

# Strategy 2022–25



## Who we are

We are the national voice, intermediary and network for voluntary health organisations in Scotland. We work with our members and others to address health inequalities and to create better health and wellbeing for people and communities.

## Our aims

Amplify the voice and influence of the voluntary health sector

Promote strong and equal partnership between the voluntary and statutory health sectors

Influence the evidence base for health policy and practice

Improve law, policy and systems to deliver better solutions for Scotland's health challenges.

## Our purpose

To create a **healthier, fairer Scotland** served by a thriving voluntary health sector.



## Our health themes

**We anchor our work around four priority health themes:**

### Health inequalities

Fair health and the right to health  
Under-served people and communities  
Poverty and discrimination  
Social prescribing and link working

### Public health


Preventative and anticipatory approaches  
Health-creating places and communities  
Health improvement and protection  
Climate change's impact on health

### Health and care systems

Health and social care provision and partnerships  
Volunteering and community-led provision  
Covid-19 recovery and renewal  
Distribution of power and resources

### Mental and physical health

Person centred care  
Non-communicable and communicable diseases  
Lived experience and voice  
Arts, culture, health and wellbeing



These themes will guide and shape our work, so it adds value and makes a difference.

We will develop new work across these themes, and strengthen work already underway.

We will strive to understand and embed a human rights approach to health in our work.

We will emphasise the need to address the underlying social and economic determinants of health.



## Our development and delivery priorities

We have five priorities for development and delivery



### Use our convening power for good

Actively engage, inspire and work with our members  
Bring seldom heard voices into national conversations  
Forge new and strengthen existing relationships and networks



### Be an authoritative source of knowledge and expertise

Anticipate emerging health challenges, trends and developments  
Interpret and communicate health issues and policy for our members  
Undertake more research and evidence building



### Be an influential voice and platform for the voluntary health sector

Use our leverage as a trusted intermediary and sectoral leader to effect change  
Strengthen our external communications to raise our profile and that of our members



### Sustain strong stakeholder relationships

Value and respect all our members and other stakeholders  
Seek out and work pro-actively with others  
Be an engaged, constructive and sometimes critical friend to policy makers



### Highly capable and digitally enabled team

Support and develop our experienced and capable team  
Secure additional resources to increase our organisational capacity  
Enhance our digital capacity to deliver even better engagement

## How we work

Influencing Policy  
Research and analysis  
Consulting and responding  
Representing and advocating

Events and Networking  
Seminars and conferences  
Round tables and workshops  
Deep dive conversations

Developing Solutions  
Collaboration and working groups  
Cross Party Group on Health Inequalities  
Health Policy Officers Network  
Scottish Community Link Worker Network

Sharing Knowledge  
Briefings and reports  
E-bulletins and e-alerts  
Blogs and social media

## Who we work with

Our members  
Other third sector organisations  
Health boards, partnerships and networks  
The Scottish Government  
The Scottish Parliament  
Universities and research bodies  
The Royal Colleges of health  
Local government



## Our values

### Excellence

We strive to excel, demonstrate leadership, act with integrity, learn, improve, and add value.

### Collaboration

We are committed to being an independent partner and enabler by creating and building opportunities for meaningful engagement and relationships amongst a diverse range of stakeholders.

### Initiative

We thrive on being a proactive, relevant, resourceful and agile catalyst for change, using our evidence base, expertise, creativity and curiosity to influence and inform.

### Equality

We are committed to equality, diversity and inclusion and work to prevent and mitigate health inequalities.