

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

**June Kaminski
Amandah Hoogbruin**

FEBRUARY 4, 2012

**17th Annual
ETHEL JOHNS
RESEARCH FORUM**



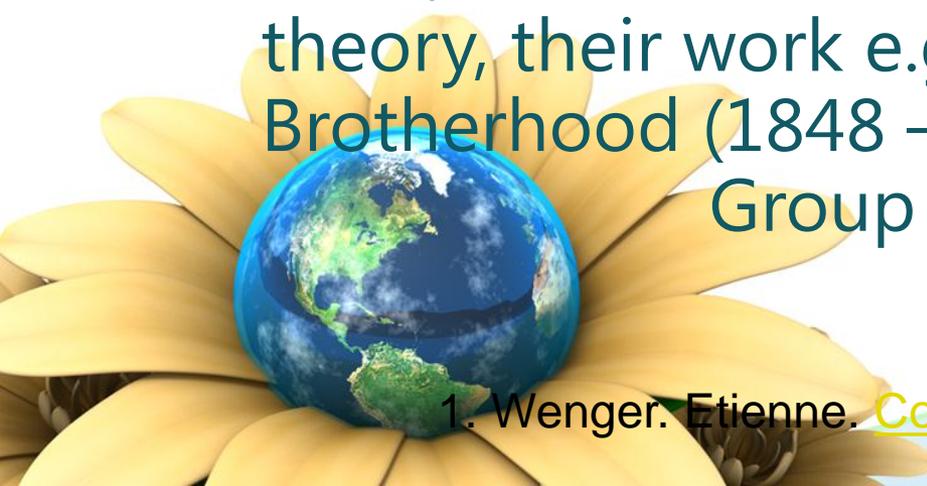
Overview

“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.](#)



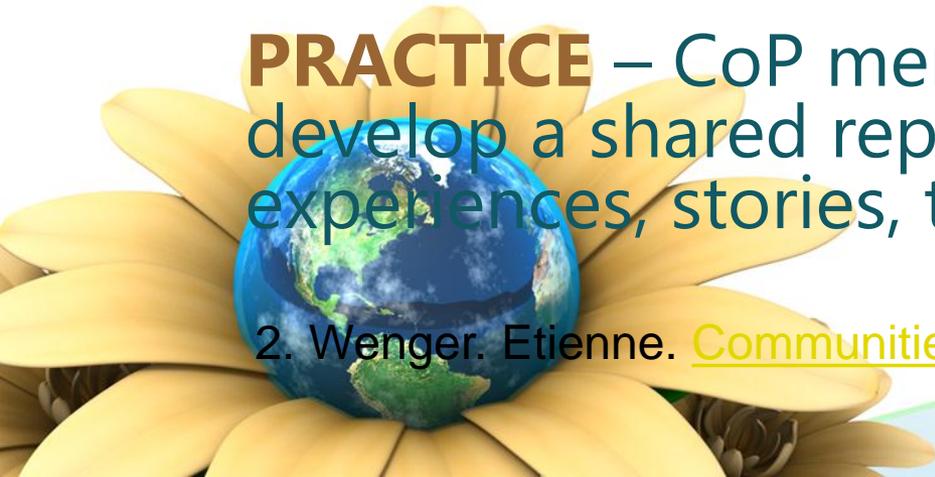
Characteristics

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.](#)





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.

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



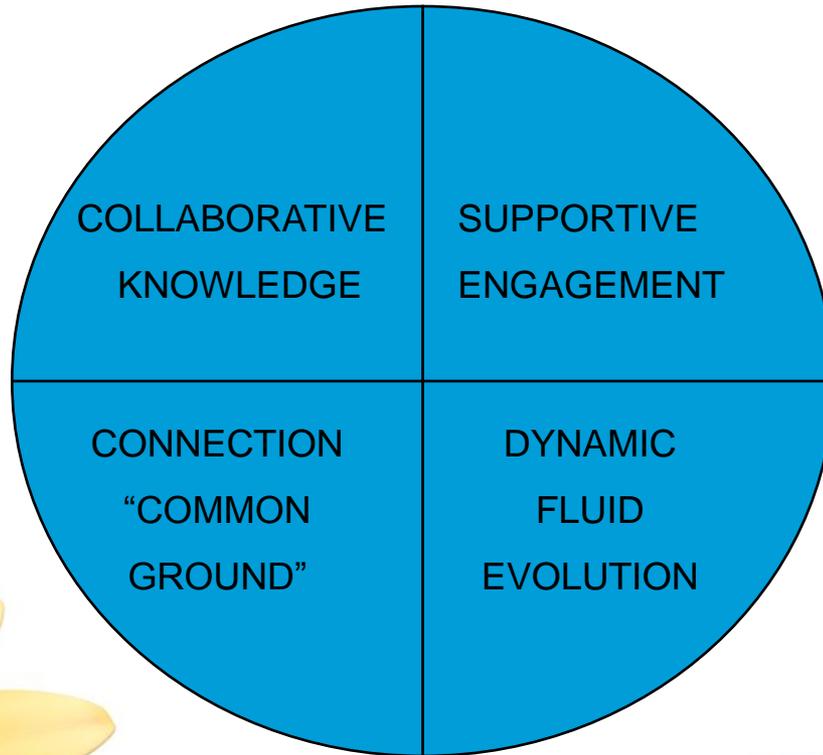
BENEFITS

of Communities of Practice



BENEFITS OF COMMUNITIES OF PRACTICE

UNITES DIVERSE EXPERTISE



SITUATED LEARNING



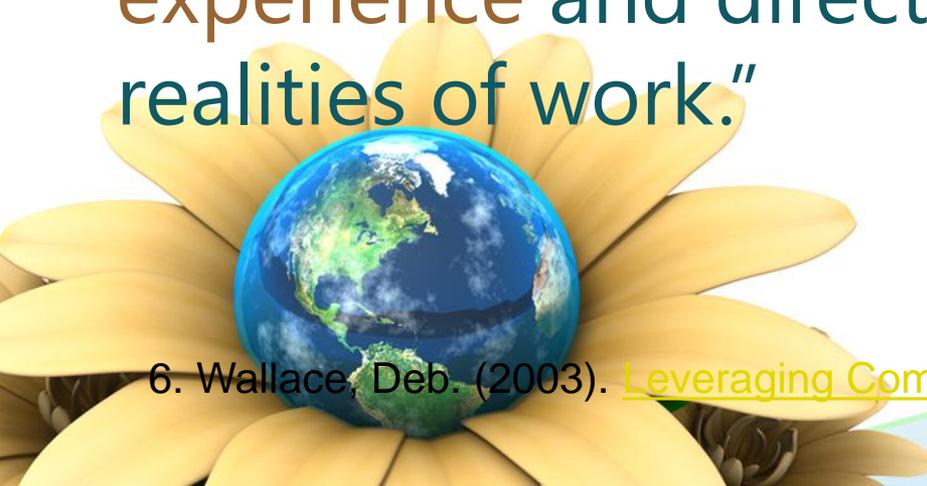
Benefits to Members

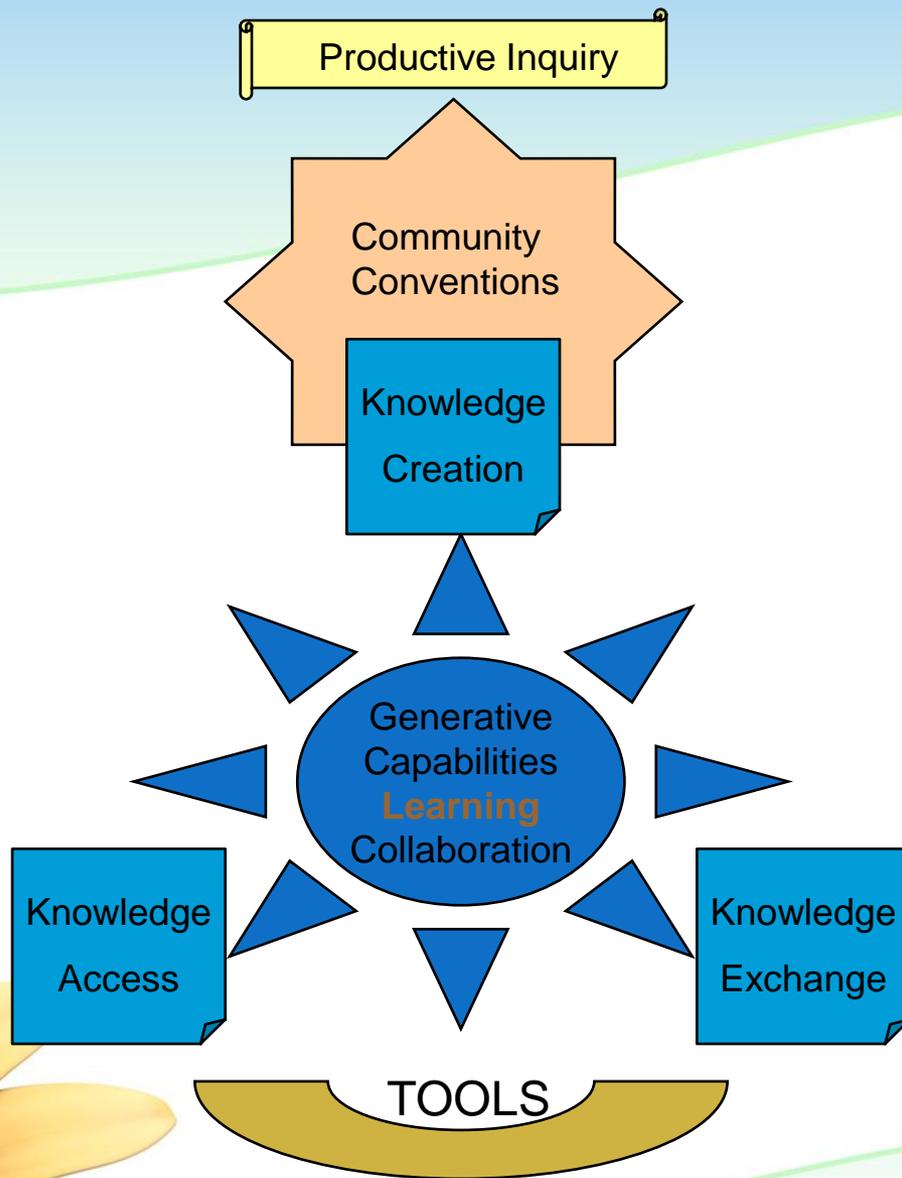
- ✦ Access to expert help to expand horizons, gain knowledge and seek help in addressing professional or domain challenges.
- ✦ Members develop more awareness and confidence in their own personal knowledge.
- ✦ Provides a non-threatening venue to explore and test ideas or validate courses of action.
- ✦ 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.”





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.

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

~~KNOWLEDGE~~!
KNOWLEDGE!

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:

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](#)

Primary links

- [VOTE!](#)
- [NI 2012](#)
- [Announcements](#)
- [AGM 2010](#)
- [CJNI Journal](#)
- [Recommended Resources](#)

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](#)

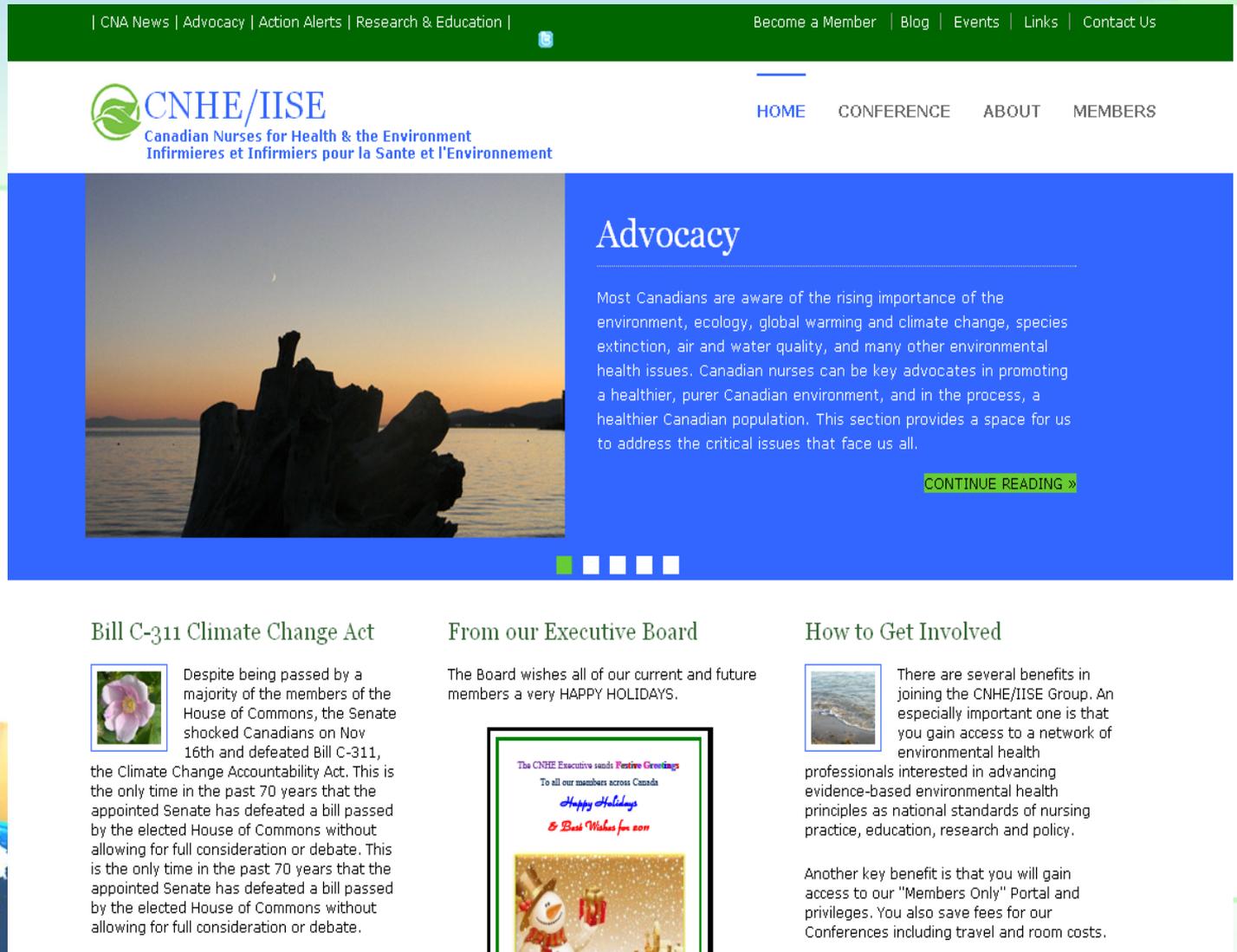
CNHE

Member Portal

open to all
CNHE
members

(any
Canadian
nurse can
join group)

Software:
Drupal



The screenshot shows the CNHE/IISE website. At the top, there is a green navigation bar with links for 'CNA News | Advocacy | Action Alerts | Research & Education |', 'Become a Member | Blog | Events | Links | Contact Us', and a Twitter icon. Below this is the CNHE/IISE logo and name in both English and French. The main content area has a blue background. On the left, there is a large image of driftwood on a beach at sunset. To the right of the image is the 'Advocacy' section, which includes a paragraph about environmental issues and a 'CONTINUE READING »' link. Below the main content area, there are three columns of text: 'Bill C-311 Climate Change Act' with a small image of a pink flower, 'From our Executive Board' with a holiday greeting card, and 'How to Get Involved' with a small image of a beach and a paragraph about benefits of joining the group.

Advocacy

Most Canadians are aware of the rising importance of the environment, ecology, global warming and climate change, species extinction, air and water quality, and many other environmental health issues. Canadian nurses can be key advocates in promoting a healthier, purer Canadian environment, and in the process, a healthier Canadian population. This section provides a space for us to address the critical issues that face us all.

[CONTINUE READING »](#)

Bill C-311 Climate Change Act



Despite being passed by a majority of the members of the House of Commons, the Senate shocked Canadians on Nov 16th and defeated Bill C-311, the Climate Change Accountability Act. This is the only time in the past 70 years that the appointed Senate has defeated a bill passed by the elected House of Commons without allowing for full consideration or debate. This is the only time in the past 70 years that the appointed Senate has defeated a bill passed by the elected House of Commons without allowing for full consideration or debate.

From our Executive Board

The Board wishes all of our current and future members a very HAPPY HOLIDAYS.



How to Get Involved



There are several benefits in joining the CNHE/IISE Group. An especially important one is that you gain access to a network of environmental health professionals interested in advancing evidence-based environmental health principles as national standards of nursing practice, education, research and policy.

Another key benefit is that you will gain access to our "Members Only" Portal and privileges. You also save fees for our Conferences including travel and room costs.

INSPIRE.NET

Professional Network

MSFHR funded

(BC nurses can apply to join)

Software: Custom



The screenshot shows the InspireNet website with a green header. The logo features a stylized blue and green figure above the text "inspirenet" and "INNOVATIVE NURSING SERVICES & PRACTICE INFORMED BY RESEARCH & EVALUATION NETWORK". Navigation links include Home, Blog, Contact Us, Join InspireNet, and Login. A secondary navigation bar has "JOIN INSPIRENET" (with a people icon), "WHO'S DOING WHAT?" (with a network icon), and "JOIN THE DISCUSSION" (with a speech bubble icon). A "SHARE YOUR IDEAS" graphic is also present. The main content area includes a "Welcome to InspireNet.ca!" message, a search bar, a list of links under "I would like to...", a blog post titled "New feature! What's new on InspireNet's Blog?", and a forum link "New feature! What's new on InspireNet's Discussion Forum?".

Home Blog Contact Us Join InspireNet Login

SHARE YOUR IDEAS

JOIN INSPIRENET WHO'S DOING WHAT? JOIN THE DISCUSSION

Welcome to InspireNet.ca!

Welcome message

We are a network of researchers, practitioners, policy-makers, educators and students working together to improve nursing health services. To explore this website, use the navigation links on the left hand side and the Search tool. Join InspireNet to keep up to date on fresh web content and to join the discussion and Action Teams.

SEARCH THIS SITE

I would like to...

- Learn What InspireNet Can Do For Me
- Learn About InspireNet's Leadership
- Learn About Existing Action Teams
- Learn About InspireNet
- Learn About Nursing Research Facilitators
- Learn Research Skills
- Find Funding
- Find Resources
- Find Conferences, Virtual Learning Opportunities and News
- Stay Connected with Social Media

Connecting People, Ideas and Solutions.

New feature! What's new on InspireNet's Blog?

This month InspireNet launches its blog with a post from our co-leaders entitled "**So...How Do I Get Involved in Research?**" The post concludes with the following questions - we look forward to your comments:

- Are you interested in using your network for nursing knowledge exchange?
- Where are you on the research pathway?
- In what ways would you like to connect with others to share knowledge about nursing health services?

Details: [Read the InspireNet Blog »](#)

New feature! What's new on InspireNet's Discussion Forum?

Nurse Empowerment Tools

CANADA HEALTH INFOWAY

KnowledgeWay

And

Standards
Collaborative

Support Peer to
Peer Networks

(Open to health
professionals)

Software: Custom

Canada Health Infoway / Inforoute Santé du Canada

Resource Centre | Media Room | Blog | Careers | Contact Us | RSS Feed | Français

Forgot your password / username? | Username | Password | Login

Create an account

Remember me

About Electronic Health Records | Electronic Health Records and You | About Canada Health Infoway | Standards Collaborative

Keywords | SEARCH

Info for Health Care Providers | Info for Jurisdictions | Info for Solution Providers | Resource Centre | KnowledgeWay

Be part of the e-evolution. What's your role?

Implementing EHR

Provinces and territories are bringing EHRs to their communities, creating more services and providing access to better care.

Adopting EHR

Health care professionals are accessing new tools that enable them to focus on what's important... their patients.

Building EHR

IT vendors and solution providers are finding new ways to innovate that help them share their expertise and grow their business.

KnowledgeWay

Read the Blueprint and other essential information on working with EHRs.

[SIGN IN TO VIEW THESE PAGES](#)

Don't have an *Infoway* Passport? Create one here.

The Standards Collaborative

Learn more about the standards for Canada's EHR.

Go to the Standards Collaborative section.

Certification Services

Learn more about *Infoway's* new service: pre-implementation certification for Consumer Health Platforms.

Go to the Certification section.

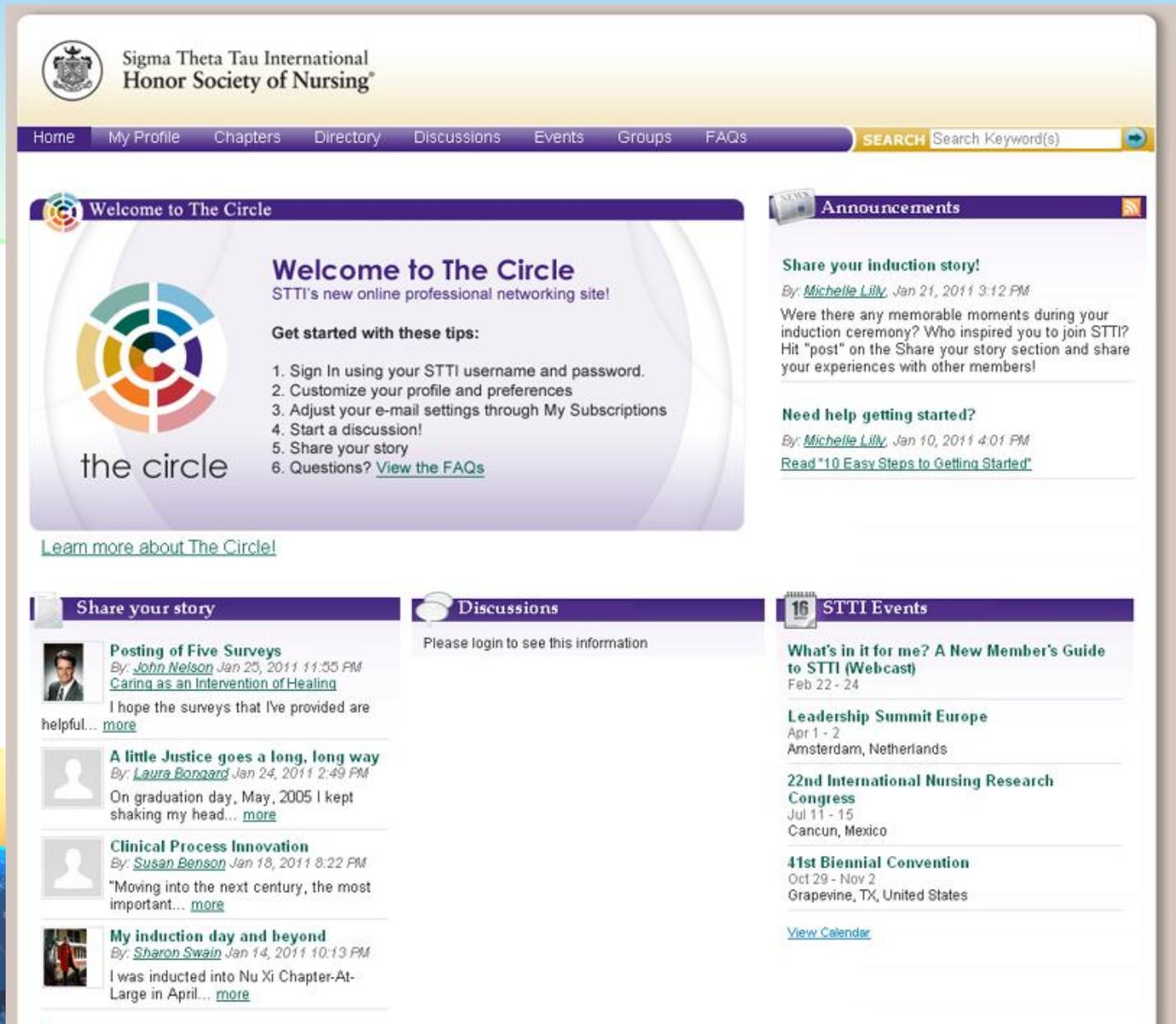
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STTI

The Circle

(Open to all
STTI
members)

Software:
Custom



 Sigma Theta Tau International
Honor Society of Nursing®

Home My Profile Chapters Directory Discussions Events Groups FAQs **SEARCH** Search Keyword(s)

Welcome to The Circle



Welcome to The Circle
STTI's new online professional networking site!

Get started with these tips:

1. Sign In using your STTI username and password.
2. Customize your profile and preferences
3. Adjust your e-mail settings through My Subscriptions
4. Start a discussion!
5. Share your story
6. Questions? [View the FAQs](#)

[Learn more about The Circle!](#)

Announcements

Share your induction story!
By: [Michelle Lilly](#), Jan 21, 2011 3:12 PM
Were there any memorable moments during your induction ceremony? Who inspired you to join STTI? Hit "post" on the Share your story section and share your experiences with other members!

Need help getting started?
By: [Michelle Lilly](#), Jan 10, 2011 4:01 PM
[Read "10 Easy Steps to Getting Started"](#)

Share your story

 **Posting of Five Surveys**
By: [John Nelson](#) Jan 25, 2011 11:35 PM
[Caring as an Intervention of Healing](#)
I hope the surveys that I've provided are helpful... [more](#)

 **A little Justice goes a long, long way**
By: [Laura Bonnard](#) Jan 24, 2011 2:49 PM
On graduation day, May, 2005 I kept shaking my head... [more](#)

 **Clinical Process Innovation**
By: [Susan Benson](#) Jan 18, 2011 8:22 PM
"Moving into the next century, the most important... [more](#)

 **My induction day and beyond**
By: [Sharon Swain](#) Jan 14, 2011 10:13 PM
I was inducted into Nu Xi Chapter-At-Large in April... [more](#)

Discussions

Please login to see this information

16 STTI Events

What's in it for me? A New Member's Guide to STTI (Webcast)
Feb 22 - 24

Leadership Summit Europe
Apr 1 - 2
Amsterdam, Netherlands

22nd International Nursing Research Congress
Jul 11 - 15
Cancun, Mexico

41st Biennial Convention
Oct 29 - Nov 2
Grapevine, TX, United States

[View Calendar](#)

Research-Global Health

Online Community of Practice



Research- Global Health

(Open to all
Xi Eta
members)

Software:
Drupal



Research - Global Health Community of Practice

a Working Community of Xi Eta Chapter, Sigma Theta Tau International, dedicated to promoting global health & research

June Kaminski | Logout

DOCUMENTS

NEWS

FORUMS

RESOURCES

FUNDING

POLLS

CONTACT

STTI CIRCLE

XIETA

STTI



NAVIGATION

- ▶ Administer
- ▶ Create content
- Compose tips
- ▶ Feed aggregator
- Search
- ▶ Blogs
- Books
- Contact
- ▶ Forums
- Polls
- Recent posts
- Log out



USER MENU

- My account



POLL

WHAT SHOULD OUR FIRST PRIORITY BE FOR 2011?

Global collaboration with specific group(s)

Welcome to our Community of Practice!

Thu, 02/24/2011 - 23:59 — June Kaminski



This Community of Practice has been created to facilitate virtual functioning of the STTI Xi Eta Chapter's Global Health and Research Committee and our intended Community of Practice. If you are a STTI member and are interested in global health and research, please join us! We are eager to connect with members from other STTI Chapters to work together to improve health and well-being on a global and local scale.

⇒ Read more

AGM Report September 2011 Summary

Tue, 01/10/2012 - 13:19 — June Kaminski

The Xi Eta Chapter Research – Global Health Committee

AGM Report September 2011 from June Kaminski, VP & Committee Chair

The purpose of the Research - Global Health Committee is to support the Sigma Theta Tau International's Global Health Research Agenda at a regional level, through the Xi Eta Chapter.

Key focus areas of the Sigma Theta Tau Global Health Research Agenda include:

⇒ Read more | June Kaminski's blog | Add new comment

What should our first priority be for 2011?

Thu, 03/10/2011 - 18:14 — June Kaminski

Global collaboration with specific group(s)

Aboriginal health and research

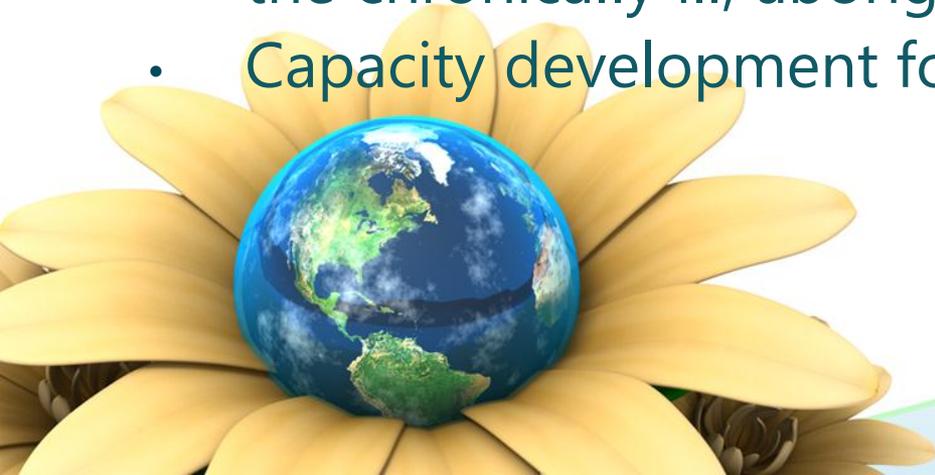
0% (0 votes)

<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.
- Quantitative researchers could do a survey about the knowledge, attitudes, and behaviors of students in relation to CATs use.
- Qualitative researchers could do focus groups, in-depth interviews and analyse data accordingly.





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

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.

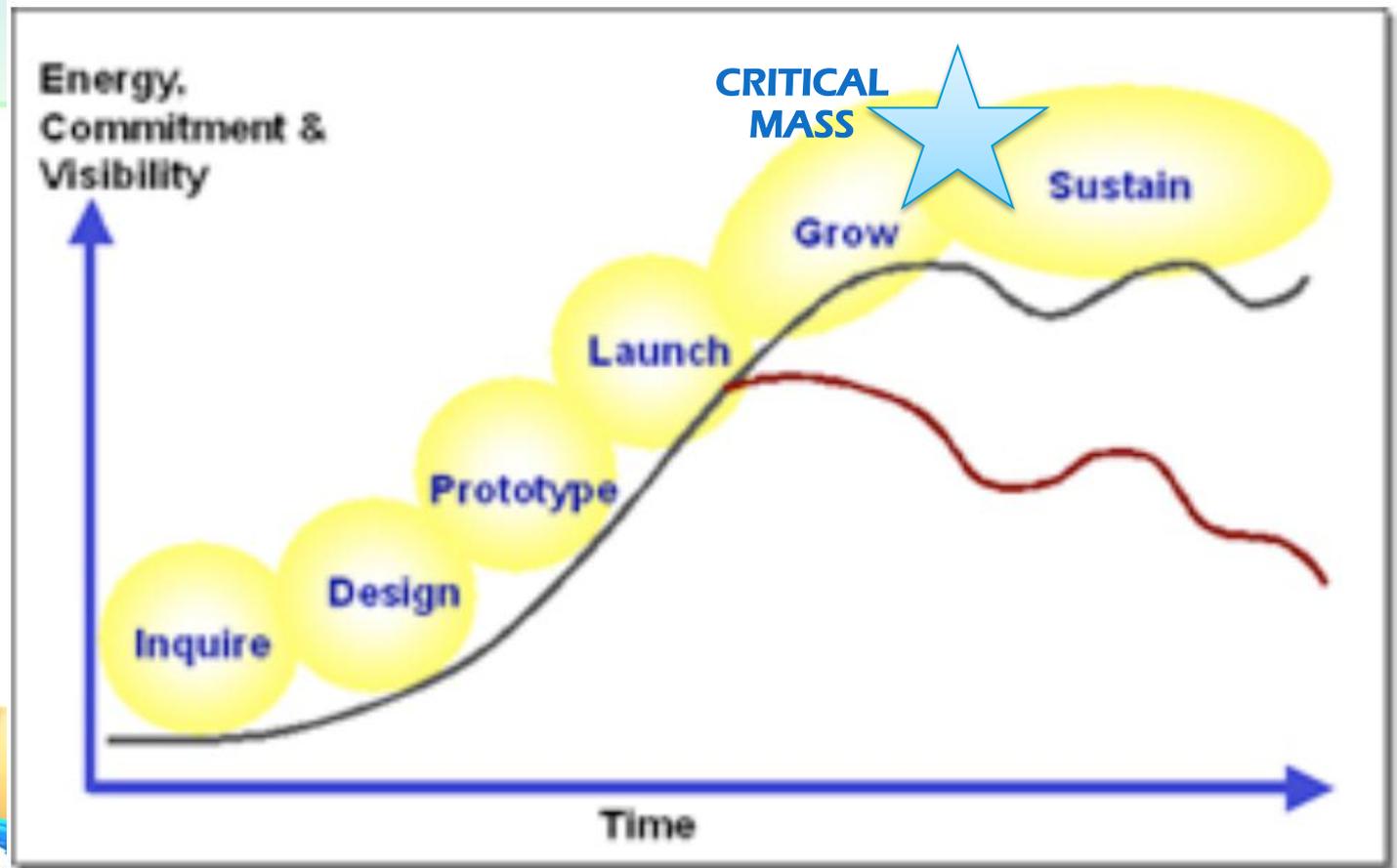


Life Cycle Phases

of Online Community of Practices



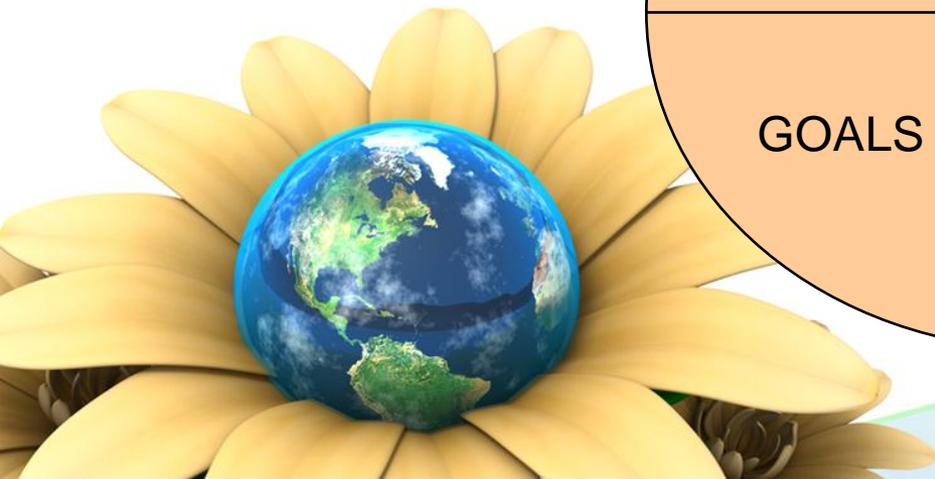
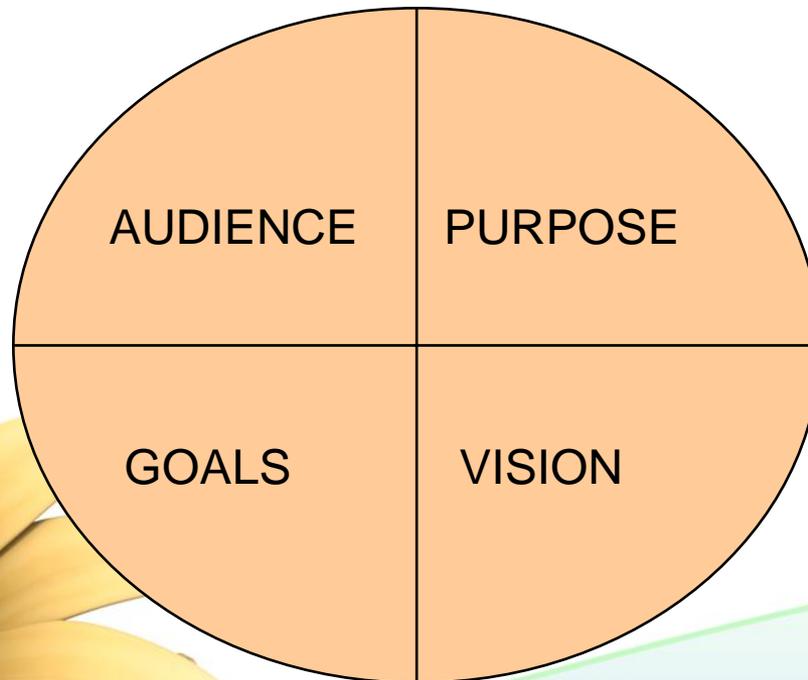
CoP Lifecycle Phases



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

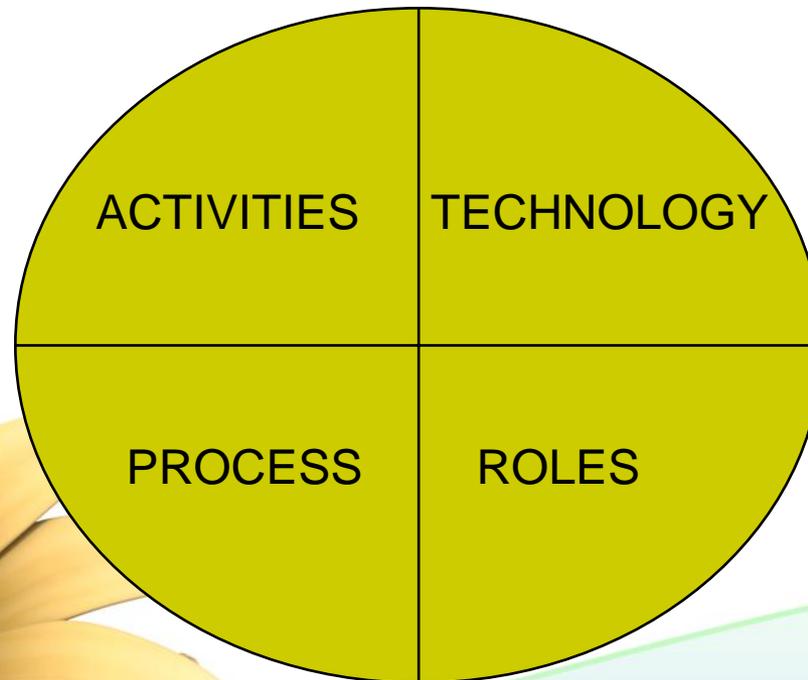
1. Inquire Phase

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



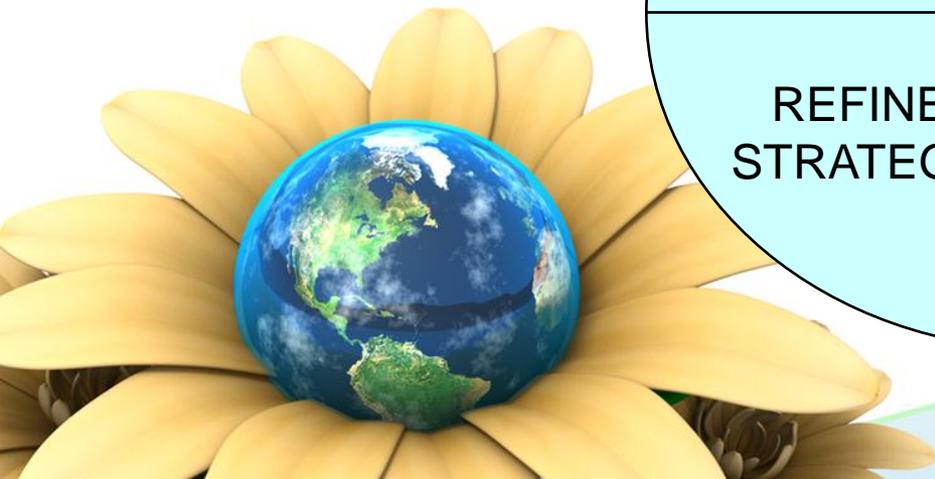
2. Design Phase

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



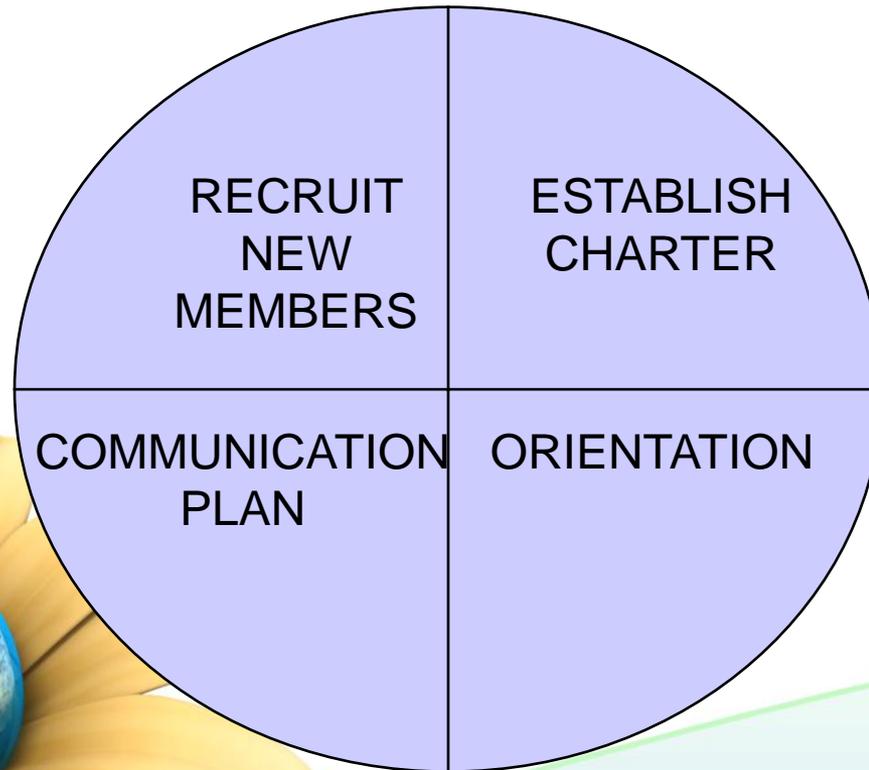
3. Prototype Phase

Pilot the community with a select group



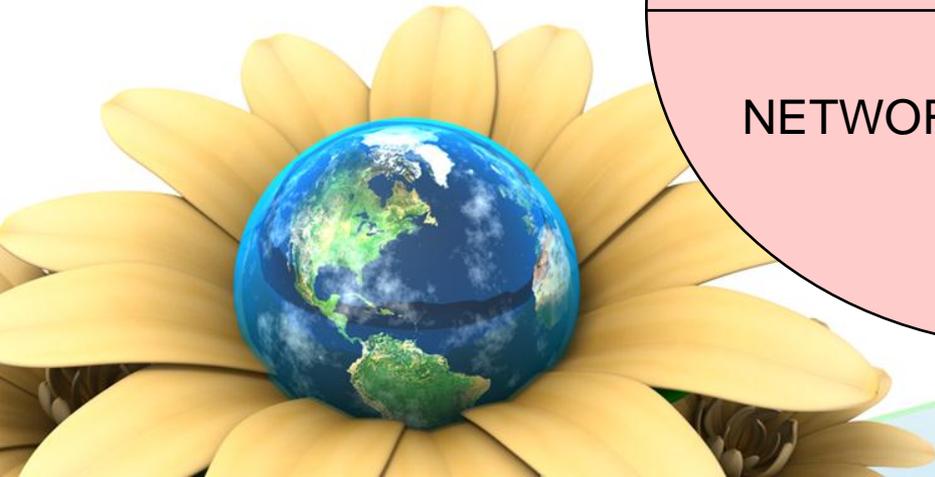
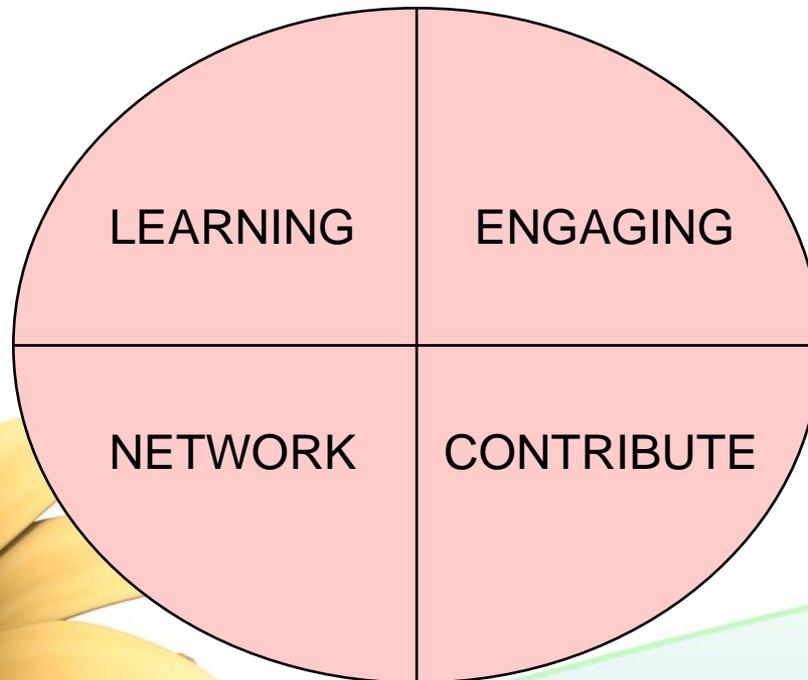
4. Launch Phase

Present community to larger audience



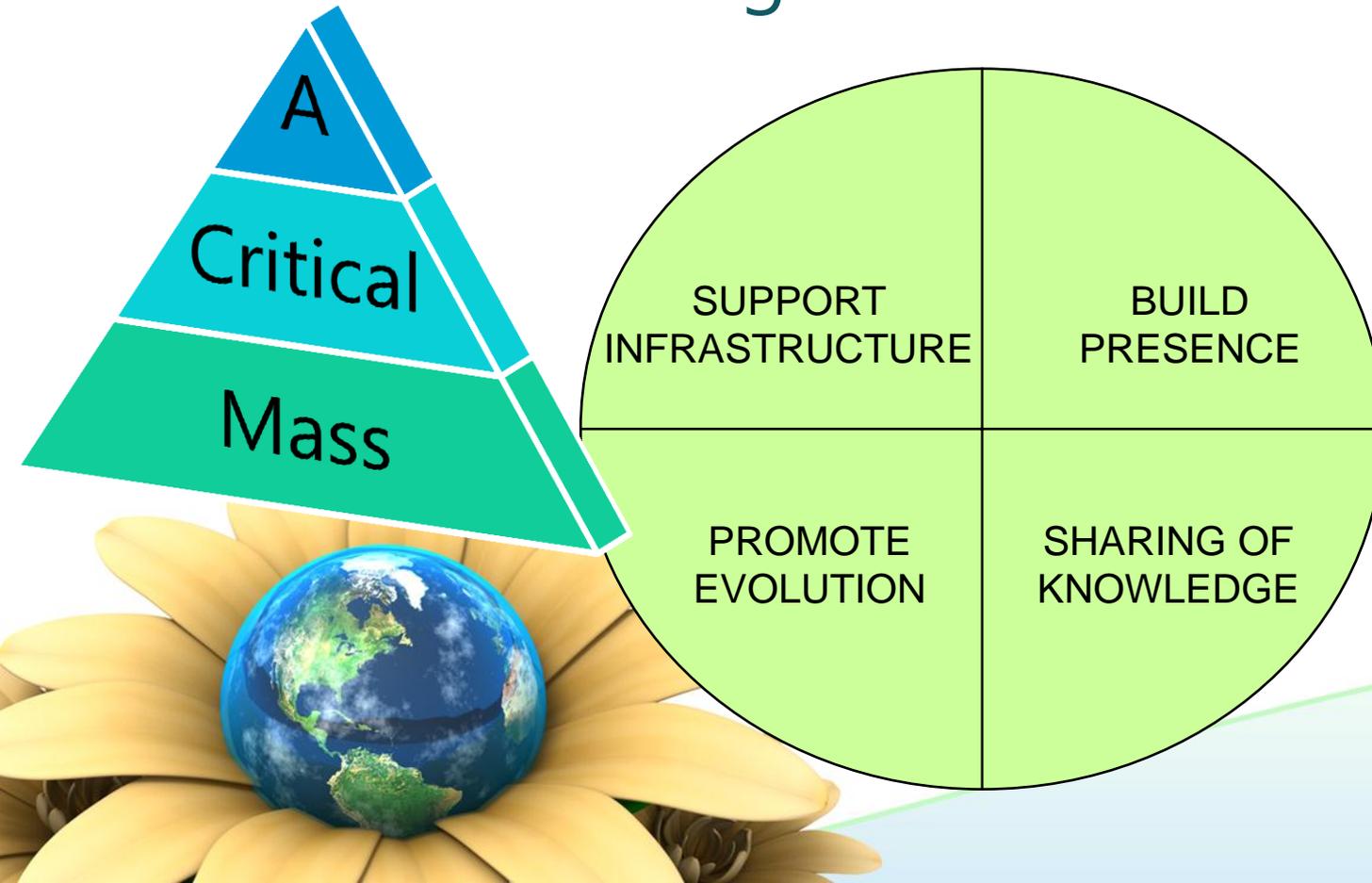
5. Grow Phase

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

