

**Strategic Planning:
Where have we come
from?
Where are we going?**

Original Goals of U.S. COPD Coalition

- To promote better care for patients with COPD
- To raise awareness of COPD among patients, health professionals, policy makers, and the public
- To foster communication and networking opportunities among its members
- To promote programs of prevention & early detection of COPD
- To stimulate COPD research
- ***To seek a cure for COPD***

.....in cooperation with recognized medical professional organizations, COPD patient groups, governmental agencies, and health care providers.

First National COPD Conference Specific Actions & Recommendations

- Define Coalition structure
- COPD awareness
- Politics & public policy
- Chronic disease management
- Clinical standards/quality of care
- Relationship with government agencies
- Diagnosis, early detection

Strategic Planning-Where do we Start?

- Goals-based planning is probably the most common although we can start with issues
- The elements of goals-based planning:
 - focus on the organization's mission (and vision and/or values),
 - goals to work toward the mission,
 - strategies to achieve the goals, and
 - action planning (who will do what and by when).

Current Goals of U.S. COPD Coalition

- Educate key audiences and lawmakers on the importance of improving prevention and detection of COPD, the need for additional research aimed at better understanding COPD and the need for new approaches to prevention and treatment.
- Promote COPD awareness and education through its role as a resource for programs and constituents of its member organizations and partners.
- Provide a strong and unified advocacy voice to support policies and regulations important to the COPD Community.
- Aspire to reach undiagnosed patients with information about COPD and improve quality of life for all those impacted by COPD.

Purpose of doing strategic planning

- To clearly define the purpose of the organization
- To establish realistic goals and objectives consistent with that mission in a defined time frame within the organization's capacity for implementation
- Communicate those goals and objectives to the organization's constituents
- Develop a sense of ownership of the plan
- Ensure the most effective of resources by focusing the resources on the key priorities
- Provide a base from which progress can be measured and establish a mechanism for informed change when needed
- Listen to everyone's opinions in order to build consensus about where the organization is going

What is a Mission Statement?

- Describes overall purpose of organization
- Consider the Purpose of the organization
- Consider the organization's products, services, markets, values, and concern for public image, and maybe priorities of activities

What is a Vision Statement?

- A vivid description of the organization as it effectively carries out its operations
- Where do you see this organization in the future?

What are Core Values?

- Establishes the core priorities of the organization
- Considers the values of customers, shareholders, employees and the community
- Usually reflects ranked core priorities

Discussion

- What are the top four areas you think the U.S. COPD Coalition should focus on (ex. Research funding, general awareness, ect)
 - 1.
 - 2.
 - 3.
 - 4.
- What are the two most important goals of the U.S. COPD Coalition (refer to current goals or suggest new ones!)
 - 1.
 - 2.

Discussion:

- How can the U.S. COPD Coalition help you serve your community
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- What stakeholder group(s) do you represent or serve
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