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.