

ABA VISION and MISSION



The American Burn Association is dedicated to improving the lives of everyone affected by burn injury.

GOAL #1: EDUCATION

ABA is the premier provider of cutting edge education and meets the needs of the burn team and member segments.

- Through **accreditation**, provide applicable CE credits for all member segments.
- Expand and enhance the **ABLS** program.
- Enhance the **Annual Meeting** to meet the needs of the burn team and member segments.
- Provide opportunities for those who are interested in demonstrating a level of competency through **certification**.
- Develop education strategy that leverages content across multiple platforms and includes **new content** generated by or for ABA to meet the needs of member segments.

GOAL #2: RESEARCH

ABA will be the leader in setting research direction and supporting research efforts to increase knowledge and improve outcomes in burn care, rehabilitation, and prevention.

- Define **research priorities** and goals for burn injury.
- Grow and expand **funding** for research through advocacy at the local and federal levels and establishing strategic collaborations with national organizations to secure funding for burn research.
- Continue to maintain and grow the ABA research program and **multi-center trials** and insure appropriate management.
- Develop, maintain and support quality **basic, translational and implementation science** in burns.
- Deliver a high quality **Journal** that advances burn research and captures the best science presented at the ABA Annual Meeting.

GOAL #3: QUALITY CARE

ABA will provide the metrics for evaluation in burn care and the tools and resources for burn care professionals to provide quality care that achieves optimal outcomes.

- Develop and implement **data collection tools** that will improve quality of care.
- Evaluate, expand, and promote the ABA **Verification** program.
- Develop **resources** for burn care teams to help them be successful and maintain their careers in the burn field.
- Develop evidence-based **practice guidelines** to improve burn care.

GOAL #4: ADVOCACY

ABA influences policies and positions that positively impact prevention of injury, patient care, and the field of burn care.

- Take a leadership role in **increasing awareness** of the importance of burns in health care among the public and health care professionals.
- Remain a primary resource for burn **disaster planning and preparedness**.
- Be identified as a principle actor in **prevention strategies** for burns.
- Continue to **advocate** for better care of burn patients and prevention efforts.
- Be the principle source of **information and knowledge** on anything related to burns.

GOAL #5: MEMBER SERVICES

Member segments are growing and very satisfied with the content and delivery of offerings provided by ABA.

- Based on member needs, increase deliverables to attract **new members and improve retention**.
- Continuously update **website** to facilitate **communication** and serve as a resource to members, committees, SIGs and the public.
- Develop and implement strategy for the use of **social media** to engage and inform members and stakeholders.
- Increase visibility of American Burn Association at other society meetings and through **collaboration**.
- Develop **leadership skills** throughout all levels of the ABA.