

# Canadian **NURSE** **PRACTITIONER** Study

Promotion Resources

December 2017



CANADIAN FEDERATION  
OF NURSES UNIONS  
LA FÉDÉRATION CANADIENNE  
DES SYNDICATS D'INFIRMIÈRES  
ET INFIRMIERS

# Introduction

The Canadian Federation of Nurses Unions has launched a Nurse Practitioner (NP) project aimed at developing recommendations for governments and policy-makers across Canada to improve NP working conditions to better attract and retain NPs, and expand NP positions throughout the health care system.

About three million Canadians receive care from an NP, but their numbers are not sufficient to meet the growing needs of an aging population. The supply of NPs in most provinces is very small, with more than half working in Ontario.

The CFNU study will use a brief online survey and focus group interviews to explore the socioeconomic conditions of NPs across the country, including salary, benefits, employment status, working hours, funding models, roles and settings of employment.

**For the project to be successful, a high level of participation in the online survey is essential.**

We encourage NPs and NP advocates to use the information in this guide to share this survey with their members and/or colleagues through one-on-one conversations, email and social media promotion.

If you have questions or require more information, please email us at [cfnu@nursesunions.ca](mailto:cfnu@nursesunions.ca) or call us toll-free at 1-800-321-9821.

Thank you for your support.

*The Canadian Federation of Nurses Unions is Canada's largest nurses' organization representing nearly 200,000 nurses and student nurses. The CFNU is a leader in national discussions on key health priorities. The CFNU is proud to staunchly defend Canada's publicly funded health care system, advocate for quality patient care, improve the health, safety and working conditions of nurses, and advocate for other important issues.*

## Canadian Federation of Nurses Unions

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@CFNU



/NursesUnions

Canada's  
Nurses



# Sample Email

**Subject: Help improve NP working conditions**

**DEAR MEMBERS/COLLEAGUES,**

An important pan-Canadian study of Nurse Practitioners' working conditions is being launched, with the aim of improving retention and recruitment of NPs.

A high level of participation is essential to the success of the project. Your input will help paint a picture of the reality of working as an NP in Canada, and how improvements can be made.

**Please share your experiences as part of this brief survey.**

Visit <http://bit.ly/2yTuPvR> to complete the English online survey.

Visit <http://bit.ly/2oGPwv5> to complete the French online survey.

**The deadline for completing the survey is January 12.**

The data obtained from the survey will be strictly anonymous (unless you indicate you wish to be contacted), and only aggregate information will be shared.

The outcome of the project will be to develop recommendations for employers and governments to improve NP working conditions to better attract and retain NPs, and expand NP positions throughout the health care system.

The study is being launched by the Canadian Federation of Nurses Unions (CFNU), Canada's largest nurses' organization representing nearly 200,000 nurses and student nurses.

Thank you for your participation in this important initiative. If you have any questions or concerns, please contact [cfnu@nursesunions.ca](mailto:cfnu@nursesunions.ca).

**Sincerely,**

# Social Media Posts

## Facebook Sample Post 1

Calling all nurse practitioners! NPs are uniquely suited to meet the growing needs of an aging population, but the supply of NPs in most provinces is very small. Your input as part of an important project could help improve the working conditions of NPs to better attract and retain NPs, and expand NP positions throughout the health care system.

To participate, visit <http://bit.ly/2yTuPvR> | Project by @NursesUnions

## Facebook Sample Post 2

Are you a Canadian nurse practitioner? Your feedback as part of an important pan-Canadian study could help improve our working conditions and inform recommendations to better attract and retain NPs, and expand the number of NP positions. Participate before Jan 12.

To learn more visit <http://bit.ly/2yTuPvR> | Project by @NursesUnions

## Facebook Sample Post 3

The deadline is fast approaching for nurse practitioners to participate in an important study. Share your experiences, and you will inform recommendations to improve NP retention and recruitment and expand NP positions throughout the health care system. Participate before Jan 12.

To learn more visit <http://bit.ly/2yTuPvR> | Project by @NursesUnions

## Twitter Sample Post 1

Calling all NPs! There are not enough NPs to meet community needs. Share your input as part of a project to improve NP working conditions to better attract and retain NPs. @cfnu #CDNHealth #NursePractitioner <http://bit.ly/2yTuPvR>

## Twitter Sample Post 2

Are you a Canadian #NursePractitioner? Your feedback as part of an important pan-Canadian study could help improve our working conditions and grow the number of NPs. Participate before Jan 12 @cfnu #CDNHealth <http://bit.ly/2yTuPvR>

## Twitter Sample Post 3

The deadline is fast approaching for NPs to participate in an important study aimed at improving our working conditions. Participate before Jan 12 @cfnu #CDNHealth #NursePractitioner <http://bit.ly/2yTuPvR>

## Twitter Sample Post 4

If you are a Canadian #NursePractitioner, sharing your experiences could help improve NP retention and recruitment. Participate before Jan 12 #CDNHealth #NursePractitioner <http://bit.ly/2yTuPvR>



# Advertisements

*(Available separately as image files)*

CALLING ON  
**CANADA'S NURSE  
PRACTITIONERS**

We have one goal: to improve the retention and recruitment of NPs across Canada. Help us by joining this important study.

Visit [nursesunions.ca](https://nursesunions.ca) by January 12.



ARE YOU A  
**CANADIAN  
NURSE  
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Help us improve working conditions for NPs across the country by briefly sharing your experience.

Visit [nursesunions.ca](https://nursesunions.ca) by January 12.



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# Canada's Nurses

[nursesunions.ca](http://nursesunions.ca)