

# Strategic Plan

## 2020 - 2023

## Who we are:

As Canadians are increasingly being diagnosed and affected by Spondyloarthritis<sup>1</sup>, the Canadian Spondylitis Association (CSA) plays an essential role in helping patients achieve their full health potential and live a better life.

We are the only patient-led, not-for-profit organization focused solely on Canadians living with Spondyloarthritis. Over the last decade, we have developed credible, valuable, and relevant resources for our growing community and the thousands at risk of being diagnosed.

## Why we exist:

### Vision:

All those living with, or affected by, spondyloarthritis (SpA) receive timely diagnosis and treatment, make informed choices about their well-being and are supported by a thriving Spondyloarthritis community.

### Mission:

To be the leading voice for the Spondyloarthritis community in Canada, providing support, education, advocacy and awareness for patients, caregivers and healthcare professionals.

## Values:

**Patient-centric** - we put the patient at the heart of all we do, we share a deep empathy for those living with and affected by Spondyloarthritis and are humbled to be the voice of individuals living with Spondyloarthritis

**Inclusive** - we stand for and with all people living with, or affected by Spondyloarthritis and advocate against inequities on their behalf

**Authentic** - we will always endeavour to be authentic, honest, and respectful

**Credible** - we strive to be a trusted, knowledgeable resource, to provide innovative solutions and well-informed programs

**Idealistic** - we are aspirational and idealistic yet pragmatic and strategic

**Courageous** - we are hopeful and resilient, courageously cultivating a flourishing Spondyloarthritis community

<sup>1</sup> Axial Spondyloarthritis, Peripheral Spondyloarthritis, Ankylosing Spondylitis, Enteropathic Arthritis, Psoriatic Arthritis, Reactive Arthritis, Undifferentiated Spondyloarthritis, Juvenile Spondyloarthritis

## Our goals:

We support patients today while changing the future. Our mission stands on four interconnected pillars:

**Education and information** - We provide credible and relevant resources and programs to inform and empower Canadians living with Spondyloarthritis to guide their journey and improve patient outcomes.

**Advocacy** - We represent the patient voice on health issues, access to services and medications, and other relevant policy discussions.

**Awareness** - We deliver innovative programs and campaigns to raise awareness of Spondyloarthritis and educate the general population on what living with these conditions means.

**Support** - We provide resources to engage Canadians in learning, sharing and supporting one another to reduce the impact Spondyloarthritis has on people.

## Where we're going:

We are committed to doing more. In 2019, CSA embarked on a three-year strategic plan (2020 - 2023) to help guide our operational activities and ensure accountability to our members. We will make this three-year plan publicly available and seek to provide updates on our strategic pillars annually. Through this process, we have set our goal. We want to reach all Canadians affected by Spondyloarthritis, and ensure that:



**People living with Spondyloarthritis achieve their full health potential and live a better life.**

## **Our plan:**

Over the past few years, we have achieved significant momentum and growth. We believe that this Strategic Plan will help support our vision for the Spondyloarthritis community in Canada.

**Our plan for 2020 - 2023 is outlined below.**

### **1. Awareness**

**Deliver innovative programs and campaigns targeted to raise awareness of Spondyloarthritis.**

- Build awareness and a deeper understanding of Spondyloarthritis with the general public and healthcare professionals; including professional associations such as the Arthritis Health Professional Association and the Canadian and Provincial Rheumatology Associations.
- Seek opportunities and partnerships to promote patient involvement in research, training programs, and education.
- Work closely with other stakeholders collaboratively to broaden reach and build awareness of Spondyloarthritis in innovative ways.
- Engage with stakeholders at provincial, federal and national levels to share the patient voice through meetings and other input opportunities.

### **2. Education & Information**

**Be recognized as the preferred Canadian resource supporting the Spondyloarthritis community.**

- Engage patients and caregivers in the development of relevant and credible information, tools and resources.
- Expand website content with credible, relevant, and tailored information, tools, and resources.
- Deliver innovative education programs and resources for patients, caregivers, and healthcare professionals.
- Partner with key stakeholders to advance on key activities, joint projects, and other relevant efforts to advance our mission.
- Support the sharing of information through the enhancement of our Social Media channels.

### **3. Support**

**Continue to build innovative programs and channels to support all Canadians living with Spondyloarthritis.**

- Connect and engage patients and caregivers to a community of support through patient forums, in-person support groups, and other innovative models of support including one-on-one and on-line platforms.
- Seek opportunities and partnerships to deepen connections between patients, caregivers, and healthcare professionals.
- Explore opportunities to develop targeted and inclusive campaigns to benefit youth, newly diagnosed, and other structurally-oppressed groups.

### **4. Advocacy**

**Share the voice of Canadians living with Spondyloarthritis on relevant public policy issues that impact patient outcomes in a collaborative and solution-oriented approach.**

- Represent and amplify the Spondyloarthritis patient voice in public policy discourse that creates positive outcomes for patients.
- Collaborate with stakeholders on key issues impacting the Canadian healthcare system and patient outcomes.
- Transparently voice the CSA position related to topics with potential to impact patient outcomes including pharmacare, drug pricing and issues impacting healthcare sustainability (ie. Cannabis).
- Remain active members of the Best Medicines Coalition, Better Pharmacare Coalition, Alberta Health Coalition, Ankylosing Spondyloarthritis International Federation; and partners with Arthritis Research Canada and the Spondyloarthritis Research Consortium of Canada.

### **5. Organizational Development**

**Continue to build and maintain a professional and effective organization.**

- Cultivate a credible, professional and highly effective organization, including strong governance framework.
- Seek opportunities to maintain patient-centricity in all CSA-related activities.
- Advance fundraising with traditional stakeholders and identify opportunities to diversity funding
- Enhance existing alliances and explore new partnerships to collaborate with provincial, national, and international organizations.