

Your Voice, Your Association Online Survey Results

Thank you for your feedback!

CNA conducted a survey from June 22 to October 4, 2020. The board of directors wanted to hear from current and future member nurses and non-nurse partners about CNA membership and the association's future value-added programs, services and products.

We received over 750 responses from regulated nurses across Canada.

63%

of respondents were extremely or very familiar with CNA's work 81%

believe that a national professional nursing association is essential

54%

are aware that CNA members get discounts with various businesses and service providers 64%

of respondents were extremely or very favourable of CNA

HOW RESPONDENTS SAID CNA SHOULD ENGAGE WITH MEMBERS

- 1. Direct email
- 2. Social media posts and polling
- 3. Webinars





HOW RESPONDENTS RANKED CNA'S ACTIVITIES AND PROGRAMS

- 1. Professional development
- 2. Advocacy
- 3. Certification and specialty education
- 4. Leadership development
- Networking and conferences
- 6. Member discounts

HOW RESPONDENTS SAID CNA COULD BUILD A STRONG AND EFFECTIVE NURSES ASSOCIATION

- Engage with membership on a grassroots level
- Offer more mental health resources and engage the expertise of registered psychiatric nurses
- Offer more continuing education opportunities, especially those related to certification
- Keep up the excellent work on COVID-19, including the focus on self care
- Forge strong partnerships with provincial and territorial nursing associations
- Strengthen CNA's presence on social and traditional media