



Empowering Women: Endometriosis UK Strategic Plan 2015-19

Introduction

Endometriosis UK has made great strides in developing and delivering high-quality support services for sufferers and in raising awareness. Our strategy to 2015 successfully stabilized the charity following challenging times. But there is still much to do: endometriosis is a lifelong, life-changing disease that is as common in women as asthma and diabetes. In spite of this, little is known about endometriosis in the UK, even amongst non-specialist health care professionals (HCPs). Women wait, on average, 7.5 years for a diagnosis. During this time the disease can progress, often causing pain and suffering that has an adverse effect on quality of life. Endometriosis affects work, relationships, fertility and just about every aspect of life you can imagine; sufferers must be given a voice and empowered.

In this ambitious new strategic plan we aim to consolidate and improve our services, with an intensified emphasis on campaigning for greater public and political awareness of the disease. In turn this focus will allow us to improve resourcing, enabling the charity to grow in the areas of service delivery, research involvement, sphere of influence and links with the NHS in England, Ireland, Scotland and Wales.

The charity will continue to work in 4 domains:

- Service delivery
- Information
- Research
- Campaigning

Strategic Outcomes 2015-19

Endometriosis UK is committed to delivering the following strategic outcomes throughout 2015-19:

1. *Better quality of life for women with endometriosis*
 - Increased reach of support services
 - Women will be at the centre of support service design
 - All women with endometriosis will have access to the information they need for self-management
2. *Better health care for women with endometriosis*
 - Earlier diagnosis
 - Increased numbers of BSGE centres



- Increased awareness of the disease amongst non-specialist HCPs
- Increased research funding

3. *Increased public and political awareness of endometriosis in the UK*

- Greater prominence on the national health agenda
- Greater prominence on the political agenda
- Increased public awareness

Strategic Aims 2015-19

In order to achieve these strategic outcomes, Endometriosis UK will focus on four strategic aims. Aims 1-3 are the 'what' and Aim 4 is the 'how':

1. Improve service delivery
2. Increase campaigning
3. Increase research
4. Develop resourcing

1. Service delivery

Endometriosis UK already delivers excellent services given existing resources. These services include support groups, a telephone helpline and an online forum.

In light of recent consultation work we understand more about how and where improvements can be made. We will refine this knowledge and implement a programme to improve reach and quality. We will do this by focusing on 5 main areas:

- Improve information through Information Standard accreditation and develop a series of factsheets on BSGE centres
- Increase the number of support groups by 30%
- Increase helpline open hours to 7 days a week, 12 hours a day
- Develop an advocacy programme
- Develop impact measurement through a structured process of consultation, evaluation and monitoring

2. Campaigning

The charity has a history of effective campaigns for greater awareness of endometriosis, but in 2015-19 there will be a greater focus on campaigning strategy, honing message and increasing impact. We will achieve this by developing both public and political awareness campaigns in 5 main areas:

- Review corporate identity including values
- Develop a theory of change
- Increase public awareness through a program of annual campaigns



- Map out and increase involvement with the health frameworks of the 4 nations, including national and local levels and HCPs
- Lobby specifically on inclusion of endometriosis on QOF or ES
- Develop and implement impact measurement systems

3. Research

Endometriosis UK supports research wherever it can with no existing research fund. Although research into endometriosis has increased over the past decade, lobbying NHS England for the inclusion of endometriosis on the Quality and Outcomes Framework or enhanced services would benefit from a nationally coordinated approach to research and a research review. In order to work towards this, our Research Strategy will focus on 3 main areas:

- Targeted annual research plans
- Increase partnerships and collaborative working
- Carry out an internal data review

4. Resourcing

With the exception of Department of Health project funding, Endometriosis UK receives no delivery funding from statutory sources. The majority of funding comes from donations and fundraising and the charity aims to develop funding streams. Our wonderful volunteers are a valuable resource, saving the charity up to £140,000 each year and we will work even harder to retain and develop them. We will also review existing resources and ensure the charity is working as efficiently as possible to optimise delivery with what we have. In order to achieve this our Resource Strategy will focus on 5 main areas:

- Develop fundraising strategy
- Membership review
- Utilise impact measurement systems to diversify income streams and increase existing ones
- Develop robust financial accounting and management systems
- Invest in staff and volunteer support, training and development

Implementation

Using the strategic aims and objectives set out in this plan, the CEO will work with the operational team to develop a robust planning cycle. This will entail phased operational objectives that will be built into annual operational schedules. These schedules will set out deadlines, KPIs and areas of responsibility and will serve as the organisation's main implementation tool. It is expected that, owing to current limited resources in terms of money, people and time, the initial phase to March



2016 will allow for consolidation and gearing up for growth in terms of internal infrastructure, fundraising investment and developing a growth platform.

Evaluation of operational schedules will take the form of regular progress meetings between the CEO and staff, with information presented to Board on a basis of timeliness and accuracy, to enable adjustments and corrective action to be taken as necessary.

APPENDIX 1

MISSION & VISION

Our Mission is:

To improve the lives of people affected by endometriosis and work towards a future where endometriosis has the least possible impact on those living with endometriosis.

Our Vision is:

- A world where all of society is aware of endometriosis and its impact
- A world without taboos around women's reproductive health
- A world where all women with endometriosis have access to timely and appropriate care, support and treatment