



Nurses and
Nurse Practitioners
of British Columbia



NNPBC

Strategic Plan 2025-2027

NNPBC serves and supports nurses and nurse practitioners working across the full breadth of what is today known as British Columbia, the homelands of over 200 First Nations, as well as Inuit and Métis communities. As an organization committed to anti-racism, within a profession dedicated to social justice and equity, we stand in these relationships with humility and respect.

NNPBC is committed to becoming an explicitly anti-racist organization. We welcome, embrace, and celebrate the value and contributions of our members who are Indigenous as well as members racialized as persons of colour, those living with diverse abilities, those who are marginalized, and members who are part of the 2SLGBTQIA+ community. In our daily work, we live a commitment to recognizing the historical and ongoing impacts of colonialism, disrupting racism and discrimination, and practicing cultural humility so that NNPBC becomes culturally safer.



Who We Are

The Association of Nurses and Nurse Practitioners of British Columbia (NNPBC) is the professional association that represents the voice of all four nursing designations in BC – RNs, LPNs, RPNs and NPs. By bringing all nursing designations under one roof, our association is a first of its kind in Canada, and presents a stronger, united nursing voice to influence health and social policy and advance the nursing profession.

Vision

NNPBC is home for nurses in BC, using our nursing expertise to transform health and health systems within British Columbia.

Mission

NNPBC supports and promotes excellence in all domains of nursing practice and enables nurses to lead, influence, and transform health, the health care system, health and social policy, and the nursing profession itself.

Our Guiding Principles

NNPBC operates under a series of guiding principles that underpin each of the decisions made by the Councils and the Board of Directors.

- ➔ All of NNPBC's work is anchored in a culture of safety, humility, equity, diversity, inclusion and active anti-racism.
- ➔ NNPBC is a member driven organization and as such we remain responsible to and focused on meeting the needs of our membership.
- ➔ NNPBC is committed to promoting and providing service to each of the nursing domains of practice (Administration, Leadership, Clinical Practice, Research and Policy) as well as upholding nursing core values of integrity, autonomy, human dignity, and social justice.
- ➔ NNPBC ensures that the nursing voice is positioned to advocate for and affect system level change.
- ➔ NNPBC upholds the science and evidence on which nursing is firmly grounded.

The Road Ahead

Nurses are the foundation of healthcare. As the largest group of health care providers in British Columbia, we are powerful when we speak with one voice. Over the past six years, NNPBC has served as the first unified professional nursing association in Canada, demonstrating to the country that great things are possible when nurses have a shared professional home, regardless of who we work for or in what domain we practice. As you open the pages of the NNPBC Strategic Plan 2025-2027, we invite you to imagine the next step in our journey together.

Nurses and nurse practitioners are at the forefront of a health care system in transition. We know our patients are suffering in an underfunded, overstretched system—where primary care is inaccessible, emergency rooms are closing, and rural communities are left without basic health services. We face a toxic drug crisis that demands urgent attention, while our own work environments have become unsafe, under-resourced, and unsustainable. Staffing shortages, rampant burnout, and inequitable compensation models are pushing nurses and nurse practitioners to the brink, while public funds flow into private enterprises instead of supporting the very workforce that sustains the health system. As the professional association advancing nursing across the province and leading the contribution of nurses to our healthcare system, we know change is needed, both within the system and within our organization.

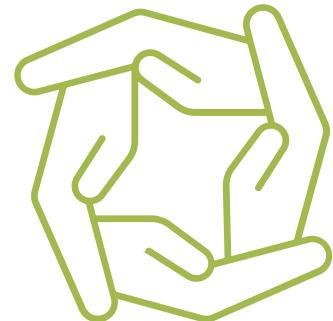
Over the next two years, we are committed to meeting these changes head on with a renewed focus on our members, the nurses who choose NNPBC as their home for nursing in BC. This strategic plan charts an exciting new direction for the professional association, where we will cultivate the relationships we have built, make new connections, meet the needs of nurses in responsive and responsible ways, centre our leadership on the needs of patients and communities, and amplify the voice of nursing everywhere health decisions are made.



Strategic Plan

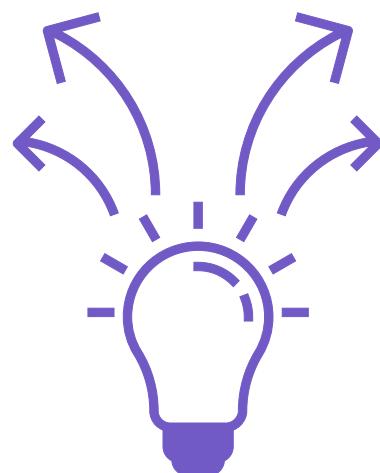
Strengthen Community and Engagement Impact

We will foster deeper connections and enhance our value to our members, the nursing community, and beyond. Key efforts include growing our membership through strategic outreach, introducing new programs that add value, refreshing our brand for greater alignment, and building regular feedback systems to ensure our offerings resonate with members and partners.



Drive Nursing Practice Excellence and Innovation

We will advance nursing practice through education, clinical policy leadership, enabling new models of nursing care, and meaningful recognition. Efforts include enriching our member offerings, building on our success in clinical policy stewardship to advance even further contributions to clinical policy and practice excellence in nursing, re-launching the NNPBC convention with an attached refreshed approach to the NNPBC Excellence in Nursing awards, and continuing to advance excellence in primary care through our primary care nursing programs.



Advocate for Health System Change and Increase Policy Influence

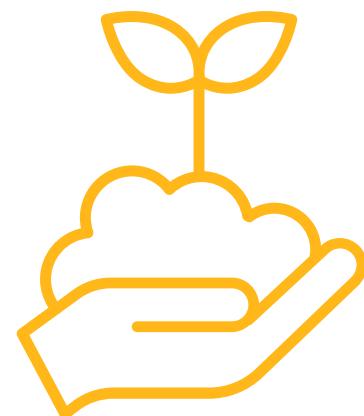
We will drive systemic change through strategic advocacy and health systems leadership.

Our efforts focus on enhancing engagement, growing policy leadership, fostering partnerships through leadership events, and enabling nurses to lead systems through professional development in leadership, policy, and health systems transformation.



Sustain and Grow

We will ensure long-term sustainability and organizational growth through strategic evaluation and transformation. We are committed to building a resilient and forward-thinking organization by evaluating partnerships, enhancing governance and operations, and continuing our work in Indigenous-specific anti-racism. These efforts ensure we continue to grow and advance our mission with integrity and impact.





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This strategic plan was developed by the NNPBC Board of Directors, including peer-elected nurses.