

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

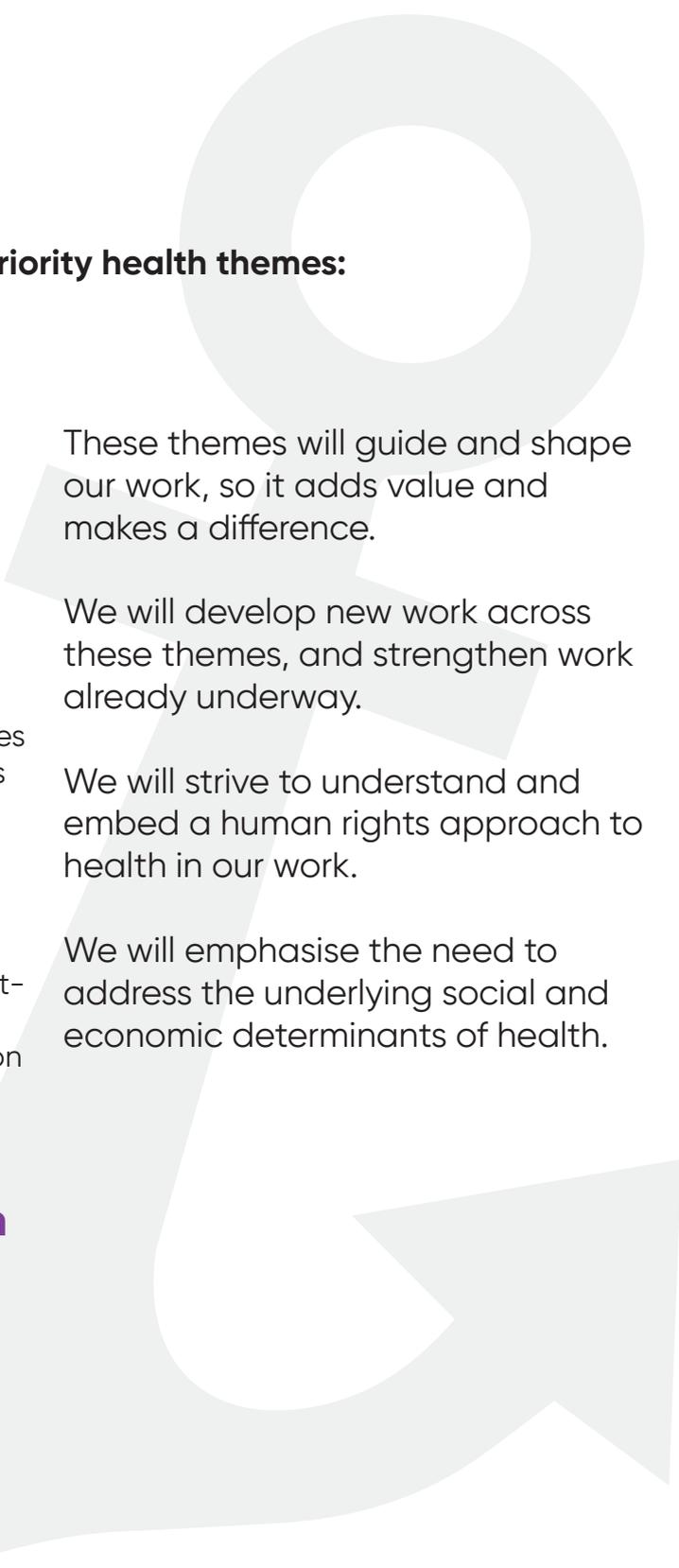
Preventative and anticipatory approaches
Health-creating places and communities
Health improvement and protection
Climate change's impact on health

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.