

Sponsorship Prospectus



Corporate Social Investment Opportunities
COVID-19: Let's Beat This Together

What is Corporate Social Investment?

Corporate social investment is a form of corporate social responsibility, which is a company's overarching approach or strategy for improving the social, environmental and economic well-being of society at large.

Through corporate social responsibility, a corporation may have multiple different tactics for achieving this strategy, including by making corporate social investments for projects that improve the world around them.

Our Mission

The British Association of Critical Care Nursing (BACCN) is a leading non-profit charitable organisation dedicated to the promotion of nursing in critical care with approximately 13,000 online community subscribers and accessible to 661,000 nurses (source: www.statista.com).

The BACCN aims to provide representation for its members, by responding to political and professional change; and by producing and publishing position statements.

BACCN position statements intend to demonstrate the Association's commitment to contribute to policy debates and to inform and influence the national agenda on issues that are important to the critical care nursing community.

BACCN has close links with the World Federation of Critical Care Nurses and played an active role in their set up. With one of its main objectives to represent critical care nurses and critical care nursing at an International level, the Council of the WFCCN works in collaboration with BACCN on various international projects.

The Aim:

- Provide a National voice to shape the strategy for critical care nursing.
- Promote safe, quality evidence-based nursing care to the critically ill patient.
- Provide wide ranging benefits and opportunities to BACCN members.
- The BACCN aims to provide representation for its members, by responding to political and professional change; and by producing and publishing position statements.
- Support members through research and development scholarships.
- Support Continuous Professional Development through National and regional activities.
- Be a platform to discuss critical care nursing and provide a supportive network.
- Provide social networks to support communication and engagement strategies.



BACCN & COVID-19

The World Health Organization has declared the COVID-19 outbreak to be a pandemic, and the Prime Minister has declared that the UK is moving into the delay phase of fighting the virus, which will put the NHS and wider health and care services of all four nations under extreme pressure.

Many AHPs and their support staff across the NHS and public health services have made major contributions to the response to COVID-19. We are very proud of the professions in all areas of practice in their response to this challenge.

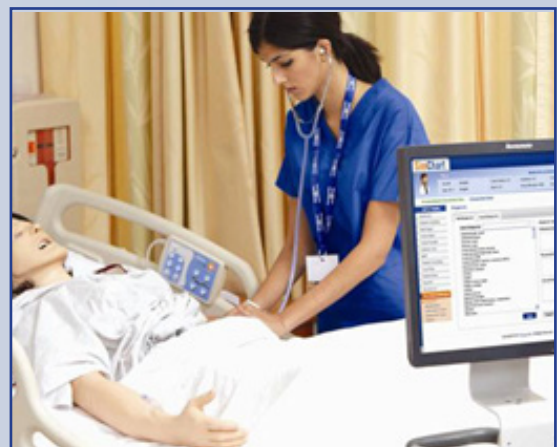
- In response to the COVID-19 pandemic, the BACCN will provide some educational resources that support nurses who are being redeployed to Critical Care areas or are returning to Critical Care after a career break from the speciality.
- These resources are not a replacement for formal critical care academic courses or achievement of clinical competencies. They will be a resource for induction programmes into critical care nursing.

How Your Company Can Help...

As we enter unprecedented times in the NHS and wider health and social care services, we would like your company to support the education of critical care health professionals and support workers during the COVID-19 pandemic in the UK.

Every single day since the crisis was confirmed as a 'Global Pandemic', the BACCN have worked tirelessly to develop free educational resources both to support critical care nurses as well as those healthcare professionals being redeployed and those who are being brought back to support.

These resources contain everything from FAQs, articles and instructional 'how to' videos to important news updates and development. The team plan to continue developing this further, however they need your support to continue.



BACCN Educational Resource Supporting Partner

BACCN resources have been written by clinical and academic critical care professionals and aim to provide health care colleagues with vital knowledge to support their understanding of critical care. It will also develop their confidence in assisting in care provision within the critical care setting.

Your funding will help the ongoing costs for educational research which includes the development of the COVID-19 Nurse Educational Resource Centre.



COVID-19 Nurse Educational Resource Centre

Espresso Virtual Education - Online educational session, typically lasting 20 minutes followed by Q&A live on Twitter. New sessions will be uploaded regularly to this area.

The Learn Zone - The Learn Zone is a bespoke online learning tool developed by BACCN in partnership with technical production partners. It is providing the opportunity to take part in interactive e-learning which will provide CPD hours towards the NMC revalidation.

Entitlements Include:

- Logo and reciprocal link on the Educational Resource page
- Announcement on social media of your support
- Promotional banner to use on email signature and use on all social media channels
- Logo on all promotional marketing emails and BACCN Newsletters
- Short testimonial on website on reasons for supporting.

Investment Required - £ 1,000.00 + vat

Help Give Nurses Access to Free Resources

Covid 19 Nurse Educational Resource Centre



Learnzone

Open access now available



Latest News and Updates

BACCN latest updates



Resources

Links and Information for nurses



Espresso Virtual Education

Future session details and Espresso
Past session recordings available



Staff Well-being

Resources and Well-being boards



Sponsors

Details of the companies
supporting the COVID-19
resources

Contact Us

For further information on CSR sponsorship opportunities for BACCN please contact:



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