

POLICY DIALOG

Finding common ground on mandatory influenza immunizations



CARNA plays an essential role in shaping the framework for registered nurse practice in Alberta and influencing health policy decisions in the best interest of the public.

Industry:
Healthcare

Location:
Alberta, Canada

Size:
36,000 members

Use case:
Policy Dialog

After the Canadian Nurses Association issued a statement supporting mandatory influenza immunization for nurses, the College and Association of Registered Nurses of Alberta (CARNA) leadership knew it was a topic they needed to discuss with their members.

The challenge? Finding a way to have a two-way dialog with members spread out over a large geographical area on such a polarizing topic. Despite CARNA's best efforts using traditional engagement methods like surveys and meetings, many members felt excluded. It was hard to get agreement on how to move forward.

So, CARNA used Thoughtexchange to engage its membership. Thousands of people confidentially shared their thoughts and rated those of others, no matter their location. While people learned from each other in the exchange, leadership was collecting actionable data that revealed where the group agreed and disagreed.

With Thoughtexchange, CARNA gave all members a chance to be heard. And it happened in just a few weeks, with minimal staff time or meeting costs.

The organization shared the exchange results report with its membership, so they could see which thoughts got the most collective support. While there were many different perspectives on mandatory influenza immunizations, members learned they collectively agreed that patient safety was their most important priority.

CARNA used that shared understanding to shape policy on the topic. They also made the reports available to other regional and national healthcare stakeholders to inform the broader debate on this life-and-death issue.



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