

## Strategic Plan 2022-2025

### Chairperson's Foreword

It is my great pleasure to introduce Chronic Pain Ireland's Strategic Plan for 2022-2025. The past two years have brought unprecedented changes to the delivery of healthcare and indeed social interactions and working practices. The global pandemic has challenged and strengthened our resolve to continue to work for and with those living with chronic pain.

Our mission remains:

***Our mission is to create a greater understanding and awareness of those living with Chronic Pain in Ireland. We aim to support our members and nurture those living with the condition and their families through guidance and information provision and to advocate within the wider community.***

In short, the need is still there.

This plan builds on the previous strategic plan. We have listened to those living with chronic pain, i.e. our members, their caregivers and loved ones. Chronic Pain Ireland adapted our work to support people nationwide in negotiating the challenges of living with chronic pain at a time of increased isolation and anxiety due to the COVID-19 pandemic.

Challenges include access to timely affordable healthcare, availability of multidisciplinary pain departments, which differ greatly regionally, and the stigma and lack of understanding associated with chronic pain. Even the word 'chronic' can fuel confusion.

There is a need for empathy and compassion from loved ones and healthcare providers alike, an issue compounded by the fact that mental health difficulties are often unwelcome companions to chronic pain.

We look positively to the future and hope a transformation can arise from global events such as COVID-19 to bring greater awareness and opportunities to those living with chronic pain.

We will amplify the voices of people living with chronic pain by engaging with researchers, healthcare providers, and decision makers so we can continue our mission through the completion of our strategic goals through to and beyond 2025.

We also acknowledge the challenges of the past two years particularly, but also reflect positively on our achievements over the years. We thank our members for their continued engagement in what is now our 30th year. We look forward to meeting with you, we hope in person, to celebrate this milestone in commemorative events later this year.

Martina Phelan

## **About Us**

Established in 1992, Chronic Pain Ireland CLG. is the national organisation providing information, education and support services to those living with chronic pain. We are a registered charity (no: 20028022), and we work with all stakeholders including those living with chronic pain, their families and carers, health professionals, students, researchers and others interested in chronic pain.

Chronic Pain Ireland has demonstrated professional leadership in Ireland and Europe by raising awareness of chronic pain, educating in methods of dealing with the condition, and advocating for the needs of people living in chronic pain.

We advocate for multi-disciplinary treatment centres, improved health services and changes to the educational curriculum so that healthcare providers are more aware of the condition and the challenges of diagnosing, treating and managing chronic pain.

We adhere to the principles of good corporate governance. We are transparent and compliant with all regulatory requirements.

# Vision, Mission and Values

## Vision

Chronic Pain Ireland (CPI) is the national charity providing information, education and support services to people living with Chronic Pain, their families, friends, caregivers and other interested parties. We advocate on their behalf and work closely with all stakeholders.

Our Vision is an inclusive society where people living with chronic pain are believed, understood and supported.

## Mission

Our mission is to create a greater understanding of those living with Chronic Pain in Ireland. We aim to support our members and nurture those living with the condition and their families through guidance and information provision and to advocate within the wider community.

## Values

**Collaboration** - We work in collaboration and partnership with our members, their families, healthcare professionals, researchers and policymakers to ensure people living with chronic pain get the information, support and care they need to live meaningful, purposeful lives.

**Empathy** - We foster a culture of empathy and show compassion towards each other and ourselves. We value diversity, respect difference, and strive to listen to the experiences of our staff, volunteers, our members and the broader community with open hearts and minds.

**Learning** - We believe in the power of learning to bring about individual, organisational, and societal change. We embrace a holistic, multidisciplinary approach to finding solutions that empower people living with chronic pain to meet their full potential in their personal and work lives.

**Trust** - We are committed to integrity and transparency and operate to the highest standards of governance in the service of our members, our funders, our community, and the wider public.

## **Strategic Objectives**

1. Advocacy & Awareness
2. Member Engagement & Education
3. Research
4. Funding
5. Governance and Compliance

### **Strategic Objective 1 – Advocacy & Awareness**

**Overall Aim:** CPI will advocate as a voice for people living with chronic pain in Ireland. We aim to support our members and nurture those living with the condition and their families through empathy, listening, guidance and information provision and to advocate within the wider community.

#### **Specific Aims:**

1. Raise awareness of CPI, its vision, mission and aim, for those living with Chronic Pain, amongst their families, employers, healthcare providers and our wider communities in general.
2. Continue to develop CPI's desired advocacy impacts in line with the wants, needs and requirements of our members.
3. Work both independently and in partnership with decision makers and organisations to positively influence policy and attitudes in all areas impacting the lives of people with chronic pain.
4. Research and identify international best practice in advocacy generally and advocating for the implications of living with chronic pain specifically.

#### **Objectives:**

1. Use the 30<sup>th</sup> anniversary of CPI to raise awareness of Chronic Pain and CPI activities and goals.
2. Identify, communicate and develop advocacy actions throughout the organisation.
3. Target strategic engagement with identified partner organisations including National, European and International organisations.
4. Ongoing monitoring of changes in policy and societal attitudes in place.
5. Continuous training to ensure advocacy aligns to best national and international practice.

## **Strategic Objective 2 – Member Engagement and Education**

**Overall Aim:** To continue to engage members and expand support and education services nationally to those living with chronic pain, their families, friends, caregivers and other interested parties.

### **Specific Aims:**

1. Continue to provide and develop further essential support services (phone line, website, member events).
2. Explore alternative methods of membership engagement to support member empowerment and self-management.
3. Diversify current education services in a variety of settings including in community, healthcare provider and other settings.

### **Objectives:**

1. Provide consistent confidential support to members and non-members within capacity and resources of the organisation.
2. Provide/Recruit/Retain a dedicated resource to enhance and deliver additional educational support services to support our members.
3. Provide timely and up-to-date information in an accessible manner to all. Information will be available in a variety of media channels appropriate to the needs of each audience.
4. Diversification of education services and targets e.g. healthcare in community settings.
5. Development of membership engagement plan, to be impactful, consistent and relevant, with the aim of enhancing our members' experience.
6. Continuous training of our staff to ensure services align to best national and international practice.

## **Objective 3 – Research**

**Overall Aim:** To drive and participate in research concerning all aspects of life with chronic pain.

### **Specific Aims:**

1. Develop and maintain open relationships with the research community.
2. Harness the involvement of patient voice at all stages of research.
3. Maximise use of research findings to achieve other strategic goals.

### **Objectives:**

1. Collaborate with research bodies and academic institutions to drive and inform the 'patient' perspective relating to chronic pain.
2. Support research projects aimed at improving the scientific knowledge around chronic pain and the quality of life of people living with chronic pain.
4. Dissemination of research findings through education programmes and/or awareness campaigns.
5. Engage the membership with research projects and outcomes.

6. Conduct research within the membership to better identify the needs of those living with Chronic Pain and their families/friends/caregivers and other interested parties.

## **Strategic Objective 4 - Funding**

**Overall Aim:** To continue to secure grant and donor funding and explore other options for the benefit of our members and the services we provide.

### **Specific Aims:**

1. Successfully reapply for current funding sources.
2. Explore other funding options.
3. Review membership income and options.

### **Objectives:**

1. Submit funding proposals and other documentation on time and as required.
2. Enhance our board with expertise in fundraising.
3. Ensure membership subscriptions are up to date and managed appropriately.
4. Continue transparent financial planning and records to ensure financial sustainability and resilience.
5. Review funding opportunities and seek to expand and diversify funding sources.

## **Strategic Objective 5 – Governance and Compliance**

**Overall Aim:** To continue to uphold proper governance and regulation of CPI ensuring compliance with relevant regulatory and statutory bodies.

**Specific Aims:** To comply with all voluntary, statutory and regulatory requirements, showing full transparency in all activities.

### **Objectives:**

1. Review of internal policies and operating procedures continuously to strive for best practice.
2. Staff and board members to complete relevant and up to date training required to ensure due diligence in corporate governance and ongoing compliance regulations.
3. Overview of Strategic Goals 1-5 to ensure they are completed through good governance and compliant with other regulatory requirements