



International Initiatives Summary of 2008 and Preview of 2009

Since 1979, ONS participation in international conferences, partnership with international organizations, and support of education programs for nurses outside the U.S. has been steady. We remain committed to working with partner organizations around the world to ensure that our work enhances and supports their work.

Goals

ONS's 2008 international plan identified six key goals which form the foundation of our international initiatives.

- Expand visibility of ONS outside the U.S.
- Partner with international organizations
- Distribute ONS content and programming to new markets
- Serve the international nursing community
- Enable nurses in developing countries to better serve people with cancer and those at risk
- Learn from colleagues outside the U.S.

Key Learnings from Recent Surveys, Focus Groups and Experiences

ONS's international plan cannot be a single, one-size-fits-all plan. It is clear that opportunities exist across all of our identified goals. In making the plan operational, we will need to clearly identify which goals apply to which situation. For example, existing English-language resources have more value in the developed world, while basic resources in local languages will have a greater impact in developing areas.

Language and access to technology are bigger obstacles than they appear. Our current mix of international members is predominantly from developed, English-speaking countries. Responses from this group give us insights into the need to find better ways to deliver existing products and services more broadly. However, the very fact that we have such small numbers of members in less-developed countries or advanced countries where English is not the first language tells us that we have not reached these groups in any significant way to date.

Opportunities to provide printed (or printable) materials are significant. Printed or downloadable materials for nurses at all levels to use as tools and resources are in high demand. The challenge is to provide materials at a price where the market will bear it, so that distribution can be subsidized in places where there is need, but no market.

Opportunities to provide educational programming in a variety of media are significant. The needs and gaps identified by member and leader surveys point to great need for education in many parts of the world. As with published materials, some of these places offer market value and others do not. In a similar way, we are challenged to figure out how to serve both ends of the spectrum.

Current Opportunities

- *Chemotherapy training.* Currently, there are nurses in several countries qualified by ONS to give chemotherapy training. Since 2003, nearly 700 nurses have received chemotherapy training outside the U.S. There is great need for chemotherapy training, including safe handling, in many parts of the world where there is little or no standardization of practices.
- *Train-the-trainer initiatives.* There are significant opportunities to provide trainer programs to more senior, bi-lingual nurses in other countries so that training can be delivered in local languages, including chemotherapy, radiation therapy, cancer basics, clinical trials, and other topics.
- *Leadership development.* Developing nurses and equipping them to lead from the positions they are in will enable nurses to influence practice change and introduce practice standards in their institutions and regions.
- *Translation.* The ONS Publishing Division is actively seeking contracts with publishers of books and journals in other languages to produce international editions.
- *Book distribution.* ONS has agreements with distributors covering Canada, Europe, and Asia for sales of existing, English-language ONS books and is actively seeking distributors worldwide.
- *Partnerships for program delivery.* ONS is actively seeking partnerships with other organizations to extend our reach for both leadership and clinical programming.
- *International conferences.* ONS presented sessions in the nursing programs and exhibited at the last two ECCO, UICC, and ISNCC conferences. We are able to use these opportunities to accomplish multiple goals and meet with leaders of these various groups.
- *Site licensing.* ONS offers site licenses through which we provide unlimited online access to ONS journals for multiple users at each site. Licenses range from sites with several users to those with several hundred users. Opportunities exist for expanding the timely distribution of journal content worldwide and generating revenue.

2008 Initiatives

Our approach to programming in 2008 has been to pilot ONS programs in several different formats and locations, building on content already developed for other purposes, and integrating leadership principles with clinical content where applicable. We have had a successful year in that we have:

- Increased publication sales through book distributors,
- Expanded the reach of our content and programs to new international audiences,
- Emphasized our desire for ONS to be seen as a collaborator by other organizations,
- Strengthened partnerships with international organizations through collaboration on programs and through memoranda of understanding, and
- Learned where and how our efforts should be focused as we approach the coming year.

2008 programs are summarized below.

MECC: Symptom Management and PEP Resource Program

June 3-5, 2008

Larnaca, Cyprus, in cooperation with the Middle East Cancer Consortium (MECC), a 2½-day post-conference program following the MECC Conference on Psycho-Oncology. This program provided a follow-up opportunity for nurses who participated in the ONS Leadership Development Institute held in December 2007 in Ein Gedi, Israel. It also provided education on priority symptoms identified by nurses from the region, utilizing the ONS PEP (Putting Evidence into Practice) cards as a basis for discussing recommended nursing interventions. This program was highly successful, with several of the participants reporting back clear progress on the action plans they developed during the program to implement practice change in their institutions.

ISNCC: Chemotherapy Program

August 16-17, 2008

Singapore, in cooperation with the International Society of Nurses in Cancer Care (ISNCC), a 1-day pre-conference program before the 15th International Conference on Cancer Nursing. ONS presented its Chemotherapy Training, which provided nurses who pass a post test with a qualifying score an ONS Chemotherapy Provider Card. This program was very well-received, with attendance of approximately 60 nurses from around the world. ONS also held a focus group and exhibited at this conference. ONS leaders met with ISNCC leaders to finalize a memorandum of understanding (MOU) which will guide future collaboration.

UICC: Evidence-Based Strategies for Selected Symptoms in Cancer Care: The Nurse's Role

August 28, 2008

Geneva, Switzerland, in cooperation with the International Union Against Cancer (UICC), a 1½ - hour satellite symposium during the 2008 World Cancer Conference. ONS speakers reviewed the incidence and risk of each symptom, why it occurs, and the most recent research for nursing and medical management. This program, along with other nursing sessions presented at the conference, was poorly attended. With low nurse attendance at the conference, the satellite program format will be re-evaluated for future conferences. ONS also exhibited at this conference with the primary purpose of maintaining visibility among international organizations. ONS leaders met with UICC leaders to finalize a memorandum of understanding which will guide future collaboration.

ACS University

August 5, 2008, Boston and August 26, 2008, Geneva

ONS staff had the opportunity to observe the operation of ACS University at two locations. This is part of ongoing discussions with ACS about collaboration on two levels: 1) ONS potentially developing nursing modules for the ACSU program and 2) ONS modeling its own program after the ACSU model.

2009 Initiatives

In 2009 we hope to address the established goals while:

- Generating revenue from new sources,
- Re-purposing existing content,
- Collaborating in the spirit of shared risk and shared benefit, and
- Refining our focus on those opportunities where we can have the greatest impact.

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