce regular questionnaire for the members satisfaction and engagement in future activities and their expectations. Define Research Grant application process and determine the budget and how funding will be obtained Partnering with education committee to ensure latest research is incorporated.			
Collaborating on international research projects WFCCN quadrennial world survey	Research and Development	Work with Federations to identify and develop collaborative research			
	Research Committee Global Partner and Policy director	Review methods focus and expectations for the WFCCN world Survey			

Develop an income stream to support world federation critical care nurse's research agenda	Research and Development Research Committee President & Financial Director	Identifying Partners for International research projects. Gathering information about potential grants. W FCCN to commission funded research project		W FCCN Research Committee to apply for at least one international research grant per year.	
Goal: Engagement of Critical Care Nurses World Wide through Enhanced Media and Communications					
Objective 1: Promote engagement in the W FCCN website for learning and communication					
Develop new website design (modern, academic, mobile-first) and launch	M&C team KV MG Ali- webmaster	Bounce rate reduction; time-on-page increase	Immediate priority	Professional global digital presence	
SEO optimization (if applicable)	KV AB Ali-webmaster	Organic traffic growth	June 2026.	Increased discoverability	
Dedicated IJCC section	AB GW	IJCC page visits	With every new IJCC issue	Stronger journal visibility	
Objective 2: Increase presence and visibility of W FCCN through social media and structured content					
Create professional Instagram identity/channel	AB	Follower growth rate	March 2026.	Recognizable digital presence	
Define visual brand kit	M&C team	Visual consistency score	2026-2030	Strong institutional branding	
Post 1-2x weekly	M&C team	Engagement rate; consistency index	2026-2030	Active audience growth	
Monthly analytics review	AB	Engagement trend improvement	2026-2030	Data-driven optimization	
Create official YouTube channel and launch	AB Ali-webmaster	Subscriber growth rate	April 2026.	Recognized educational platform	

Upload monthly educational video	Education committee AB	Watch time; retention rate	2026-2030	Consistent knowledge dissemination	
Promote videos across platforms	AB	Cross-platform traffic	2026-2030	Increased video reach	
Develop annual social media content	M&C team	Creating visuals, highlighting important days	2026-2030	Strategic content growth	
Conference live coverage	M&C team Education committee	Real-time engagement spikes	2026-2030	Increased event visibility	
Paid promotion campaigns	AB	Conversion rate	2026-2030	Targeted growth acceleration	
Create monthly content calendar	M&C team	Content consistency rate	2026-2030	Predictable communication rhythm	
Weekly educational post	AB Education committee	Education engagement rate	2026-2030	Continuous knowledge presence	
Monthly research highlight	AB Research committee	Research interaction rate	2026-2030	Strengthened academic voice	
Objective 3: Systematic Promotion of IJCC					
Monthly featured article promotion	AB IJCC team	Article click-through rate	2026-2030	Increased readership	
Social media abstract visuals	AB	Engagement per post	2026-2030	Research accessibility	
Cross-promotion with member societies	AB Research committee BR	Shared content frequency	2026-2030	Broader academic dissemination	
Development of a webinar/ youtube video on how to develop a manuscript for IJCC and how to navigate the IJCC platform	AB GW IJCC team Research committee		2026-2030		

Goal: To Ensure Financial Security and Growth of the WFCCN					
Objective 1: WFCCN is financially and operationally managed well					
Financial reporting and account management practices are in line with Australian national standards (ASIC)	Finance director President Company secretary exe officer	In line with Australian National Standards	Yearly		
Board meets regularly to review and approve all operational decisions Board discusses strategy annually with the council	President Exe officer Board President Financial director	All decisions are minutes Members are informed of decisions Council meets at a minimum twice annually & provides advice/directives as part of WFCCN strategic plan	Every six weeks Twice annually		
Objective 2: Increase Financial Income					
Grow WFCCN Full membership	Board of directors Secretary	Increase full membership by 25% (6) by 2030	2030		
Partner with industry on educational and other revenue generating activities	Finance Research and Development Director of Policies & Partnerships	Partner with at least 3 associations or businesses on revenue generating activities by 2026 At least one funded grant per year	Yearly	Have at least one funded grant per year	

Ensure WFCCN congresses and other conferences we partner with earn income	President Finance Secretary	Each world congress/or joint conference will strive to have 5-10% of total revenues as income for WFCCN.	Yearly	ECCC provides ~ \$40,000 in cash and in kind per year to WFCCN and members.	
IJCC is cost neutral or generates revenue	Managing Editor and co-editors	IJCC is self-funding by 2028.			
Submit to industry for grant request for various WFCCN	President and Financial director/Research director	Obtain > 30,000 in grant dollars by 2028			