

Building on Solid Foundations

Strategic Plan 2012-2015

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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 2012 - 2015

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 2012 to March 2015. 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 and of some of the 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 Themes for 2012-2015

2.1

Over the last three years, The Charity has done a great deal to create and deliver a portfolio of high quality support services to individuals affected by OCD. This has proven to be invaluable and has enabled OCD Action to make a real and lasting positive impact on peoples' lives. Over the next three years, the Charity wants to maintain this *individual* support but do more to effect changes on a *national* level so that even more people can benefit from its work.

2.2

By using the substantial amount of evidence and experience that the Charity has gained and by working more collaboratively than ever before, OCD Action believes that it can use its strong voice to campaign for the nationwide action that is needed to improve the lives of people affected by OCD.

2.3

For example, we will continue to help an individual to access specialist OCD treatment through our advocacy service but will also now aim to bring about more high quality treatment centres through working collaboratively with leading clinicians, the Government and local NHS institutions. Put simply, the overall theme for the next three years will be "**building on solid foundations**".

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 include:

- a. Always asking, 'How does this activity benefit people affected by OCD?' *The Charity exists for people affected by OCD, to help, advise 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 operation, 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, 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 sufferers. OCD Action believes in the principle of informed patient choice and involvement in their treatment. 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, therefore, the charity will be 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 ask service users to make a voluntary contribution towards its costs. OCD Action's services will be accessible to all regardless of age, race, gender, location, physical or mental impairment or cultural background.*

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 amongst frontline professionals
- c. Raising awareness of OCD amongst the general population
- d. Improving 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: Throughout the 3 year period, OCD Action wants to ensure that it has maintained the current quality and capacity of its frontline services and that the outcomes and impact of each service are thoroughly recorded.

Activity	2012/13	2013/14	2014/15
OCD Action Helpline	Maintain current service capacity with 15 active helpline volunteers Test a “continued care” programme offering regular pro-active telephone contact over a 6 month period	Maintain current service capacity with 15 active helpline volunteers Analyse the outcomes of a “continued care” programme and if appropriate extend availability to 100 individuals per year	Maintain current service capacity with 15 active helpline volunteers Re-assess Helpline Volunteer training and Helpline policies to ensure that they continue to meet best practice
E-mail Service	Maintain the Charity’s email support service and integrate this into the Helpline service.	Maintain the Charity’s email support service	Maintain the Charity’s email support service
Advocacy Service	Expand the OCD Action Advocacy Service increasing capacity in the North West and South East	Recruit additional volunteers so as to provide face to face support in the South West, South Wales, North East and Yorkshire	Maintain service capacity and secure ongoing service funding.
Website	Enhance the community and forum function of the OCD Action website to increase overall user participation.	Enable the website to act as a platform for local community support groups to engage with individuals in their area.	Undertake a full review and update of the OCD Action website.

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 OCD Conference for people affected by OCD.	Provide a National OCD Conference for people affected by OCD.	Provide a National OCD Conference for people affected by OCD.
Local Groups	Increase the level of assistance given to the network of local support groups throughout the UK. Encourage the development of new Local support groups	Create non-geographical, "thematic" support groups for Parents of people with OCD and for Carers of people with OCD.	Maintain the level of assistance given to the network of support groups throughout the UK.

Priority: Raising awareness of OCD amongst frontline professionals

OBJECTIVE: By 2015, OCD Action will have built strong networks amongst those individuals and groups who provide health and support services for people affected by OCD. The Charity will have used these networks to increase the level of awareness of OCD amongst frontline professionals so that they are better able to support a person with OCD.

Activity	2012/13	2013/14	2014/15
Working with Clinicians	Increase the amount of information available for Clinicians on the OCD Action website.	Provide learning opportunities for clinicians nationwide via online seminars and information videos	Continue to provide learning opportunities for clinicians nationwide via online seminars and information videos
Working in Schools and Universities	Extend the OCD At School project nationwide.	Provide training to student teachers and SENCOs on working with young people with OCD and identifying OCD	Develop a programme of activity to provide training to university professionals and support to university students with OCD
Working with Social Care providers	Develop materials for a range of social care providers and seek opportunities to raise understanding of OCD amongst Social Workers and Housing Officers	Continue to seek opportunities to raise understanding of OCD amongst Social Workers and Housing Officers	Continue to seek opportunities to raise understanding of OCD amongst Social Workers and Housing Officers

Priority: Raising awareness of OCD amongst the general population

OBJECTIVE: By 2015, OCD Action will have undertaken extensive efforts to increase the profile of OCD through 'un-paid for' media exposure and through national media campaigning work.

Activity	2012/13	2013/14	2014/15
Media Network	<p>Continue to develop the Charity's extensive media network and maintain contact with a wide range of media professionals.</p> <p>Develop a concise set of key messages to help all volunteers and networkers to describe OCD Action's aims and achievements to the media</p>	<p>Continue to develop the Charity's extensive media network and maintain contact with a wide range of media professionals.</p>	<p>Continue to develop the Charity's extensive media network and maintain contact with a wide range of media professionals.</p>
Awareness Network	<p>Continue to develop and strengthen the Charity's network of national awareness champions.</p> <p>Make full use of all social media opportunities to extend the Charity's online presence.</p>	<p>Continue to develop and strengthen the Charity's network of national awareness champions.</p> <p>Make full use of all social media opportunities to extend the Charity's online presence.</p>	<p>Continue to develop and strengthen the Charity's network of national awareness champions.</p> <p>Make full use of all social media opportunities to extend the Charity's online presence.</p>
National Campaign	<p>Undertake a national OCD Awareness campaign using all media, to promote awareness of signs and symptoms of OCD and to help tackle misconceptions and taboo</p> <p>Ensure that media and awareness activity reaches under-represented communities</p>	<p>Repeat national OCD Awareness campaign using all media, to promote awareness of signs and symptoms of OCD and to help tackle misconceptions and taboo</p>	<p>national OCD Awareness campaign using all media, to promote awareness of signs and symptoms of OCD and to help tackle misconceptions and taboo</p>

Priority: Improving services for people with OCD

OBJECTIVE: By 2015, OCD Action will have played a significant role in improving access to high quality cognitive behavioural therapy for people with OCD.

Activity	2012/13	2013/14	2014/15
OCD Clinician Forum	Bring together leading OCD experts and opinion leaders to develop a strategy to increase the accessibility and quality of CBT	Continue working with leading OCD experts to call on Department of Health, NHS and local service providers to make changes to improve accessibility and quality of CBT	Continue working with leading OCD experts to call on Department of Health, NHS and local service providers to make changes to improve accessibility and quality of CBT
Developing relationships with the Department of Health and co-ordinating lobbying work where necessary.	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	Maintain contacts within the Department of Health.
Understanding needs on a local basis	Conduct a review of the local services available to people with OCD and how this matches their needs	Continue a needs analysis to ensure that information is up to date.	Continue a needs analysis to ensure that information is up to date.

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.

Activity	In 2012/13	In 2013/14	In 2014/15
Developing new sources of income	Increase the opportunities for individuals to participate in fundraising events Develop and instigate a legacy donation programme.	Enter the market for nationally commissioned service provision Bring in new individual donors, through marketing activity	Establish a national awareness week and work in partnership with a major company as 'Charity of the Year'

Increasing the sustainability of sources of income	Increase the number of service users that make regular and one off donations to the Charity Increase membership by 20%	Increase membership by 20%	Increase membership by 20%
Governance	Maintain highest level of standards in governance. Review the role of "Patron of OCD Action" and asses how best to use the Charity's Patrons	Apply for and achieve PQASSO level two accreditation for best practice in charity management.	Maintain highest level of standards in governance.

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 health professionals and the general public, and 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, and for their loved ones.

6.2

Formed in 1994 by a group of volunteers and leading health professionals who recognised an urgent 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. Over the last two years the Charity has also provided an advocacy service to people with OCD. 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 ranked in the top 10 most debilitating illnesses, including physical ailments, by the World Health Organisation. 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 of eight people with OCD, three medical experts, two people who care for a person with OCD and a chartered accountant.

Trustees as of April 2012:

Daniel Nabarro:	Chair
Isobel Heyman:	Vice Chair
Sidney Baginsky:	Treasurer
Gillian Knight:	Secretary
Trudy Angus	<i>To be approved by AGM 2012</i>
Keira Bartlett	<i>To be approved by AGM 2012</i>
Chris Brotherton	<i>To be approved by AGM 2012</i>
Robert Eddison	
Naomi Fineberg	
Paul Growney	
Martyn Hall	
Jordan Rapaport	
Cliff Snelling	
David Veale	

As well as a trustee team, the charity also has a number of patrons. Patrons play a role in representing the charity and have over the years provided substantial help to OCD Action.

Patrons as of 2012:

Prof. Kevin Gournay CBE
Prof. Stuart Montgomery
David Prever
Prof. Paul Salkovskis
Dr Frank Tallis
Hon Simon Windsor-Clive
The Earl of Woolton

The President of OCD Action is Piers Watson, former Chair and one of the initial founders of the Charity.

8. Contact Details

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