Reaching for the critical mass: Online Communities of Practice for global health and knowledge networking

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ETHEL JOHNS
RESEARCH FORUM

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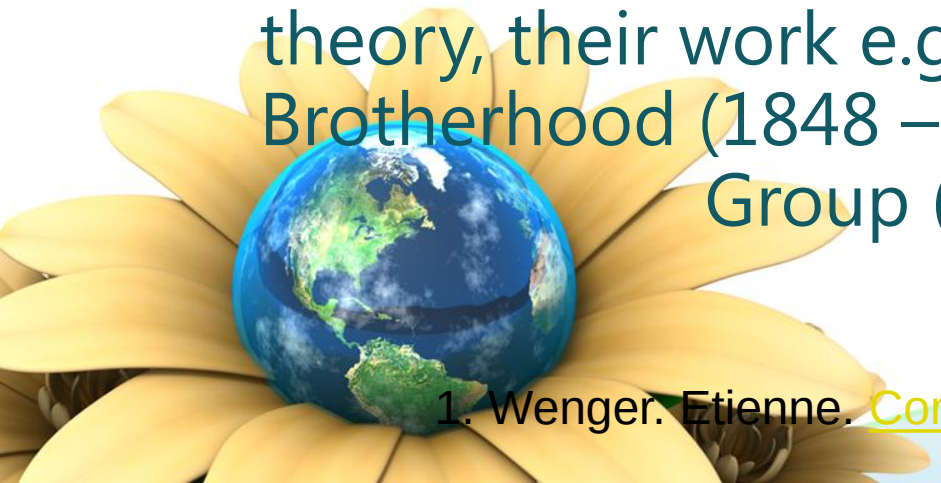
Overview

"Communities of practice are groups of people who share a concern or a passion for something they do and learn how to do it better as they interact regularly." [1]

The term is new, but the practice is not.

Example: Groups of artists met in studios, cafes, homes to discuss and share techniques, theory, their work e.g. the Pre-Raphaelite Brotherhood (1848 – 1860) and the Impressionist Group (1870-1882) .



1. Wenger. Etienne. Communities of Practice: A brief introduction.

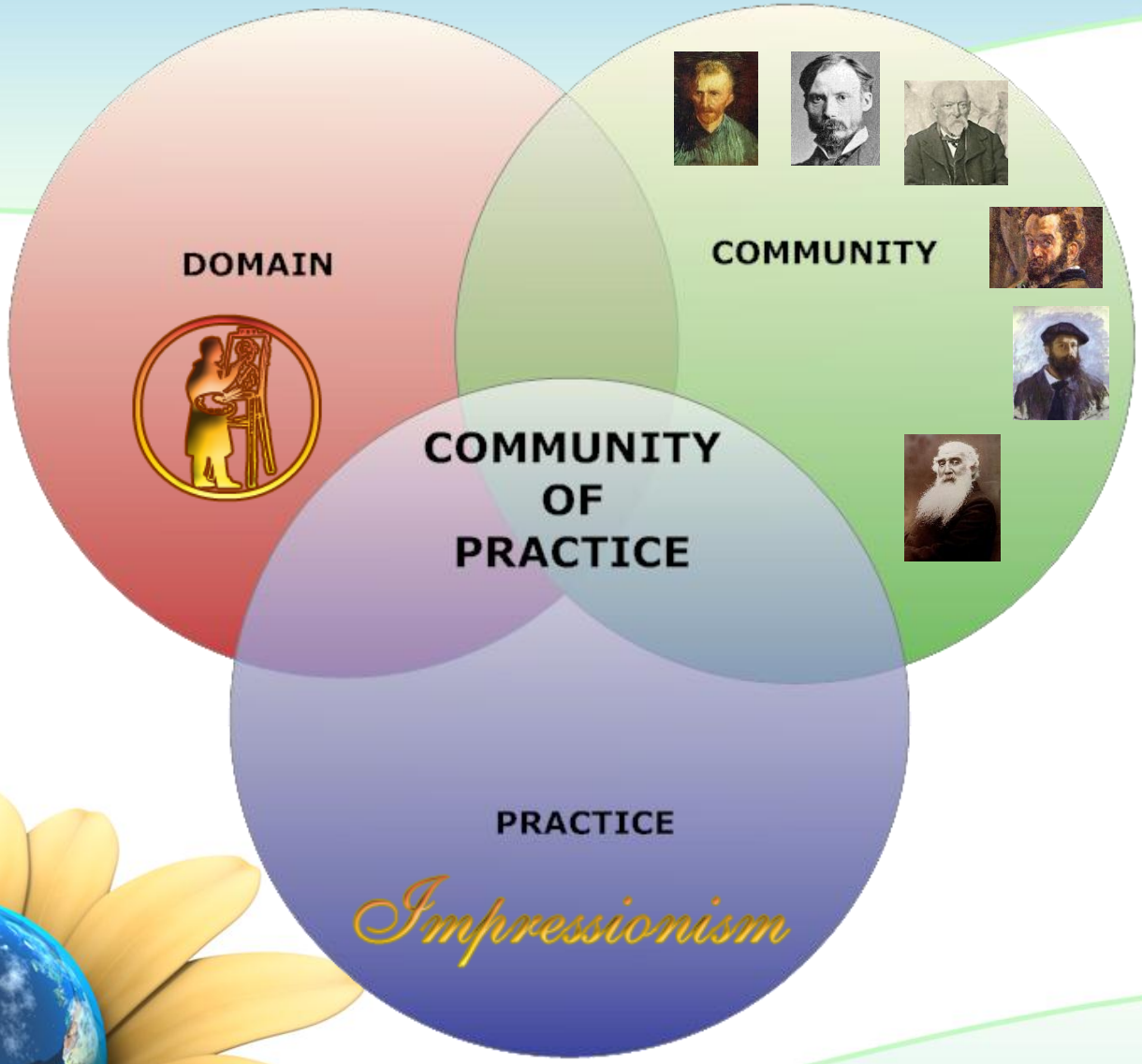
Characteristics

DOMAIN – A CoP has an identity defined by a shared domain of interest, e.g. Art or Nursing.

COMMUNITY – CoP members meet to share expertise, engage in discussion and activities, help each other, develop, brainstorm, build ties, interact and learn together.

PRACTICE – CoP members are practitioners. They develop a shared repertoire of resources, experiences, stories, tools: a shared practice. [2]

2. Wenger. Etienne. Communities of Practice: A brief introduction.


DOMAIN
COMMUNITY
COMMUNITY
OF
PRACTICE
PRACTICE
Impressionism

Context

CoPs are applied in a variety of areas

- Organizations
- Education
- Associations
- Foundations
- Practitioner groups
- Research groups
- Scholarly groups
- Internet community

EXAMPLES

- Healthcare, Corporate
- Universities, Districts
- Peer to Peer Networks
- Non profit groups
- Specialty experts
- Project or methodology
- Theorists, Developers
- Grassroots, local to international

Learning in a CoP

Four steps of knowledge creation:

- **Socialization** - members identify and generate tacit knowledge.
- **Externalization** - members convert tacit knowledge into explicit understandings.
- **Combination** - members integrate explicit knowledge with each other to generate new explicit understandings.
- **Internalization** - individual members incorporate new understandings into tacitly held knowledge.

4. Allan, Belinda. Professional Development for Chinese National Teachers of English.

Knowledge Exchange

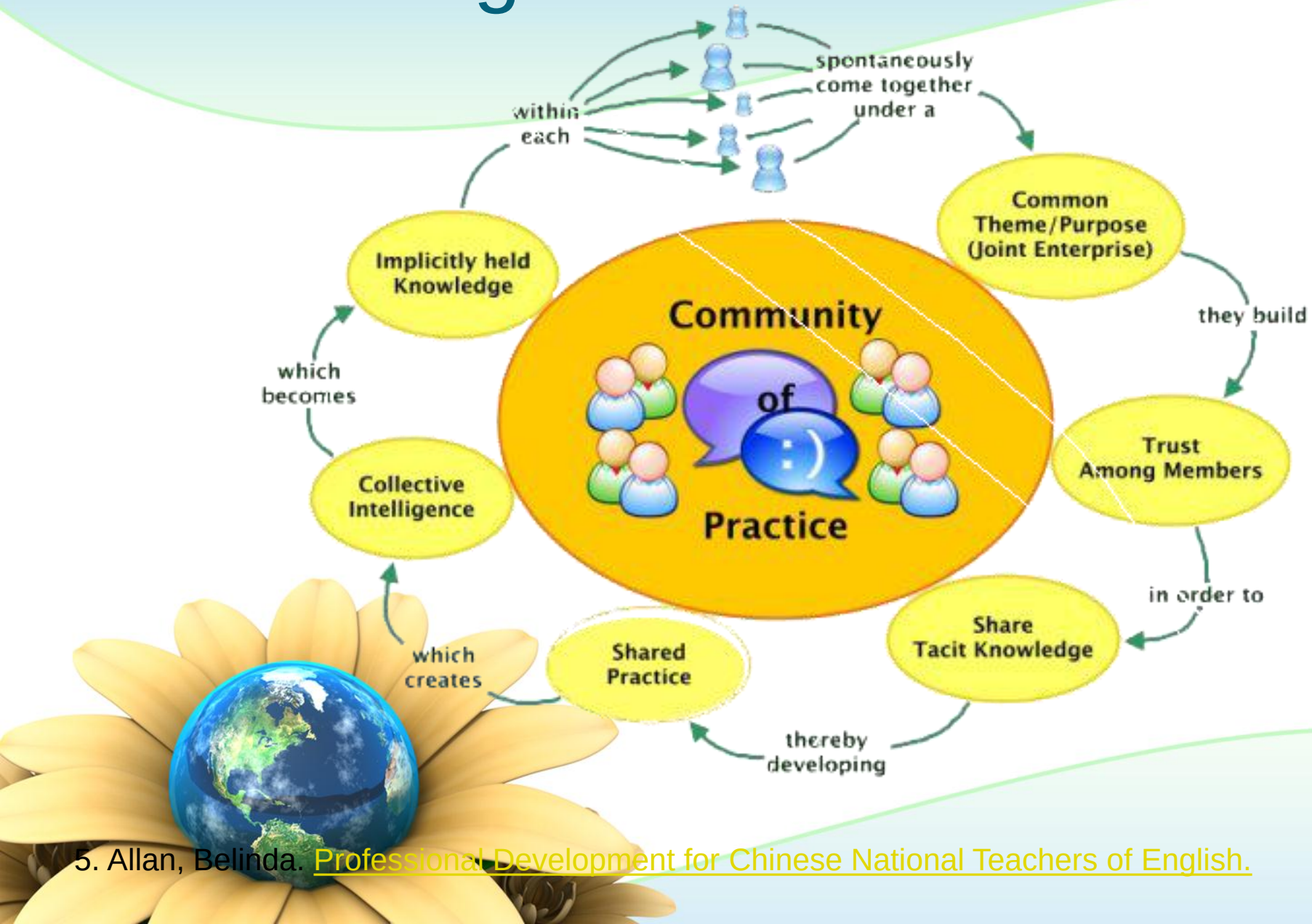
TACIT KNOWLEDGE

- "We know more than we can tell"
- Embodied expertise
- Deep understanding of the complexities of a domain, context
- Interaction & informal learning needed to share with others

EXPLICIT KNOWLEDGE

- Codified in mediums i.e. books, videos, web
- Can be shared & gained through writing, reading but requires the application of tacit knowledge to really learn how to use explicit knowledge in practice.

Learning in a CoP



5. Allan, Belinda. Professional Development for Chinese National Teachers of English.

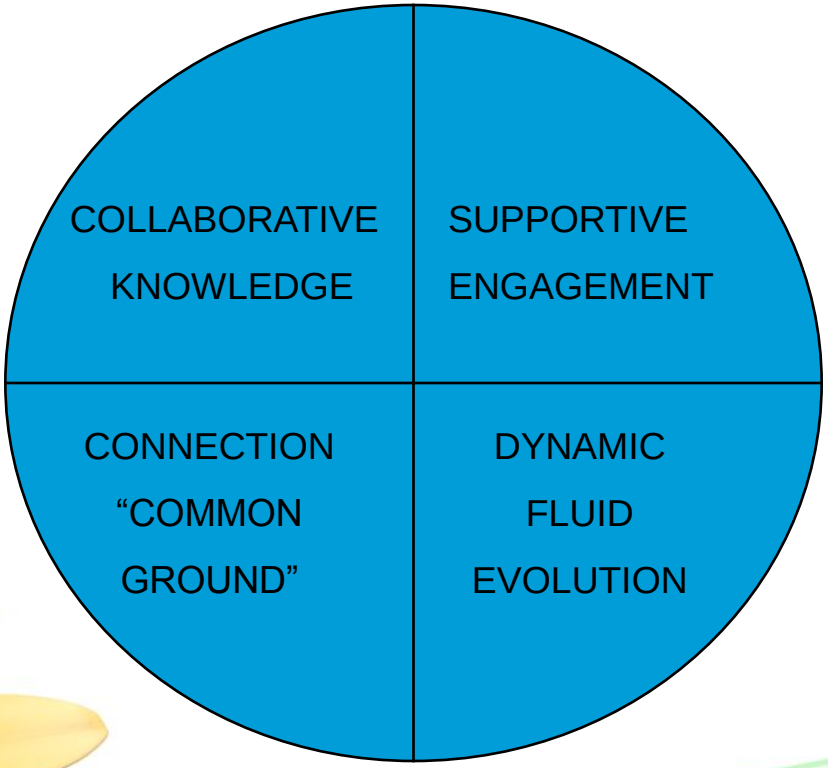
BENEFITS
of Communities of Practice

BENEFITS OF COMMUNITIES OF PRACTICE

UNITES DIVERSE EXPERTISE

NOVICE

EXPERT



SITUATED LEARNING

Benefits to Members

- Access to expert help to expand horizons, gain knowledge and seek help in addressing professional or domain challenges.

- Members develop more awareness and confidence in their own personal knowledge.

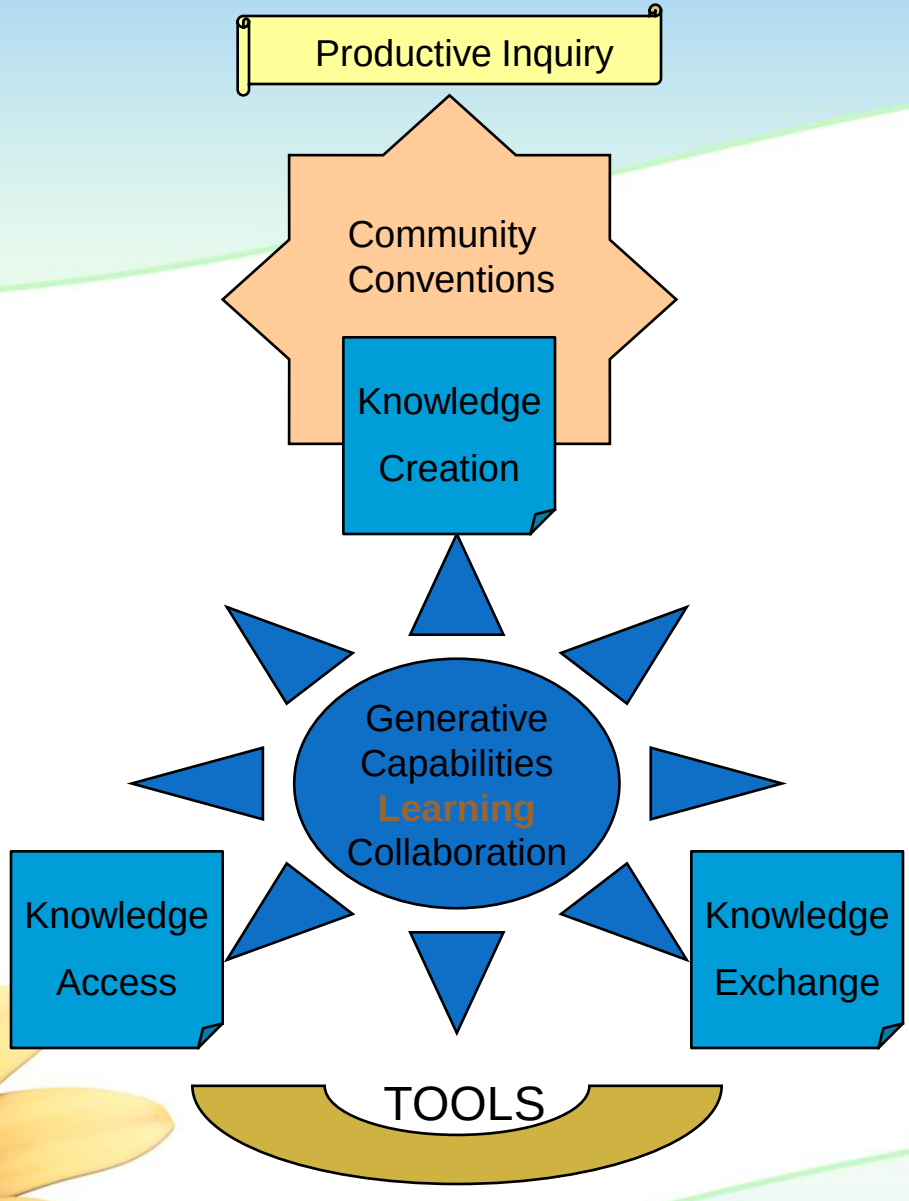
- Provides a non-threatening venue to explore and test ideas or validate courses of action.

- Fosters a greater sense of professional commitment and enhances members' professional reputations.

Promote Productive Inquiry

"CoPs exist to find answers to questions that are situated in practice. Members have a high degree of "need to know" and have found that by asking questions within the community, the responses are situated in experience and directly related to the realities of work."

6. Wallace, Deb. (2003). Leveraging Communities of Practice for Strategic Advantage.



8. Wallace, Deb. (2003). Leveraging Communities of Practice for Strategic Advantage.

Process

of developing
Communities of Practice

Development Principles

- Design for evolution.
- Invite different levels of participation.
- Develop both public and private community spaces.
- Focus on value.
- Combine familiarity and excitement.
- Create a rhythm for the community.

9. Wenger, Etienne, McDermott, Richard & Snyder, William. (2002). Cultivating Communities of Practice: A Guide to Managing Knowledge

Success Factors in achieving Critical Mass

- Respected CoP champion(s) with vision
- Member commitment
- Genuine interest in domain subject area
- Good professional relationships
- Network building activities
- Regular communication
- Sustained support, e.g. technology

Challenges

of facilitating
Communities of Practice

Technology Challenges

Understand your Community

- technology savvy
- technology tolerance
- technology factors/constraints
- diversity of members
- member access to technology
- technology inventory

Acquisition Strategies

KEY FACTORS

KS[redacted]W!

1. Use what you have e.g. email, phone, F to F
2. Use free platforms e.g. Oxwall, Wikispaces
3. Build on an enterprise platform e.g. MS Sharepoint, Lotus Connections
4. Use a community platform e.g. Ning, Facebook
5. Build your own
6. Use open source software e.g. Drupal, Moodle, Joomla, Socialengine
7. Patch pieces together

SHOWCASE

of Online Community of Practices

CNIA

Members Only Community

open to all CNIA member

(any Canadian nurse can join group)

Software: Drupal

try another color: try another fontsize: 60% 70% 80% 90%

CNIA Members Community

VOTE! | NI 2012 | Announcements | AGM 2010 | CJNI Journal | Recommended Resources

Executive Board | Newsletter | Publications | Forums | Do You Belong? | Provincial Groups

The mission of the CNIA is to be the voice for Nursing Informatics in Canada. The CNIA is the culmination of efforts to catalyze the emergence of a new national association of nurse informaticians. Please note: This community is only open to current CNIA members. If you are a member, please create an account - then you will be able to view and participate in activities within this members area. If you are not a member, Join Us!

Search this site:

Search

Primary links

- VOTE!
- NI 2012
- Announcements
- AGM 2010
- CJNI Journal
- Recommended Resources

Key Sections

- CNIA 2010 AGM
- NI 2012
- Conference 2009
- Executive Board
- CJNI Journal
- CNIA Newsletter
- Featured Publications
- Provincial Groups
- Recommended Resources
- Announcements

Director of Education Nominees

Wed, 01/19/2011 - 13:09 — June Kaminski

FINAL RESULTS

(January 31, 2011)

Cheryl Stephens-Lee is our New Director of Education! Congratulations, Cheryl!

We wish to thank our outgoing Director of Education, Heidi Chevrier for her dedication and hard work - we wish her the best in her new endeavors.

We are fortunate to have two fine nominees for the Director of Education position:

- Virginia Ellis
- Cheryl Stephens-Lee.

Read more Add new comment

Vote for our new Director of Education

Wed, 01/19/2011 - 13:04 — June Kaminski

Virginia Ellis

17% (4 votes)

Cheryl Stephens-Lee

83% (20 votes)

Total votes: 24

Add new comment

Secondary links

- Executive Board
- Newsletter
- Publications
- Forums
- Do You Belong?
- Provincial Groups

Poll

When should we hold our next NI National Conference?

Fall 2011 — 38%

June 2012 (before or after NI 2012) — 63%

Other — 0%

Total votes: 8

- Add new comment
- Older polls

Recent blog posts

- NI 2009 Report from our President Elect
- Join CNIA on Facebook and Twitter!

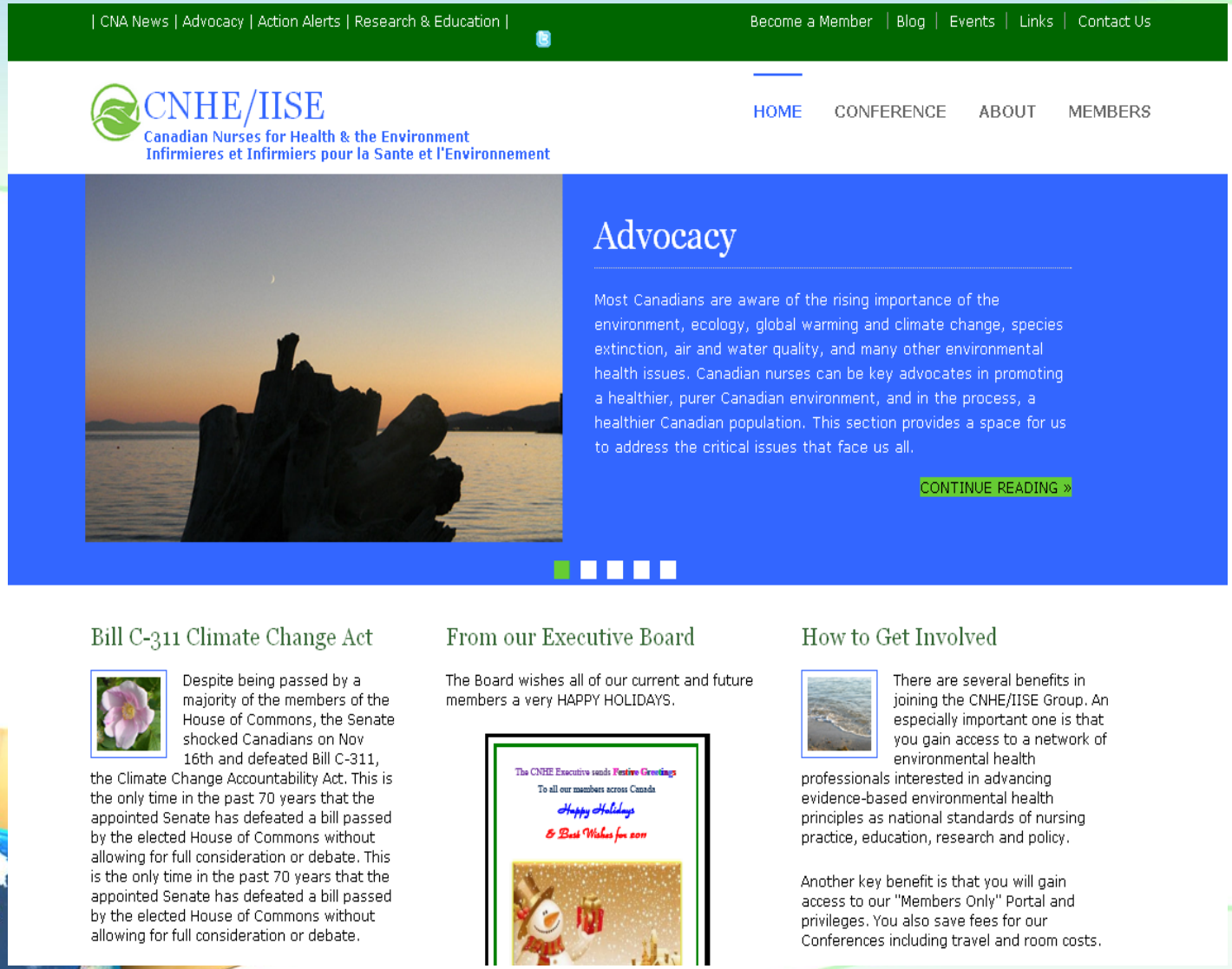
CNHE

Member Portal

open to all CNHE members

(any Canadian nurse can join group)

Software: Drupal



INSPIRE.NET

Professional Network

MSFHR funded

(BC nurses can apply to join)

Software: Custom

CANADA HEALTH INFOWAY

KnowledgeWay

And

Standards Collaborative

Support Peer to Peer Networks

(Open to health professionals)

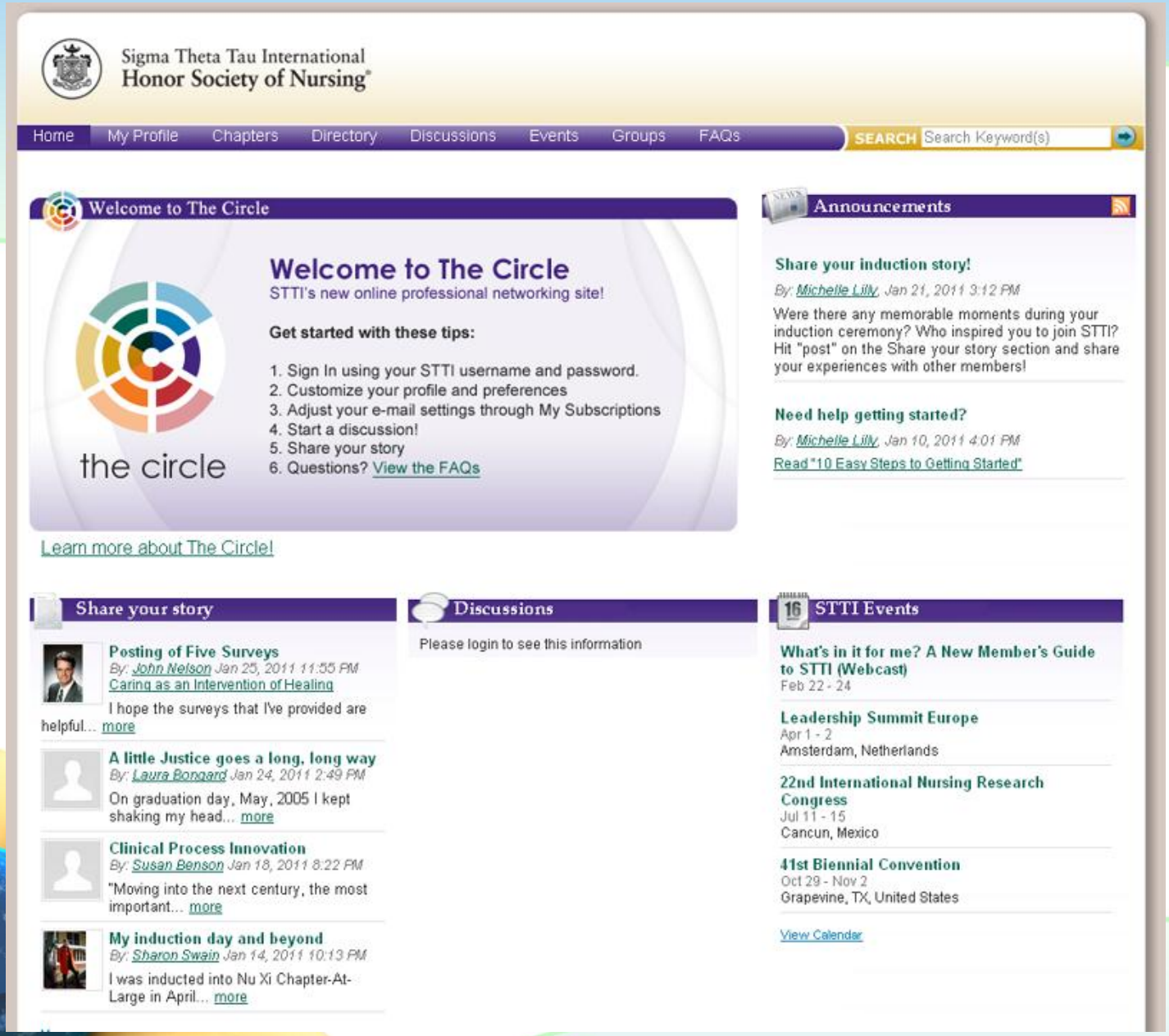
Software: Custom

STTI

The Circle

(Open to all STTI members)

Software: Custom



Research-Global Health

Online Community of Practice

Research-Global Health

(Open to all Xi Eta members)

Software: Drupal

http://nurse-activism.com/globalhealth/

Key focus areas

of the Sigma Theta Tau Global Health Research Agenda include:

- Promotion of healthy global communities through health promotion.
- Disease prevention and recognition of social, economic and political determinants.
- Implementation of evidence based practice in global health research and initiatives.
- Targeting the needs of vulnerable populations such as the chronically ill, aboriginal peoples, and the poor.
- Capacity development for research by nurses.

Objectives

Of the Research – Global Health Community of Practice

- Foster dialogue, awareness, collaboration, and advocate for best practices on a variety of different issues related to global health research.
- Inform Chapter members about global health research issues and opportunities.
- Support the identification of research topics and funding sources for global health research within the Xi Eta Chapter.
- Organize thematic working groups to address specific global health research topics
- Support global health research capacity development of Xi Eta Chapter members.

Planned Global Initiatives

Of the Community of Practice

La Universidad de la Serena (ULS)

Chile Collaborations

Pamela Moreas, MN, Director of the Nursing School has expressed keen interest in doing collaborative work with nursing colleagues from the Vancouver area.

This interest grew in part based on a visit to Canada as part of a mission to learn more about nursing accreditation in Canada, specifically British Columbia.

La Serena

There are 2 campuses one located in La Serena and the other in Coquimbo

This publicly - funded university established in 1981, is located in the Coquimbo region, about 6 hour drive from the capital, Santiago.

La Serena is the second oldest city in Chile, famous for “its clear blue skies” and numerous observatories to gaze at stars and other galaxies.

Planned Collaborations

Xi Eta Chapter member, Dr. Amandah Hoogbruin, will do a site visit in August 2012

Above photo of the other campus in Coquimbo, located 14 miles from La Serena.

Purpose of the Summer 2012 visit

By Dr Hoogbruin

To explore the best way of using a CoP to support Nursing Faculty in doing research.

An Expressed interest about the role of complementary and alternate therapies to promote health & healing.

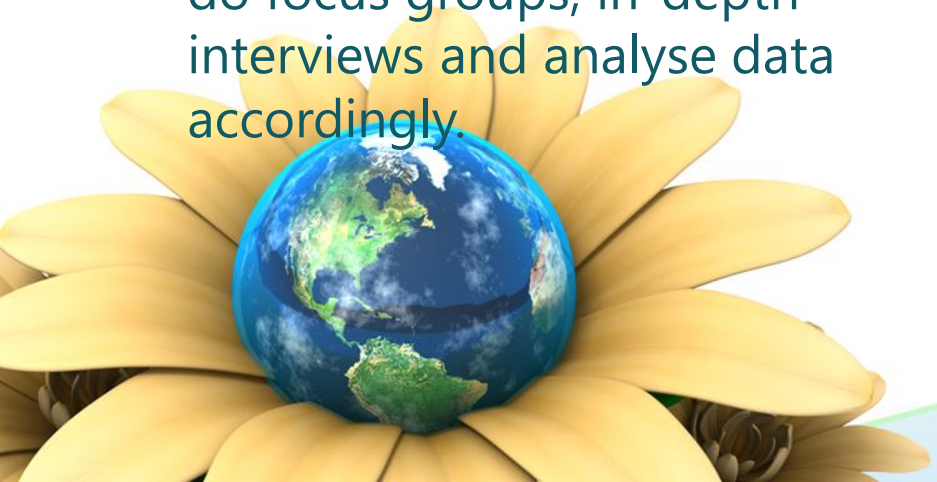
Faculty could identify three priority research questions related to this topic.

Photo of the Faculty and students for their Psychiatric Nursing Diploma Ceremony

Potential Research Groups

Global Initiatives Planning

- Create Qualitative and Quantitative Research Working groups where nursing faculty could address the same questions using contrasting methodologies.
- Qualitative researchers could do focus groups, in-depth interviews and analyse data accordingly.
- Quantitative researchers could do a survey about the knowledge, attitudes, and behaviors of students in relation to CATs use.



Chilean Students in a rural community (kindergarten) working in health promotion in women….

Panel informativo
DIARIO MURAL
Salud de la Mujer: Cuidarse No está de Más
Ca. Cérvico uterino
Ca. De Mama
Primero miro y observo
Juego palpo mis mamas
BENEFICIOS DE TRABAJADORES

Chapter Initiative

With La Universidad de la Serena

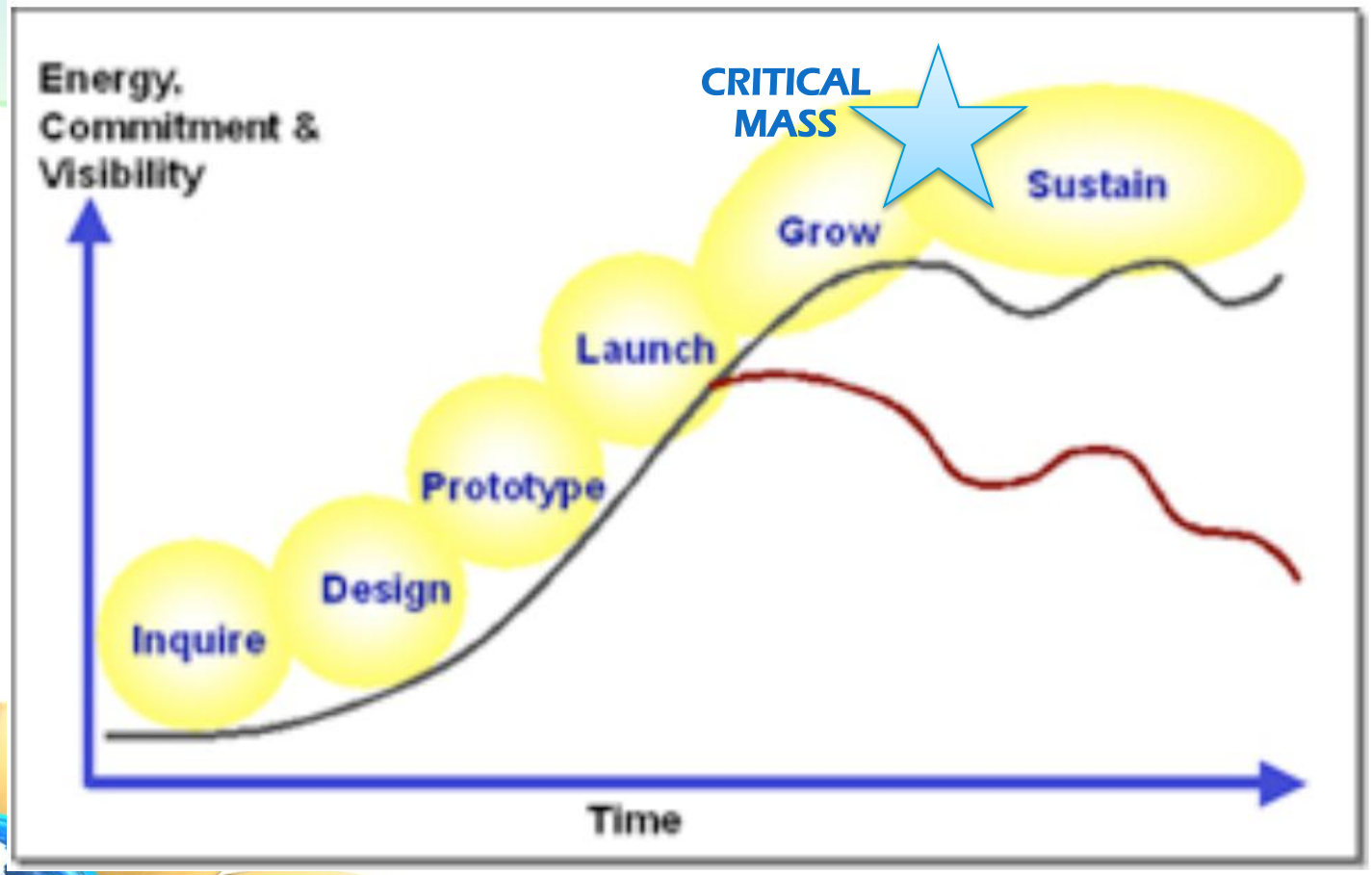
- Another goal is to establish a Sigma Theta International Nursing Honor Society Chapter at the Nursing School. If successful, it would be the first chapter established in Chile.

Benefits of joining include:

- Grants to support research related to education and clinical practice.
- Access to up-to-date nursing resources; mentorship related to curriculum development , teaching, and research.

Life Cycle Phases
of Online Community of Practices

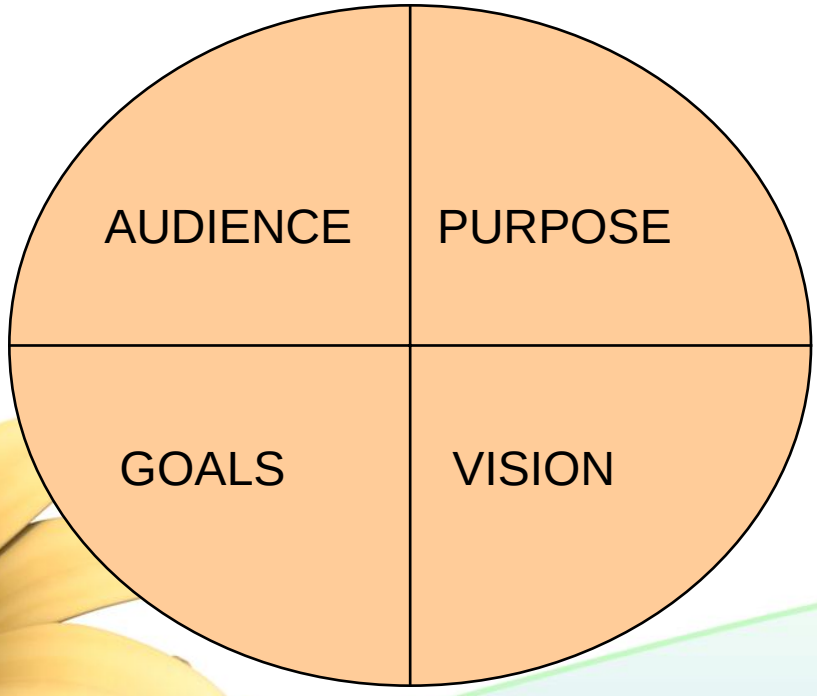
CoP Lifecycle Phases



12. Wenger, Etienne, McDermott, Richard & Snyder, William. (2002). Cultivating Communities of Practice: A Guide to Managing Knowledge

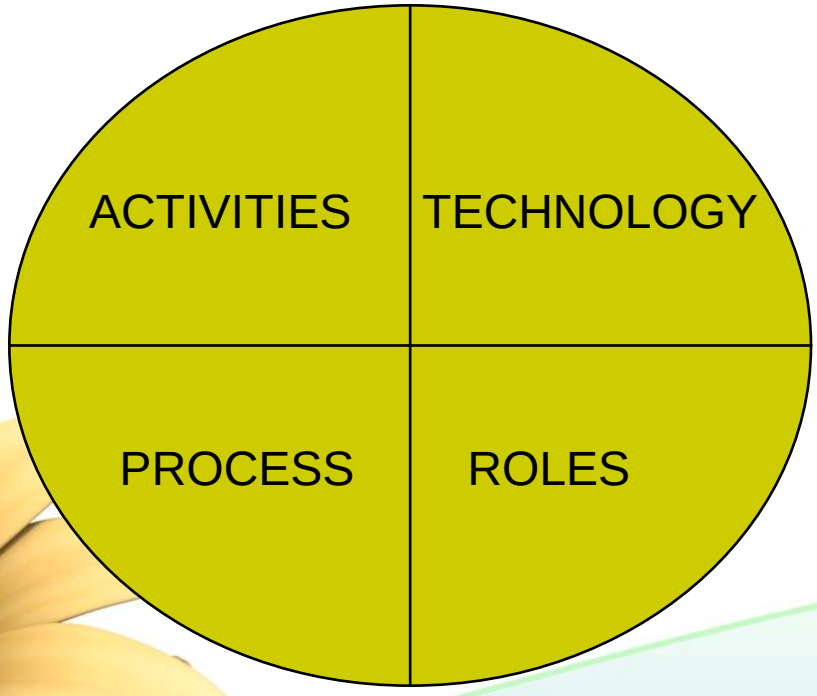
1. Inquire Phase

Identify the Audience, Purpose, Goals, and Vision for the Communiry



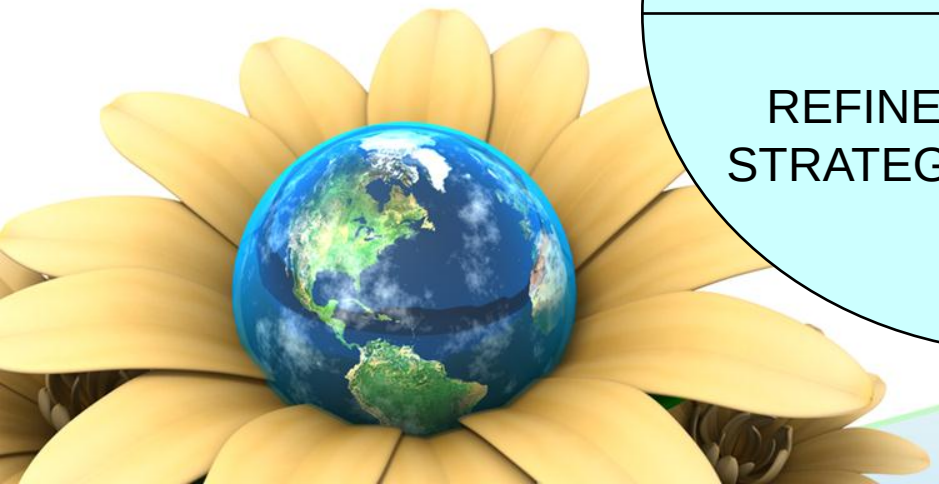
2. Design Phase

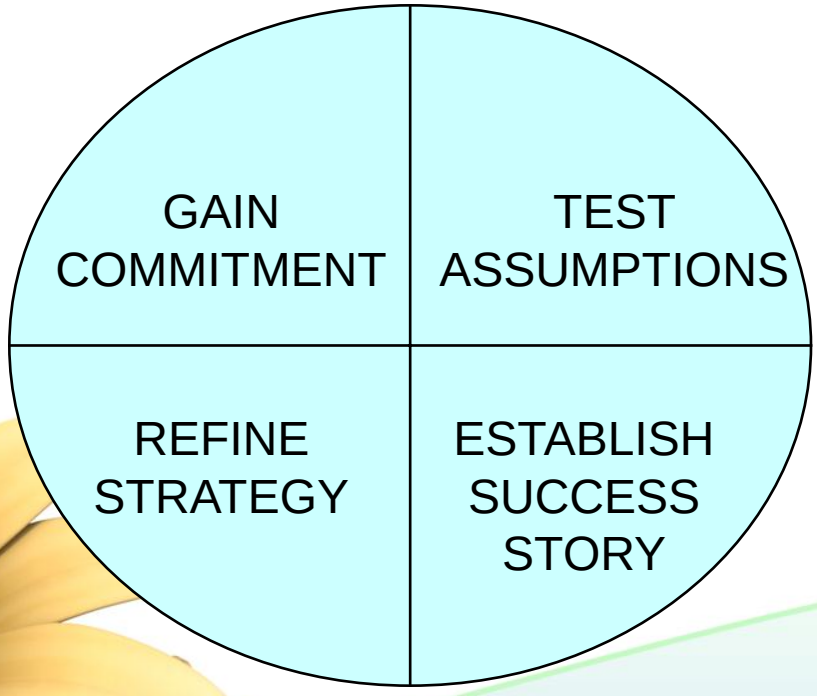
Define the activities, technologies, group processes, and roles that will support the community goals.



3. Prototype Phase

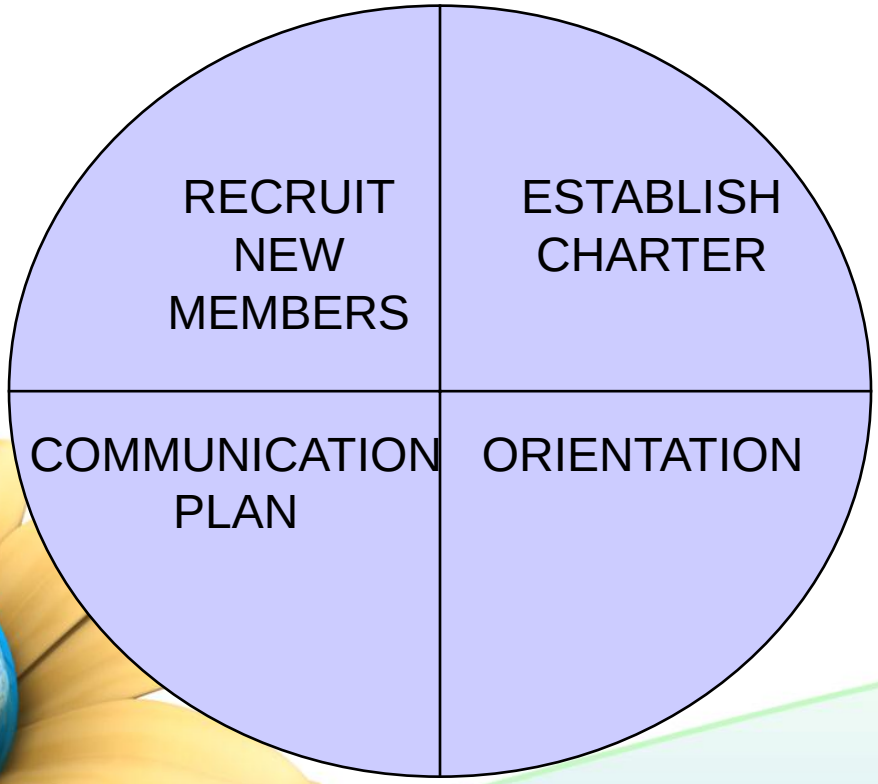
Pilot the community with a select group





4. Launch Phase

Present community to larger audience

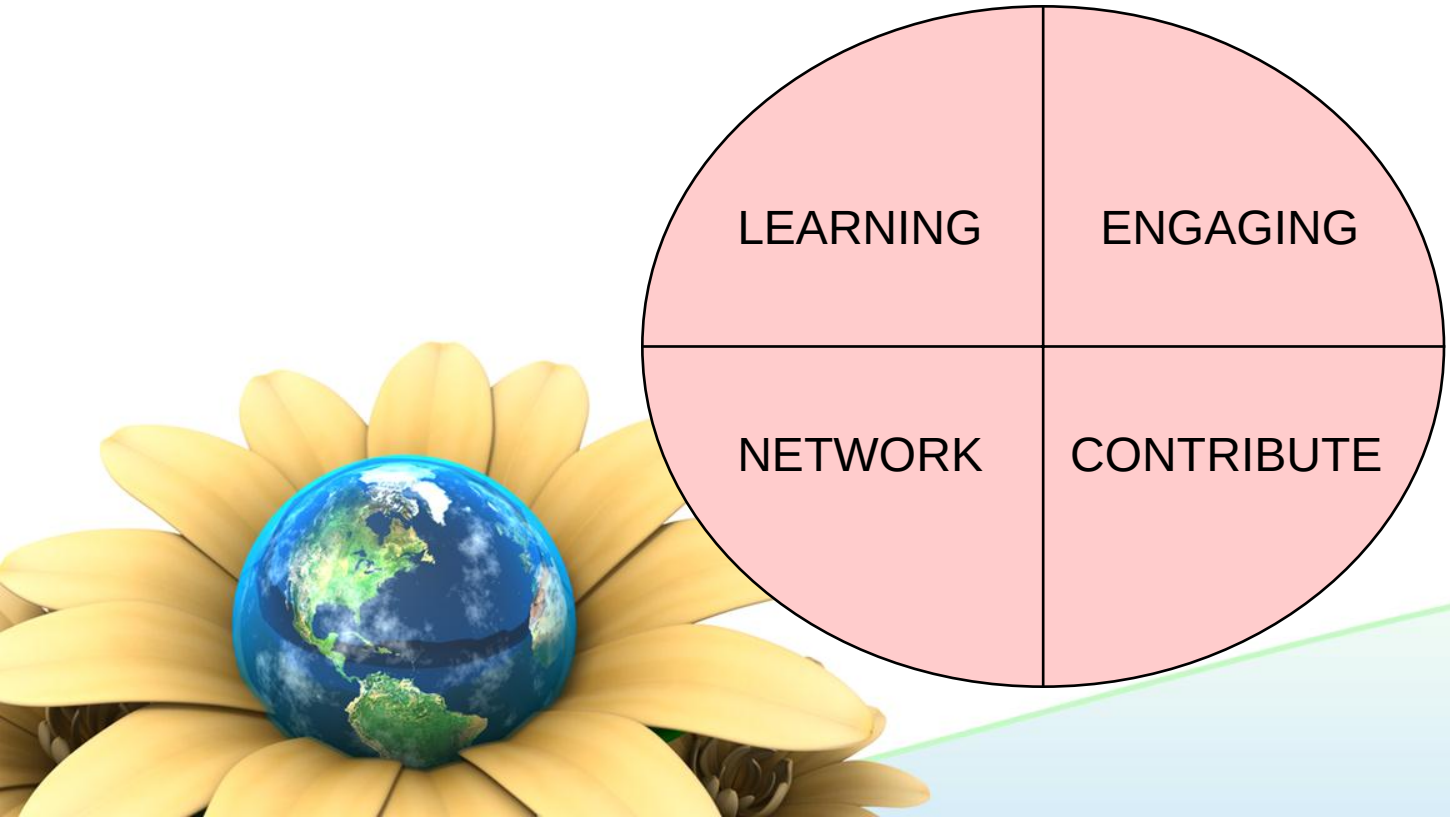


Charter

-Mission
-Vision
-Goals
-Member Norms
-Agreements

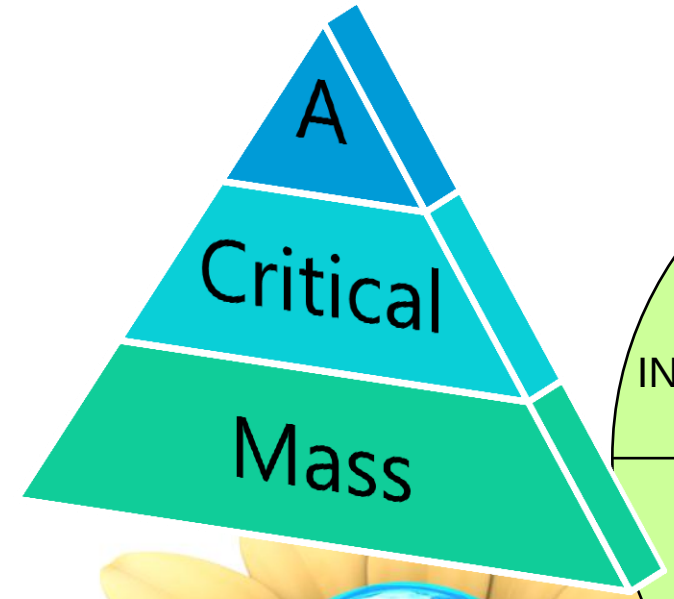
5. Grow Phase

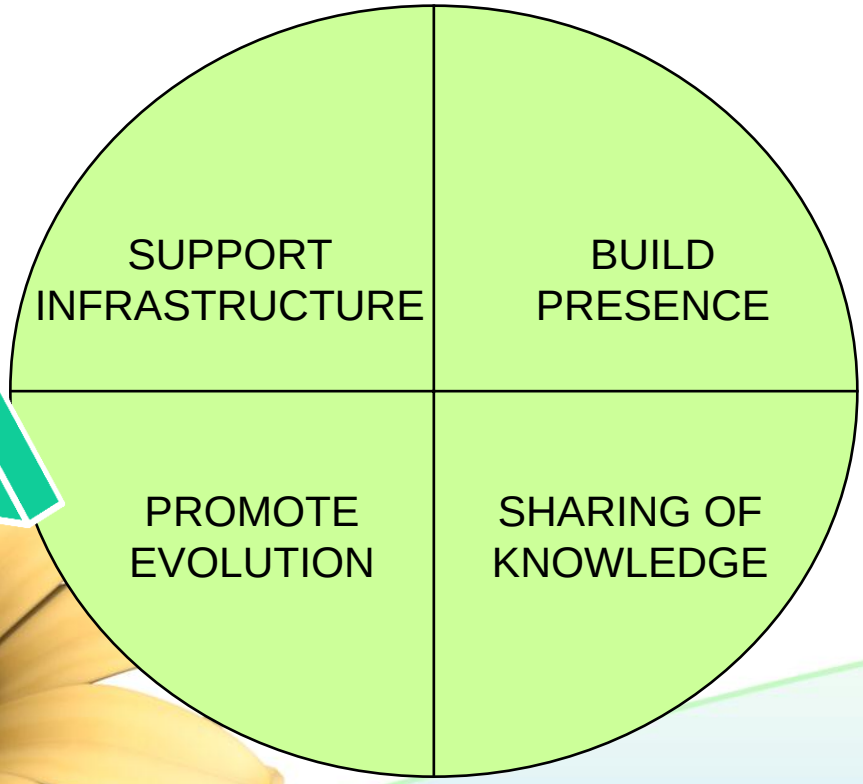
Collaborative learning and knowledge building activities, develop relationships



6. Sustain Phase

Cultivate, evaluate, redirect growth to inform future growth





Conclusions – CoP support Nursing…

- Grounded in Individual Expertise, coupled with Group Dynamics
- Promote synergy and sharing
- Support momentum, taps each person's knowledge and abilities as equals
- Provides a milieu for sharing and growth of explicit and tacit knowledge
- Supports innovation, synthesis, genius

One last thought….

"Healthy communities mature into "influence structures" or active teams of peers who demand or are asked to take on influential roles in their organizations. These teams set short- and long-term goals, establish formal roles and structures, and assume vital organizational tasks."

– Richard McDermott