

# Changing Lives Nationwide

## Strategic Plan 2015–2018

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*For a society where OCD is better understood and diagnosed quickly, where appropriate treatment options are open and accessible, where support and information are readily available and where nobody feels ashamed to ask for help – it's time to act*

## **OCD Action Strategic Plan 2015 - 2018**

### **1. Introduction**

#### 1.1

This Strategic Plan sets out OCD Action's vision and the core activities that the Charity plans to undertake from April 2015 to March 2018. Its purpose is to help the Trustees and the Director plan ahead and ensure that the targets and objectives are clear each year, so that they are confident that all the operational activities work towards achieving the Charity's vision.

#### 1.2

This three year plan has been developed by OCD Action's Trustees and staff, with the valued input of the Charity's volunteers, members and beneficiaries of the services provided. It has been written for all of the OCD Action team and for all supporters who have an interest in seeing the organisation succeed.

### **2. Overall Theme for 2015-2018**

#### 2.1

The main theme for the next three years will be "changing lives nationwide". This means that we will do more to ensure that our services can reach all those who need them no matter where in the UK they live or what community they come from. It also means doing more work that can have a positive impact on all people with OCD such as supporting research and campaigning for better access to quality treatment.

#### 2.2

The Charity's challenge is to undertake this additional work while at the same time maintaining the quality of our current services. To meet this challenge, we will need more people than ever before to support our work, shape our direction and deliver our services. This means recruiting more members and volunteers as well as increasing income from a wider range of sources.

### **3. OCD Action's Vision and Principles**

#### 3.1

OCD Action is a national charity that provides support and information to anybody affected by Obsessive Compulsive Disorder (OCD). It also works to raise awareness of the disorder amongst the public and frontline healthcare workers. Formed by a group of volunteers and leading professionals in 1994, the charity is recognised as both a strong voice for people with OCD and a vital source of help.

#### 3.2

OCD Action's vision is of a society where OCD is better understood and diagnosed quickly, where appropriate treatment options are open and accessible, where support and information are readily available and where nobody feels ashamed to ask for help.

#### 3.3

OCD Action's Principles guide all activities in every area of operation and they are:

- a. Always asking, 'How does this activity benefit people affected by OCD?' *The Charity exists for people affected by OCD, to provide support and information and secure a 'better deal' for them, so this question must always be asked when any important decision is made.*

- b. Ensuring that people affected by OCD are involved in OCD Action’s decision making and in its work. *By involving people affected by OCD in all the areas of our work, it is easier to ensure that their unique needs are met.*
- c. Preserving integrity and independence in OCD Action’s policy positions. *OCD Action will always act independently from outside pressure groups and funders, so that it can maintain its credibility externally and be free from any agenda other than its own.*
- d. Ensuring that the public positions and priorities that are adopted are well informed and defensible. *Many of the issues that OCD Action deals with are complicated and, in some cases, there may be differing views amongst healthcare professionals, carers and people with OCD. OCD Action will always make sure that its public positions are based on sound scientific evidence and that the Charity’s case can be argued with integrity and rigour.*
- e. Collaborating with, and influencing, other organisations to pursue positive programmes of action on OCD. *Undoubtedly, there are occasions when OCD Action can be more effective by working with other organisations, whether it is in providing support for sufferers or in spreading awareness of the disorder. Where it is appropriate to do so the Charity is happy to work collaboratively.*
- f. Adopting best practice in the way that the Charity is governed and managed. *All members and supporters of OCD Action have a right to expect that the Charity is efficient, professionally run, well governed and effectively managed.*
- g. Ensuring that its services are accessible to all. *OCD Action believes that all the services that it provides should be not only of the highest quality possible but also free to all those who would benefit from their use. The Charity will however ask service users and other potential supports to make a donation towards its costs where appropriate. OCD Action’s services will be accessible to all.*

#### **4. Strategic Planning**

##### **4.1**

OCD Action has a duty to ensure that it is able to meet its charitable objectives in the most effective way possible. In order to do this, the Charity’s strategy needs to be based on a number of factors. Amongst these factors are; changes in the wider environment in which OCD Action operates, opportunities for growth that are available and the Charity’s own strengths and weaknesses. By working through these various factors, OCD Action has been able to set out its operational priorities and activities.

#### **5. Operational Priorities and Activities.**

##### **5.1**

Over the next three years, OCD Action will concentrate on the following five priority areas:

- a. Directly supporting people affected by OCD
- b. Raising awareness of OCD
- c. Supporting research
- d. Improving statutory services for people with OCD
- e. Strengthening the Charity

Set out in the following pages are the overall objectives for each of the priorities listed above and the specific activities that have been agreed for each priority.

**Priority:** Directly Supporting People affected by OCD

**OBJECTIVE:** To continue to provide high quality services to people affected by OCD and to be confident that that Charity is doing everything that it can reach a diverse range of people and communities.

<b>Activity</b>	<b>2015/16</b>	<b>2016/17</b>	<b>2017/18</b>
Helpline and providing direct support.	Ensure helpline can meet demand and maintain quality. Develop plans to enable the charity to provide support across all phone and e-media.	Ensure helpline can meet demand and maintain quality. Provide direct support through social media, website forum.	Ensure helpline can meet demand and maintain quality. Provide direct support through live chat service.
Young People	Pilot a live chat service for young people and meet youth project funding obligations. Secure funding to enable the Charity to deliver full package of support.	Deliver high quality package of support for young people including helpline, live chat, forum and events.	Deliver high quality package of support for young people including helpline, live chat, forum and events.
Advocacy Service	Provide individual advocacy to 90 people with OCD and meet all objectives set out in the Advocacy project plan.	Provide individual advocacy to 90 people with OCD and meet all objectives set out in the Advocacy project plan.	Provide individual advocacy to 90 people with OCD and meet all objectives set out in the Advocacy project plan.
Website	Review the current OCD Action website to ensure that it is fit for purpose.	Maintain the OCD Action website and increase usage by 20%	Maintain the OCD Action website and increase usage by 20%
Local Groups	Provide continued support to the network of local support groups, meeting all objectives set out in the Better Together project plan. Secure additional funding for this work.	Continue to provide support to the network of local groups and expand the number of and participation in online groups. Enable groups to support all members of their local community	Continue to provide support to the network of local groups and expand the number of and participation in online groups. Enable groups to support all members of their local community.
Information	Review all current clinical information given on the OCD Action website.	Ensure that all OCD Action information meets NHS information standard requirements.	Review all current clinical information given on the OCD Action website.
National Conference	Provide a national conference in North of England for over 250 people.	Provide a national conference in London for over 250 people.	Provide a national conference in North of England for over 250 people.

**Priority:** Raising awareness of OCD

**OBJECTIVES:** To ensure that people affected by OCD know where they can find the help they need and are motivated to take action. To ensure that that statutory service providers know how to best support a person with OCD and are aware of their obligations to treat people with OCD fairly.

<b>Activity</b>	<b>2015/16</b>	<b>2016/17</b>	<b>2017/18</b>
Working with Clinicians	Provide learning opportunities for clinicians nationwide via online seminars and other sources of information.	Provide learning opportunities for clinicians nationwide via online seminars and other sources of information.	Provide learning opportunities for clinicians nationwide via online seminars and other sources of information.
Working with educators, social care providers.	Provide information and learning opportunities for these professionals enabling them to better identify and support people with OCD.	Provide information and learning opportunities for these professionals enabling them to better identify and support people with OCD.	Provide information and learning opportunities for these professionals enabling them to better identify and support people with OCD.
Working with employers	Provide learning opportunities for these professionals enabling them to better understand how to support a person with OCD and their obligations under the Equality Act.	Provide learning opportunities for these professionals enabling them to better understand how to support a person with OCD and their obligations under the Equality Act.	Provide learning opportunities for these professionals enabling them to better understand how to support a person with OCD and their obligations under the Equality Act.
Working with the media	Continue to develop the Charity's extensive media network and maintain contact with a wide range of media professionals.	Continue to develop the Charity's extensive media network and maintain contact with a wide range of media professionals.	Continue to develop the Charity's extensive media network and maintain contact with a wide range of media professionals.
Week of Action	Undertake "week of action" campaign to encourage people to seek help for their OCD.	Undertake "week of action" campaign to encourage people to seek help for their OCD.	Undertake "week of action" campaign to encourage people to seek help for their OCD.

**Priority:** Supporting research

**OBJECTIVE:** To play a significant role in shaping and enabling research that aims to improve access to effective treatment for OCD and to ensure that people with OCD are kept informed of research developments.

<b>Activity</b>	<b>2015/16</b>	<b>2016/17</b>	<b>2017/18</b>
Involvement in the Clinical Research Network (CRN) for OCD.	Continue to participate in the CRN for OCD ensuring that the views of people with OCD are presented.	Continue to participate in the CRN for OCD ensuring that the views of people with OCD are presented.	Continue to participate in the CRN for OCD ensuring that the views of people with OCD are presented.
Provision of Public and Patient Involvement (PPI)	Offer service user insight to OCD researchers and “rapid response” feedback.	Offer service user insight to OCD researchers and “rapid response” feedback.	Offer service user insight to OCD researchers and “rapid response” feedback.
Promotion of research involvement and dissemination of research findings.	Ensure that people with OCD are aware of current research opportunities. Provide opportunities for clinicians to provide updates on their research efforts.	Ensure that people with OCD are aware of current research opportunities. Provide opportunities for clinicians to provide updates on their research efforts.	Ensure that people with OCD are aware of current research opportunities. Provide opportunities for clinicians to provide updates on their research efforts.

**Priority:** Improving statutory services for people with OCD

**OBJECTIVE:** By 2018, OCD Action will have played a significant role in improving access to high quality cognitive behavioural therapy for people with OCD.

<b>Activity</b>	<b>2015/16</b>	<b>2016/17</b>	<b>2017/18</b>
OCD Clinical Advisory Group (CAG)	Bring together CAG members twice a year to discuss key issues relevant to the Charity and its service users.  Ensure that CAG participation is maintained and increase membership as necessary.	Bring together CAG members twice a year to discuss key issues relevant to the Charity and its service users.  Ensure that CAG participation is maintained and increase membership as necessary.	Bring together CAG members twice a year to discuss key issues relevant to the Charity and its service users.  Ensure that CAG participation is maintained and increase membership as necessary.
Developing relationships with the Department of Health and co-ordinating lobbying work with other relevant organisations.	Develop contacts within the Department of Health so that the Charity is recognised as the primary stakeholder in relation to OCD policy.	Achieve a closer working relationship with the contacts in the Department of Health and regional health bodies.	Maintain contacts within the Department of Health and regional health bodies.
Understanding needs on a local basis	Work to plot regional variations in accessing quality treatment for OCD and enable people with OCD to easily assess the quality of services in their local area.	Continue to plot regional variations in accessing quality treatment for OCD and enable people with OCD to easily assess the quality of services in their local area.	Continue to plot regional variations in accessing quality treatment for OCD and enable people with OCD to easily assess the quality of services in their local area.
Working Nationwide	Plan for a presence in Scotland to provide individual and Scotland wide advocacy.  Communicate collective advocacy needs of people in Wales and NI to devolved governments.	Secure funding for OCD Action, Scottish office.  Communicate collective advocacy needs of people in Wales and NI to devolved governments.	Establish Scottish office and investigate need for similar service in other home nations.  Communicate collective advocacy needs of people in Wales and NI to devolved governments.
Working through our Manifesto	Ensure that all of the Charity's campaigning work is in line with its agreed manifesto. Measure progress against objectives set out in the manifesto.	Continue to work through manifesto priorities and report on progress made.	Continue to work through manifesto priorities and report on progress made.

**Priority: Strengthening the Charity**

**OBJECTIVE:** The Charity will maintain its financial stability and achieve a 50% total rise in income over the three year period.

To ensure that throughout the period, the Charity has the team, policies, organisation and clear management needed to deliver its strategy.

<b>Activity</b>	<b>2015/16</b>	<b>2016/17</b>	<b>2017/18</b>
Developing new sources of income	Look to develop earned income from provision of research insight and high level training.	Look to develop earned income from provision of ongoing telephone support to individuals under the care of local IAPT services.	Maintain levels of earned income at 10% of total income.
Increasing sustainability	Increase the number of service users that make regular and one off donations to the Charity by 15%	Increase the number of service users that make regular and one off donations to the Charity by 15%	Increase the number of service users that make regular and one off donations to the Charity by 15%
Increasing involvement	Increase volunteer participation across all areas of activity.	Increase volunteer participation across all areas of activity.	Increase volunteer participation across all areas of activity.
Increase membership of the Charity and ensure retention	Increase OCD Action membership by 20% Improve member retention through 2 newsletters / year and e-communication.	Increase OCD Action membership by 20% Improve member retention through 2 newsletters / year and e-communication.	Increase OCD Action membership by 20% Improve member retention through 2 newsletters / year and e-communication.
Governance	Maintain highest level of standards in governance and ensure that the Charity has the Trustee team it needs to help it to deliver its objectives.	Maintain highest level of standards in governance and ensure that the Charity has the Trustee team it needs to help it to deliver its objectives.	Maintain highest level of standards in governance and ensure that the Charity has the Trustee team it needs to help it to deliver its objectives.
Ensuring diversity	Work with black and minority ethnic communities and religious communities in 3 locations to learn how the Charity can ensure that its services are accessible to all.	Review Charity service accessibility based on feedback from diverse communities. Make changes to the Charity services as necessary to ensure accessibility and encourage engagement.	Continue to review participation in the Charity's work and use of the Charity's services by black and minority ethnic communities and religious communities.

## 6. About OCD and OCD Action

*“I have suffered with severe OCD since I was 14 years old. At the age of almost 27, I can finally say I’m on the road to recovery. But, for so very long, OCD completely took over my life, often making me wish I didn’t have a life at all. OCD forced me to leave school with no GCSEs, and for much of my teens and twenties rendered me a prisoner in my own home – which I would only leave around once a month. OCD is a traumatic illness that has the power to destroy a person’s life.” Sam, a volunteer at OCD Action*

### 6.1

Obsessive Compulsive Disorder is a debilitating mental health condition affecting between 1-2% of the population. It is often trivialised and misunderstood by the general public and even by health professionals. The lack of awareness of both the seriousness of OCD and the treatments available is a tragedy for those whose lives are destroyed by the disorder.

### 6.2

Formed in 1994 by a group of volunteers and leading health professionals who recognised the need to provide help for people suffering with Obsessive Compulsive Disorder, the charity has developed into a respected and dedicated national charity and is now seen as the leading provider of support for people affected by OCD in the UK and the centre of the OCD community.

### 6.3

The Charity provides a national support and information Helpline, an email service and runs an interactive website and online-forum. The Charity also provides an advocacy service to people with OCD and works with the network of independent support groups nationwide to help them in their work. This work has achieved significant results and is set to expand in the year ahead. In addition to these core services OCD Action also works to raise awareness of the disorder amongst the general public through working with the media and amongst frontline healthcare professionals, teachers and service providers.

### 6.4

Obsessive Compulsive Disorder is widely recognised as a severe disorder. It affects people regardless of gender, ethnicity and social background, and children as young as 7 can be diagnosed with the condition. **But Obsessive Compulsive Disorder is treatable.** If people are provided with the right information and seek the appropriate help, chances of recovery are high.

## 7. Trustees, Patrons and President

### 7.1

OCD Action's trustees have responsibility for the governance of the charity, setting our strategy and ensuring that we meet our objectives. Our Trustee team comprises six people with OCD, two people who care for a person with OCD and four other professionals (a clinician, a chartered accountant, a lawyer and an expert in the provision of mental health service to diverse communities)

*Trustees as of April 2015:*

Gillian Knight,	Chair
Richard Williams,	Vice Chair
Sidney Baginsky,	Treasurer
Jordan Rapaport,	Secretary
Trudy Angus	
Chris Brotherton	
Michael Caro	
Lisa Doughty	
Kitty Nabarro	
Neil Endicott	
David Truswell	
David Veale	

The President of OCD Action is Daniel Nabarro, former Chair of the Charity.

## 8. Contact Details

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Website: [www.ocdaction.org.uk](http://www.ocdaction.org.uk)

Registered Charity Number: 1154202

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**This strategic plan was agreed by Trustees in March 2015. The Director of OCD Action reports to Trustees throughout the year to inform them of progress against the objectives set out in this plan. If you would like to know more about the Charity's work or find out how it is progressing; please contact the OCD Action office.**

*31<sup>st</sup> March 2015*