



Strategic Plan 2013-2016

Mission

Improving the lives of people affected by arthritis.

Our Values

These values are those that underpin all of our work and form the organisational culture. We are committed to working in ways that demonstrate our values of:

Putting People First

We demonstrate our commitment to being people centred by:

- Acknowledging the personal and social impact of arthritis.
- Recognising and celebrating success and achievement.
- Being responsive to all stakeholders.
- Developing our paid and volunteer staff.
- Providing a welcoming workplace.

Excellence

We strive to achieve excellence by:

- Providing evidence based services and information.
- Striving for continuous improvement in all our activities.
- Seeking innovative solutions.
- Adapting to changing circumstances.

Integrity

We demonstrate integrity by:

- Following through commitments in a timely way.
- Being accountable for all our actions.
- Being ethical, trustworthy and honest in all our actions.
- Providing clear and consistent information.
- Assessing our relationships by reference to our values.

Respect

We show respect by:

- Upholding the principles of the Treaty of Waitangi.
- Acknowledging all people in an appropriate way.
- Encouraging open and honest communication.
- Recognising people's rights to privacy.
- Recognising the diversity of contributions from our stakeholders.

Over-Arching Outcome

Arthritis New Zealand is recognised as the leading provider of information and support services for all people affected by arthritis.

Arthritis New Zealand will continue to support all people living with arthritis in New Zealand.

Priority Populations

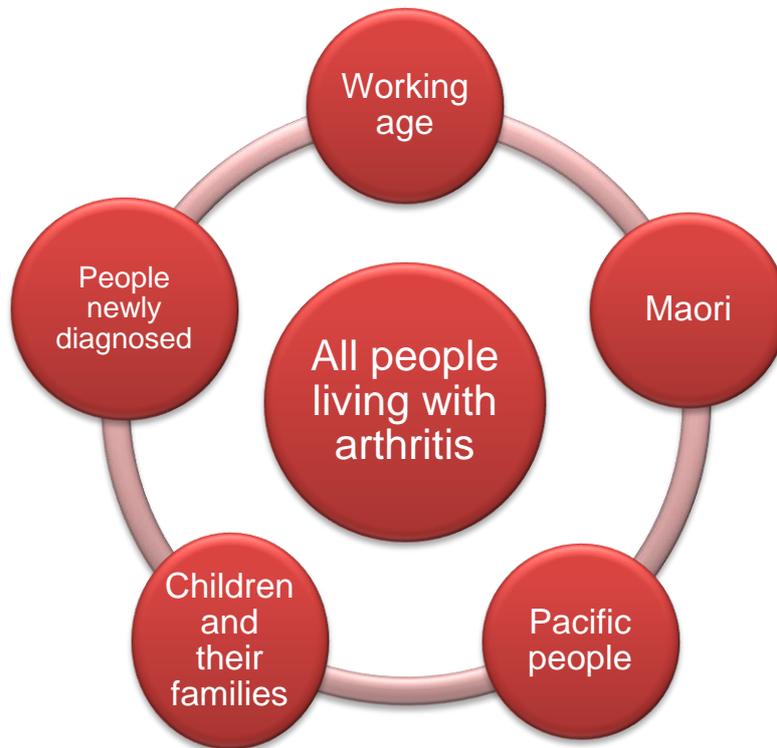
Arthritis can strike any one at any age and of any ethnicity. For the person who has been diagnosed with arthritis and for the family members who support them Arthritis New Zealand provides information, advice, support and links to others in a similar situation.

Within the larger population there are groups of people who have been identified as needing specific emphasis due to health disparities and specific needs.

These include:

- Maori - recognising their status as tangata whenua; the high rates of gout and the high health impact of gout on these communities.
- Pacific people due to their high rates of gout and the high health impact of gout on these communities.
- People newly diagnosed with arthritis due to high need for information, advice and support.
- Children and young people with arthritis and their families due to high needs for information, support and links to other families with children.
- People of working age to assist people manage health, wellbeing and employment.

Priority Populations



Our Programmes

Arthritis New Zealand will continue to develop and run a range of programmes across key areas of:

- Advocacy
- Awareness
- Information and Advice Services
- Research
- Support Services

To underpin these programmes the organisation will work to ensure it is future proofed to meet the challenges of the next decades.



Advocacy:

Outcome

Arthritis New Zealand is a recognised leader in the not for profit health sector.

Strategies

- Advocacy strategy builds on the profile to raise issues that improve health and wellbeing of people living with arthritis.
- Volunteer advocates are trained and supported to use their expertise to highlight issues for people living with arthritis.
- Friends of Parliament, Arthritis Ambassadors and other programmes raise the profile of arthritis as a serious health issue.
- Programmes and policies that facilitate increased opportunities for people with arthritis to remain in, or return to, the paid workforce are supported, promoted and endorsed.
- Arthritis New Zealand works in partnership with other organisations, nationally and internationally, to promote health and wellbeing for people with arthritis.
- Arthritis New Zealand is an active participant in discussions to promote the interests of the charitable sector.

Key Performance Indicators:

By June 2016

- Number of active arthritis advocates has increased to 200.
- Public awareness shows that more than 60% of people recognise Arthritis New Zealand as providing information and support for people with arthritis.
- ACC policy and processes have changed to recognise damage caused by an injury in sites where previously non-symptomatic osteoarthritis can be seen radiographically.
- Barriers to participation in the paid workforce are addressed through initiatives such as Fit For Work.
- A consumer voice is included as part of the decision making process in significant health decisions such as funding pharmaceuticals.

Awareness:

Outcome

Members of the public recognise Arthritis New Zealand as place for people with arthritis to get advice, information and support.

Strategies

- Awareness campaigns build on the “Arthritis: It could surprise you” model to raise public awareness of the issues of arthritis and the support provided by Arthritis New Zealand.
- Effective public relations and communications build awareness of the issues for people living with arthritis and the role of Arthritis New Zealand.
- Website and other technology is updated and used as source of high quality information.
- 50th anniversary of the organisation is celebrated in 2016.
- High quality information on arthritis is provided in a range of formats.

Key Performance Indicators:

By June 2016

- Public awareness shows that more than 60% of people recognise Arthritis New Zealand providing information and support for people with arthritis.
- Number of annual visits to Arthritis New Zealand website is greater than 100,000.
- Calls to 0800 number are increased to at least 13,000.
- At least 50,000 people are receiving regular Arthritis New Zealand updates.

Information and Advice:

Outcome

Arthritis New Zealand is the leading provider of information and support for people affected by arthritis.

Strategies

- Group and individual advice is provided in a timely relevant manner.
- Phone and web based services are expanded.
- Effective gout and osteoarthritis programmes are delivered to Maori and Pacific populations.
- Arthritis New Zealand provides comprehensive information and advice on forms of arthritis that are not well covered in the health system –initially OA, fibromyalgia.
- Information and advice is tailored to meet the needs of people who are newly diagnosed with arthritis.
- Information and advice is provided to employers and employees regarding working with arthritis.
- Partnerships with primary and secondary health care services are developed to meet the needs of people with arthritis.

Key Performance Indicators:

By June 2016

- At least 20,000 clients have accessed information or advice services.
- Reviews of clients following use of services show at least 80% found information useful and at least 60% demonstrate positive behaviour change.
- The services and programmes provided by Arthritis New Zealand demonstrate the difference that is made to people living with arthritis.

Research:

Outcome

The quality of life for people living with arthritis is improved through research into causes, prevention and treatment of arthritis.

Strategies

- New Zealand based research is supported through research grants and summer scholarships.
- Arthritis New Zealand commissions research on the impact of arthritis for people in New Zealand.
- Arthritis New Zealand commissions research that identifies gaps in services for people with arthritis.
- Research outcomes are published and promoted.
- Arthritis New Zealand programmes are evaluated to demonstrate outcomes.
- Work collaboratively with researchers and research institutions, nationally and internationally, to ensure a range of research related to arthritis is promoted, provided and promulgated.

Key Performance Indicators:

By June 2016

- All programmes that are run by Arthritis New Zealand either include an outcomes based evaluation component and/or are based on outcomes based evidence.
- At least one research programme is funded in each year.
- At least two summer scholarships are funded in each year.
- The research grants strategy and programme include outcomes based measures.
- Evidence based information is provided for all programmes.
- Reports from all research grants provided by Arthritis New Zealand are published in either print or on website.
- An analysis of arthritis services in New Zealand clearly identifies the areas of information focus for Arthritis New Zealand.

Support Services:

Outcome

- Arthritis New Zealand's support services improve the quality of life for people affected by arthritis.

Strategies

- A range of support services are provided nationally.
- Peer support programmes are developed and run to support people e.g. those newly diagnosed with arthritis.
- Appropriate support programmes are run for Maori and Pacific people.
- A range of support programmes are run for children with arthritis and their families supported by KWANZ and the Paediatric Rheumatology service.
- Volunteers are supported to develop and run programmes.

Key Performance Indicators:

By June 2016

- At least 80% of volunteers supporting Arthritis New Zealand programmes are satisfied with their volunteer roles.
- At least 100 support programmes linked formally to Arthritis New Zealand e.g. water based exercise, support groups and facebook, are provided.
- At least 80% of people attending programmes find these improve their quality of life.
- At least 80% of people accessing support for newly diagnosed service find it useful.
- At least 3 new technology based support programmes are established.

These programmes are underpinned by a strong, vibrant and future proofed organisation.

Future Proofed Organisation:

- Review constitution and structure of the organisation. Implement findings of the review.
- Improve the age and demographic profile of the organisation's stakeholder groups to reflect the incidence of arthritis.
- Effective funding to meet or exceed programme needs is sustained.
- Develop role as umbrella for organisations with similar goals.
- Organisation meets current best practice processes in financial, ICT and human resource management.

Key Performance Indicators:

By June 2016

- Operating financial targets are met or exceeded each year.
- Unqualified audit reports demonstrate appropriate financial stewardship.
- Solid financial performance demonstrates effective financial management.
- Organisation meets or exceeds best practice for the sector.
- The Endowment Fund is on track to meet a target of \$5million by 2020. Investment returns from this fund are used to support new and innovative programmes.