



edanz

support, education, advocacy, recovery

Vision and Strategy



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INTRODUCTION

The Eating Disorders Association of New Zealand was established in 2007, in response to a lack of services for people with eating disorders. Five parents and caregivers got together, established EDANZ as a registered charity, then began lobbying Auckland DHB and the central government. We were delighted when the Ministry of Health carried out a review and wrote a recommendation for a new Eating Disorder care model. In 2009, this was followed by a boost to funding, with \$26 million allocated for eating disorder care, although unfortunately no further funding has been made available since then.

Since then, an ever-changing group of volunteers have helped, guided and supported anyone and everyone, that faces the enormous challenges of dealing with an eating disorder. We know that recovery is always possible and we bring hope and help to those in need.

We focus on supporting parents and caregivers, educating schools, medical professionals and the general public, and advocating for the need for improved access to and better outcomes from treatment at a government level.

This booklet outlines our purpose, vision and strategy for our ongoing journey together.

It is for all of us working with and in EDANZ.

WHO ARE WE?

We have a proud history to build upon.

We are a registered charity run by volunteers, all of whom have personal experience of recovery from an eating disorder – either as a parent, caregiver or family member. For most of us it was the hardest things that ever happened to us – a journey in which there is no one roadmap – you have to put it together yourself.

That is why we want to be here to help others.

Unfortunately these problems are becoming more common – at a time when our health systems are challenged and stretched unlike ever before. In New Zealand we are struggling in this space. It can take months for referrals and help to get to those in need. Many are not being referred for treatment and others are finding it challenging to receive a diagnosis. Misunderstandings, misinformation and miscommunication are increasing. Disadvantaged families are especially hard hit.

But at EDANZ we are up for the fight.



OUR PURPOSE AND VISION

Our Purpose

Our purpose is what we are about and have always been about. Something that defines us and what makes us unique. From lived experience we are driven by a common Purpose:

Giving carers hope and support

Eating disorders are complex and challenging to treat, with the highest mortality rate of any mental illness. Our Purpose is simple, but bold. It puts our passion, belief and experience in service of helping others when they need it most. It is practical, because these disorders are treatable and full recovery is possible.

Our Vision

Where we are heading together... what EDANZ wants to create... an aspiration that challenges us to connect, think, and work differently. Our vision is;

When New Zealand is a place where individuals and families suffering from eating disorders are quickly referred for evidence based treatment;

When awareness and understanding of these diseases and their treatment is high, and educational resources are widely available;

When all parts of the recovery eco-system are connected, collaborating and those in need can transition effortlessly within and between;

Where places and spaces exist for carers to go, to be supported, educated, heard and understood;

Where there is belief in recovery and clear actions to guide the way forward.

At EDANZ we are a strong, cohesive, healthy team of volunteers who are clear on expectations and happy and able to give what we can, when we can, in pursuit of this Vision.

OUR VALUES

Our values amplify the best of us

Alongside our purpose are our values. As we do our work they guide us, bind us and stretch us.

Honesty

We value sincerity, decency and trust. We bring a willingness to be frank, direct, and open. We are straightforward.

Empathy

We value warmth, compassion and responsiveness. We bring experience and understanding. We care about people.

Appreciation

We value thankfulness, encouragement and growth. We bring awareness and acknowledgement.

The challenge is for us to live up to our values in every interaction, transaction and exchange we have with each other, with our networks, and with the carers and families we support and the communities we serve.

OUR WORK

Working towards our Vision first and foremost we:

1. Provide support for carers of people with eating disorders.

These Simple Rules or principles to guide us in this work:

- ❖ **Recovery is possible**
- ❖ **Families have a role in recovery and need support**
- ❖ **Food is medicine**

We are hungry to find ways to strengthen our core team and current work – to ever better support carers in need and build/maintain the information, resources and data we have to share.

Questions we ask ourselves

- How can we best respond to each call we receive?
- How can we best attract more volunteers and grow our team?
- How can we expand and grow our resources?

2. Curate and offer relevant and helpful information, and resources.

3. Build strong relationships and visibility within the health sector, helping educate doctors, nurses and other medical professionals working with eating disorder patients

4. Work to improve awareness and understanding of eating disorders in the community

We are always looking for ways to expand and strengthen our networks and build relationships within and across relevant sectors. In the longer term we seek to grow and reinforce the infrastructure in New Zealand for fighting these stubborn diseases.

Questions we ask ourselves

- How can we raise the profile of eating disorders and EDANZ
- Who can we partner with in new and different ways
- How can we learn what others are doing, challenges they face and how we can help?
- How can we access funding to support growth?

OUR WAYS OF WORKING

Light on rules and quick on our feet some simple practices help our work

- ❖ Our guiding rules of conduct are constantly updated and can be changed by collective agreement at any time.
- ❖ We know our place and stay in our lane... our role is to provide support and advocate for those caring for people suffering from eating disorders. We are not treatment providers
- ❖ We provide support for carers only. If affected individuals contact EDANZ we reply with minimal contact, preferably via email, to point them in the right direction.
- ❖ We aim to respond to every situation in its difference (Uniqueness) and make it easy for people to engage. we aim to do the least that helps most.
- ❖ We manage the tension between professional vs voluntary by being non-judgemental and valuing whatever each of us can bring.
- ❖ We will hold regular (but not compulsory) monthly virtual meet ups at a set time, date and for one hour - e.g. second Wednesday of the month.
- ❖ We know to do our work we have to be able to tolerate confusion and distress, so we look after ourselves and each other.
- ❖ We encourage participation in support/supervision activities.
- ❖ Once a year, we hold a meeting to check in with all volunteers to ensure they are happy to continue to be involved, if they want to change their type or level of involvement and to discuss relationships within the organisation.
- ❖ If an issue arises in between meetings, the chair will organise an additional meeting to work it through as a community.

STAYING ON THE ROAD

This work is not always easy. When in doubt, these few Simple Rules (principles) guide how we work together.

- 1. Attend first to relationships**
- 2. Whatever you are doing, it is enough**
- 3. Know that others are doing their best**
- 4. Ask for help**

This is incredibly important work. It makes a difference to people's lives every day.

We are stronger together.



OUR STRATEGY

Our strategy is designed to evolve EDANZ to continue delivering its core purpose and deliver our vision of the future. It was revised in September 2021, approved by the Board at the Annual General Meeting and focuses on five key objectives:

- ❖ **Develop EDANZ into a publicly funded organisation that supports individuals as well as families and health professionals.**
 - Build an organisation that is respected for the knowledge gained from lived experiences
 - Provide advice to treatment providers and policy makers
- ❖ **Establish a framework that will deliver a consistent and predictable level of funding**
 - This will enable us to improve our services, our education packages, our engagement with stakeholders and support for those in need
 - We will align ourselves with similar organisations overseas that provide similar services and budget accordingly
- ❖ **Attract and keep the right people to support EDANZ**
 - Volunteers are at the heart of everything we do so to build our organisation we will need like-minded people alongside us
 - We will establish a process and principles to attract, on-board and retain volunteers who are a good fit for EDANZ
- ❖ **Create policy documents and guidelines that support our volunteers and enables them to deliver consistent levels of service in a safe and productive environment**
 - This will provide support for our frontline volunteers and give them knowledge and confidence to support others in need
 - We will develop policies that ensure we meet our obligations as a registered charity
- ❖ **Develop a structure that is fit for purpose and fit for growth**
 - We will create an environment with sound governance, reporting and accountability that is fit for purpose

Our strategy will continue to evolve and adapt in the same way as EDANZ has evolved over the past 15 years. The strategy will be revised and republished on an annual basis.

Our strategy explained:

What do we want	What are the specific goals?	What does this involve?
Develop EDANZ into a publicly funded organisation that supports individuals as well as families and health professionals.	Build a more capable organisation	Continue to develop database of knowledge
		Provide representation
		Work with MoH to gain support and strategic alignment
		Deliver on KPIs to ensure continued funding
	To create a budget and funding model	Set annual budget including administrative support eg IT resources
		Prepare supporting business cases
		Lobby for public funding through Budget process
	Employ FTE(s) to provide support for EDANZ functions	Recruit and employ administrator
		Identify further recruitment needs as EDANZ grows
	Grow knowledge database and systemized approach to sharing of knowledge	Engage with international bodies to support shared knowledge
		Upgrade to website and database

What do we want	What are the specific goals?	What does this involve?
Objective 2: Establish a consistent funding level	Prepare multi-year budget	Identify core operating costs
		Develop prioritized list of activities that extra funding could support
	Develop a business case for funding support	Prepare submissions for different stakeholder groups (MoH, grants, others)
		Break down funding requests for specific goals or projects
	Identify charities and grants that can be accessed and formalise application processes	Create database of funding sources
	Establish the viability of a contract with the MoH – that would potentially provide funds but also a collaborative working relationship	Develop quarterly reporting structure

What do we want	What are the specific goals?	What does this involve?
Objective 3: Attract and keep the right people to support EDANZ	Process for identifying volunteers	Use of existing volunteers to initiate discussions with those using our services
	Develop an On-boarding process	Use the creative NZ volunteers processes to establish an EDANZ methodology
	Create a training plan for new volunteers	Formalizing existing training into a consistent approach
	Establish a structure / process for mentoring and managing volunteers	In place
Objective 4: Create policy documents and guidelines to support volunteers	A Helpline support manual	Expand on existing documentation to provide helpline personnel with consistent messaging
	Consistent education package	Develop a review process for updating and disseminating educational information
	Updated policies	Health and Safety Policy
		Privacy Policy
Contracting policy (for administration role) when required		

What do we want	What are the specific goals?	What does this involve?
Objective 5: Develop a structure that is fit for growth	Create governance and delivery functions	Create simple structure with identified roles
	Revise constitution (if necessary)	Make sure constitution and rules support new structure
	Write role descriptions	Write brief role descriptions for each role
	Improved documentation and storage	Create cloud storage location with filing tree
		Implement BoardPro or similar software
	Create a communication strategy	Update/upgrade website
		Proactive plan for key dates throughout year
		Enhance social media presence