



Diabetes Help Tauranga

Strategic Plan January 2016 - January 2019

Adopted: 7th April 2016

Review by Committee: April 2019

Our Vision: *'Supporting Effective Self-Management of Diabetes'*

Our Mission Statement: To offer **INFORMATION, SUPPORT and ADVICE**, for those living with or affected by diabetes in the Western Bay of Plenty (WBOP).

Our Values: Accessible, professional, building supportive and effective relationships.

Objectives:



1. **Increase uptake of services by improving the visibility of Diabetes Help Tauranga** by communicating a with a wider audience to include health care professionals, members, supporters, those living with diabetes and their whanau
2. **More information for those living with diabetes, and their whanau** – delivery of appropriate education to the right people at the right time using evidence based practice (EBP) and appropriate health literacy messages
3. **Supporting behaviour change and facilitating self-care** - delivery of support when requested, using evidence based practice (EBP) and appropriate health literacy messages

Measures:

1. Improve uptake of services

- a. Record all significant contacts and relationships for each financial year, reported monthly
- b. Partnerships and Relationships - Continue to build effective relationships with non-governmental organisations/agencies, funders and governmental health care providers
- c. Record all new members for each financial year; reported monthly

2. Information

- a. Record all education/information contacts for each financial year (Health Care Professionals, 1:1, Groups, Drop-In Clinics); reported monthly
- b. Ensure 10% (TBC) of those who make contact with services are satisfied with outcome using appropriate evaluation measure i.e. evaluation questionnaire or clinical evaluation as appropriate

3. Support

- a. Record all support contacts for each financial year (1:1 contacts, groups, INFOline, Drop-In Centre); reported monthly
- b. Ensure 10% (TBC) of those who make contact with services for support are satisfied with outcome using appropriate evaluation measures such as verbal questioning and written evaluation

Operational Plan:

1. Improve uptake of services

- a. Become an important source of contact for diabetes information, education and support within the WBOP, via:
 - i. Use of local Media/Press (articles and advertisements)
 - ii. Radio/TV messages
 - iii. Awareness raising at key health and community events
 - iv. Public speaking engagements
 - v. Social media
- b. Continue to update and maintain diabetes resources for local GPs and Practice Nurses
- c. Develop Networking Plan to strengthen links with other providers to include provision of advocacy services, shared services and shared media
- d. Continue to support and work alongside current and potential sponsors.
- e. Continue to network with other Not for Profit, NGOs and related agencies.

2. Information

- a. Provide speaker for WBOP Wellness Diabetes Course
- b. Provide EBR/ education (clinical/non-clinical) to organisations businesses and individuals
- c. Plan/distribute DHT information resources to local health care providers/organisations
- d. Plan/administer new members scheme providing info/resources
- e. Plan/run INFOline during weekdays, answer machine out of hours
- f. Maintain website and web communications, using up to date and relevant information/research
- g. Maintain bi-weekly Facebook blog and increase participation in forums
- h. Plan and administer monthly advertising in media (APN)
- i. Plan/edit and circulate quarterly newsletter (on-line and paper), circulate to hospitals, GP practices, pharmacies etc.
- j. Continue use of free community advertising in papers and on radio

3. Support/Advice

- a. Provision of services for support purposes.
- b. Ensure engagement with current members that maintains regular contact, builds relationships, retains & provides follow up opportunities e.g. INFOline and support groups
- c. Ensure current, relevant EBR underpins clinical activities, in consideration of the Health Care Competency Act 2003

4. Governance

- a. Continuous improvement of Committee skills in governance, management and operational expertise
- b. Ensure Committee positions are filled and supported by people with governance skills
- c. Review/update Marketing Plan, Charities Commission requirements, Vulnerable Child Act and Media Plan by mid-2016
- d. Update/prepare policies as needed to ensure we comply with relevant legislation
- e. Review current systems and upgrade/replace to achieve greater effectiveness and efficiency
- f. Audit data to ensure the right information is given to the right people
- g. Maintain Accountability, Feedback and representation from DHT Youth to the Committee

5. Volunteer Management

- a. Ensure all potential volunteers are screened (Police check or MOJ check), references (3) are checked, appropriate induction and support as per policy
- b. Ensure all volunteers have read and signed the Rights and Responsibilities 2015 and Confidentiality and Privacy Policy 2015.

6. Administration

- a. Continue financial management of budgets with transparency & forward planning/projections
- b. Ensure organisation & projects are managed within budget, based on sound financial planning & secured funding
- c. Investigate possibility of making DHT services commercially beneficial i.e. sell to schools, industry, work with DHB/WBOP PHO
- d. Appointment of part time administrator to be responsible for all administration functions
- e. Using data generated ensure contacts are representative of demographics of WBOP
- f. Make all administrative functions transparent and accountable using audit tools where appropriate

7. Sponsorship

- a. Develop fundraising plan to ensure appropriate resources allowing DHT to improve uptake of services and deliver quality services
- b. Secure funding for 20hrs per week (minimum) Registered Nurse/Field Worker hours by April 2016 and 5 administration hours per week
- c. Identify and build relationships with potential funders/funding streams and complete funding applications

8. Diabetes New Zealand

- a. Review previous decision with regard to relationship with Diabetes New Zealand by end of 2016.