Director at Large—Communications

Season’s Greetings and warm wishes for a joyful 2015! As another year comes to an end, it allows time for reflection on this past year. And what a busy year it has been!

It was great to see so many members attend the CANO/ACIO annual conference in Quebec City this year. The conference was a huge success and I would like to take this opportunity to thank the local planning committee and fellow Board members for all their efforts in the coordination of this event. The conference theme was, Patient Engagement, and I was impressed at the calibre of presentations and speakers.

Like many in the audience, I was inspired by the opening ceremony presentation by Hugo Desrochers. Hugo eloquently described personal experiences of his cancer diagnosis and treatment. People who have the most expertise to guide us with planning and delivery of services in cancer care are our patients and family members. With smatterings of humour, Hugo shared his experiences with diagnosis and treatment and also about how he now supports other cancer patients and families. In recognition of the importance of patient engagement, our strategic plan comprises a component related to patient engagement, our strategic plan comprises a component related to patient engagement, our strategic plan comprises a component related to patient engagement, and I was impressed at the calibre of presentations and speakers.

In 2015 we celebrate a milestone for the association—our 30th anniversary. Our marketing committee is busy making preparations on the marketing plan for this milestone and we will be seeking ideas and suggestions from members for this anniversary. Personally, I have also reached the celebration of my 30th year in oncology nursing. Reflecting back on my career, I have many fond memories and have witnessed many changes in patient care and nursing practice. Most certainly, I am pleased to see the increase in patient survival rates and the fact that we now view cancer as a chronic disease rather than a life-ending illness with few options. Now we are faced with the challenge of how to best support patients and families with survivorship issues.

At the conference, I was excited to see the launch of the conference app. I found it extremely useful, and informal feedback from colleagues was positive. We all seem to benefit from working with mobile technology in our lives and our working environment. I recently read an article highlighting the use of SMART phones in clinical care, which discussed the use of mobile technology to promote patient safety and quality of care (Parker, 2014). The author also highlighted that nursing was not fully utilizing mobile technology. I come from an era in nursing when we had very little technology—no cell phones, no computers, and counting the drops per minute to monitor the flow of IV fluids was the norm. I have observed many changes over the years and, from a first-hand perspective, have seen how far technology has advanced oncology, patient care, and nursing practice for our patients. A good example of this explosion has occurred. We tweet; we email; and we share our thoughts and opinions in a matter of minutes to the World Wide Web. We have a plethora of excellent communication modes to promote and raise awareness of our association and oncology nursing practice, all of which makes my role so much easier. As an example of this, CANO/ACIO will be holding next year’s annual conference in Toronto in October. Generate interest and raise awareness by including the hashtag #CANO2015 in all your social media messaging.

I am looking forward to 2015 and all the challenges that it will bring!

Submitted by
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REFERENCES