



Eating Disorders Families Australia

Strategic Plan

2016 - 2017

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EDFA Board Members 2016 - 2017

Chairperson: Gordon Brockway
Deputy Chairperson: Belinda Horton
Treasurer: Donald Irvine
Secretary: Belinda Horton
Member: Belinda Caldwell
Member: Violeta Bozinovski
Member: Christine Naismith

Eating Disorders Families Australia

Background

Eating Disorders Families Australia (EDFA) has been established by a group of Australian parents who have cared for and treated a young person with an eating disorder, to advocate for the needs and roles of other parents during this experience. Parents and families of children under 18 years are seen by the service system to be vital to treatment and recovery, but not necessarily equipped or supported to be a part of this process. Parents and families of adult children over 18 years have an even less clear mandate and yet have a vital role to play in their family member's wellbeing and recovery.

EDFA acknowledges that not all parents and families are prepared to access their own resources and support or capable of playing a central role in the treatment and recovery of their family member with an eating disorder. However, it is best practice for all parents and families to be given the option and support to maximise their role in the care team.

EDFA sees parents and families of people with eating disorders as parents, carers, siblings, extended family or significant others.

EDFA's Vision

An Australia where eating disorders struggle to emerge, thrive or persist.

EDFA's Mission

To facilitate and advocate for families and carers to ensure they are supported and, equipped and acknowledged as a central part of optimising the recovery process for the person with the eating disorder.

EDFA's Values

Integrity

EDFA:

- Is credible and a sound investment.
- Is honest, transparent and reliable.
- Embraces evidence based, and quality methods.

Collaboration

EDFA will collaborate with stakeholders, be inclusive, embrace the value diversity creates and, faithfully represent its constituency.

Respect

EDFA is member focused, respectful and compassionate.

Courage

EDFA is courageous, optimistic, resolute, fearless and where appropriate, disruptive.

Developers

To develop its own capacity and agility, EDFA is open to feedback and will continually learn. Raising the capacity of others in relation to Eating Disorders is essential to the mission and vision of EDFA.

Our Strategic Priority Areas

EDFA developed the 2016 - 2017 Strategic Plan that concentrates on achieving its vision and mission by focusing on the following five Strategic Priority Areas:

1. Skilled Families
2. Families and Carers Wellbeing
3. Services and Clinicians
4. Working with Others
5. Organisational Credibility

These Strategic Priority Areas (SPA) inform EDFA's Operational Plan and Communications Plan for 2016 - 2017.

SPA 1: Skilled Families

Issue of concern: The emergence of an eating disorder within a family is an experience families and carers find overwhelming and are unprepared for.

Rationale: EDFA knows that there are capabilities that equip families to engage with the treatment and recovery process with confidence and effectiveness.

Strategies: EDFA will investigate and identify the capabilities that equip families and carers to confidently and effectively engage with the treatment and recovery process. EDFA will facilitate families and carers to:

- Recognise eating disorder symptoms and access treatment as early as practicable.
- Access programs and support systems to develop effective capabilities.

SPA 2: Families and Carers Wellbeing

Issue of concern: The existence and treatment of eating disorders places families and carers under incredible stresses for extended periods of time.

Rationale: EDFA knows that there is hope and with support, families can come through the recovery journey.

Strategies: EDFA will facilitate families and carers:

- To be informed of the impacts of eating disorders on the family and the individuals within it.
- Being supported to access services to optimise their quality of life during the treatment and recovery process.
- To address any negative impacts of eating disorders on the family.

SPA 3: 3 Services and Clinicians

Issue of concern: A lack of active engagement of families and carers in clinical care of a person with an eating disorder provide an environment where eating disorders are more likely to thrive and persist.

Rationale: EDFA knows families and carers welcome a clear mandate and strategies to enable them to play a key role in the care team.

Strategies: EDFA will facilitate or advocate for clinicians to:

- Better appreciate the value of allying with families and carers,
- Access standards for families and carers involvement in treatment,
- Develop organisational/clinical capacity for inclusion of families and carers in an active role.

SPA 4: Working with Others

Issue of concern: There is no national organisation that only represents families and carers of people with eating disorders. This leads to less effective involvement of families and carers in the treatment of people with eating disorders and, less effective treatment of people with eating disorders.

Rationale: EDFA can achieve more through joining effectively with those organisations who share elements of our mission and vision, thereby sharing and learning from each other's expertise.

Strategies: EDFA will:

- Have a sound understanding of the sector within which we sit and seek to develop value adding relationships with others in the sector.
- Work with organisations who share some of our mission and vision to establish mechanisms for effective collaboration

SPA 5: Organisational Credibility

Issue of concern: The mission of EDFA could be significantly undermined by failing to present as a credible value adding organisation.

Rationale: EDFA knows that demonstrated organisational credibility will support the acceptance and respect for EDFA, thereby strengthening collaboration and service access for families and carers.

Strategies: EDFA will:

- Present as an informed, reasoned and well-articulated voice for families and carers of people with eating disorders, based on well researched evidence of the lived experience.
- Ensure our methodologies accurately reflect the needs and experiences of families and carers or people with eating disorders.

2016/2017 Communications Plan

As a newly established organisation EDFA is keen to ensure that significant stakeholders and potential service users are informed and provided with quality information about the organisation. It is important for EDFA to undertake this process in line with an initial strategic Communications Plan that identifies key target groups, key messages and channels. The Communications Plan will differentiate EDFA and its activities from potential competitors, to reduce competitiveness and strengthen collaborations.

The Communications Plan will be reviewed and evolve into an ongoing communications strategy that will position EDFA top of mind for families and carers as well as mental health and medical health professionals, NGOs and service providers. The Communications Plan will also outline key messages and strategies for the development of ongoing sponsorship and strategic partnerships as potential sources for funding.