

INFORMING
CHOICES NI
Formerly FPA NI



Strategic Plan 2020-2023

Introduction

This strategic plan has been developed with the input of staff and Trustees and outlines our aspirational vision of what Informing Choices NI (ICNI) plans to achieve and how we will achieve it over the next three years spanning from 1 April 2020 to 31 March 2023.

Background

ICNI was established following the closure of the Family Planning Association (FPA) in May 2019. Through our Board of Trustees and staff team we hold much of the history associated with FPA and the role it played in contributing to the improvement and change in societal attitudes towards sexual and reproductive health in Northern Ireland. This work will now continue, and evolve, through ICNI.

Underpinning our work is the principle that **ALL** citizens have the right to access high-quality information, education, and sexual and reproductive services without prejudice or discrimination.

VISION STATEMENT

Our vision is a society where individuals have the right and freedom to make informed choices about their sexual and reproductive health.

MISSION STATEMENT

Our mission is to champion informed choices around sex, sexuality and reproductive health and emotional wellbeing through advocacy, counselling, education, information and training.

VALUES

We value integrity, equality and diversity as well as open and honest communication and are committed to providing high quality standards and innovative practices in everything we do.

Strategic areas of intent

Five strategic goals will determine our programmes of work over the next three years. Each goal is supported by a series of outcomes which will specify the changes we want to see and how we will achieve them. All of the strategic goals are underpinned by our Vision, Mission and Values.

Strategic goal one

Improve the quality, consistency and accessibility of ICNI's services so we can continue to support and serve the diverse society in which we live.

We will achieve this by:

- Ensuring information provided by our helpline is up to date and relevant across all life stages and gender identities so as to promote lifelong sexual health and emotional wellbeing.
- Maintaining our distribution of quality-assured information on the full range of contraceptive choices and sexually transmitted infections (STIs).
- Ensuring citizens across Northern Ireland have access to non-directive pregnancy counselling, support and information services.
- Ensuring information provided by ICNI is accessible and communicated in a range of ways.

We will measure our success by:

- Scrutinising the number of calls to the Helpline, the types of queries received, the effectiveness of promotional materials and the training provided to staff.
- Analysing the type and numbers of leaflets disseminated throughout Northern Ireland as well as the organisations and/or individuals requesting the information.
- The number of individuals accessing our counselling and support services and reflecting on their evaluations.
- The range of resources produced in multiple formats and the number of individuals/organisations accessing material on our social media platforms and visiting our website.

Strategic goal two

Sexual and reproductive health services will be readily accessible to meet the needs of all citizens in Northern Ireland.

We will achieve this by:

- Lobbying alongside medical professionals and human rights bodies to ensure that all citizens have ease of access to abortion services.
- Working in partnership with professional bodies to campaign for properly funded sexual and reproductive health services across Northern Ireland.
- Using the media and social media to highlight pertinent issues related to sexual and reproductive health.

We will measure our success by:

- Abortion services are established in Northern Ireland and their long term stability is secured.
- Safe access zones will be in place outside all non-judgmental and non-directive facilities providing abortion and/or pregnancy counselling services.
- Waiting lists for LARC will decrease and a greater number of contraception and sexual health clinics across Northern Ireland will be properly funded and offer a full range of contraceptive choices.
- The number of media articles, blogs, social media posts, and ICNI website hits.

Strategic goal three

High quality, consistent and inclusive relationships and sexuality education (RSE) will be available within all schools and expanded within community settings.

We will achieve this by:

- Working in partnership with relevant organisations to campaign and lobby local government to support the implementation of, high quality, consistent and inclusive RSE in schools.
- Delivering RSE programmes for parents and carers.
- Delivering RSE programmes in community settings.
- Using social media to highlight ICNI's RSE programmes.

We will measure our success by:

- Bringing about a change in policy to provide for consistent, high quality, inclusive and sex positive RSE in all schools across Northern Ireland which will be included as part of a school's inspection.
- The number of participants who attend our programmes and analyses of the qualitative feedback we receive from them.
- The number of RSE sessions we deliver within community settings.
- The number of individuals/organisations/schools accessing our social media platforms and website resources.

Strategic goal four

People with learning, sensory and/or physical disabilities will have access to high quality information, education, support and training programmes.

We will achieve this by:

- Working in partnership with relevant organisations to increase the availability of high quality, consistent and fact-based RSE for individuals with a disability.
- Ensuring our RSE programmes and the information provided is relevant to the needs of people with disabilities, their family and/or carers, professionals and support workers.
- Developing resources and training programmes which are relevant and accessible to individuals with a disability and using social media to highlight the work of ICNI's learning disability work.

We will measure our success by:

- Extending the number of RSE sessions we deliver to people with a disability and analysing qualitative feedback from participants.
- Increasing awareness of the regional Adults with Learning Disabilities: Personal and Sexual Relationships Operational Protocol and developing a similar Protocol for children's services.
- The production of high quality RSE materials and resources for individuals with a disability.
- The number of participants who attend our training and their qualitative feedback.
- The number of individuals/organisations/schools accessing our social media platforms and website resources.

Strategic goal five

Be a resilient and robust organisation equipped to respond to the demands of the external environment.

We will achieve this by:

- Growing our income and exploring opportunities to diversify our funding mix.
- Supporting and developing a flexible staff team to equip them to respond to the changing demands for our services.
- Growing ICNI as a leading sexual and reproductive health employer and brand.

We will measure our success by:

- Generating and sustaining income to deliver the objectives detailed in the operational plan.
- Increasing unrestricted income.
- Successfully delivering the objectives and targets set in our operational plan.
- An increase in the number of people employed by ICNI, the number of visits to our website and our social media reach.



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