



# Strategy 2022-2024

INVOLVING FAMILIES and CARERS



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## Introduction

Since its founding in 1992, EUFAMI has dedicated itself to supporting and advocating on behalf of family members and carers in mental health across Europe. We continue to support the rights of involved families and carers to be part of the process of service delivery. We believe family members have a significant role to play in the recovery of people with mental illness. Over the thirty years of our existence, EUFAMI has witnessed many positive changes in the quantity and quality of mental health services across Europe. We are proud to have played our part in this progress.

There is more to be done, however, including the delivery of family and carer support and training by mental health services, the continued reduction of stigma as it affects family members and the strengthening of the family voice in many countries.

This Strategic Plan builds on previous documents and renews our commitment to more focused activities in support of national member organisations and to espouse the need for advocacy and research, which is aimed specifically on the issues that affect families as carers of persons with mental illness.

We will continue to be the authoritative voice of families and carers in national and international forums, to all mental health audiences and the wider European public.

We will continue to work to our values and mission to be the voice of family members and carers and to work tirelessly to protect their rights.

Signed

Urs Würsch

President of EUFAMI



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EUFAMI is the European Federation of Associations of Families of People with Mental Illness, a democratic, non-profit organisation with an ongoing commitment to advocate on behalf of families of persons with mental illness.

**MISSION:** To represent, at European level, all family members and carers of people affected by mental illness.

**VISION:** That every involved family member and carer receives the understanding and support they need, without exclusion or discrimination, so that their rights are recognised and protected.

## Our Strategic Pillars

Advocacy

Membership

Research



## ADVOCACY

EUFAMI will advocate at European level for families and carers affected by mental ill health, regardless of social, economic, cultural or ethnic differences, by:

- (i) Building closer networks and collaborations with European institutions, international statutory and not-for-profit mental health and professional organisations.
- (ii) Leading the fight against stigma and promoting the inclusion of families and carers.
- (iii) Upholding and safeguarding the human rights of families and carers.
- (iv) Promoting the involvement of families and carers in the development and provision of modern, effective mental health services based on multi-disciplinary interventions and recovery.



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## MEMBERSHIP

EUFAMI will connect and support EUFAMI membership more effectively by:

- (i) Supporting and enhancing two-way communication with its members.
- (ii) Encouraging and supporting the establishment of new family associations and strengthening those already in existence.
- (iii) Engaging in specific projects, which create and improve capacity of national member organisations.
- (iv) Strengthening and diversifying its financial and human resources and working more closely with like-minded organisations and other partners, to become an alliance-based organisation.



## RESEARCH

EUFAMI will ensure the participation of families and carers is heard in research by:

- (i) Supporting and promoting family-focused research and collaboration with relevant stakeholders, including EUFAMI member associations.
- (ii) Actively supporting family focused research projects of other organisations.
- (iii) Using the most beneficial methods determined through research to support family members.
- (iv) Sharing research outcomes with member organisations, the media and the wider public.

*Find out more: [www.eufami.org](http://www.eufami.org)*



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## Strategic Enablers

In order to achieve the strategic objectives as described, EUFAMI will focus on a number of specific enablers, as described below:

- (i) **Board Level** - Ensure Board membership is active, representative and operating strategically.
- (ii) **Appropriate skilled staff resources** - Identifying specific skill sets and requirements and where appropriate, utilise internship and volunteer programs.
- (iii) **Increased and diversified funding** - Seeking out specific project and core funding from a diverse range of sources, such as European institutions, corporate bodies and philanthropic organisations and foundations.
- (iv) **Explore and Develop new Digital Media** - Identify and utilise appropriate technology to enhance work and effectiveness.
- (v) **Communications policy and strategy** - This will include:
  - enhanced designated Board member communications with member organisations.
  - regular Newsletters to member organisations to be established by end of 3<sup>rd</sup> quarter 2022.
  - a revamped website to be in place by end of 2022.
  - a coherent social media platform programme will be developed in 2022.



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## Draft Strategic Outcomes

### (i) **Advocacy**

- EUFAMI will continue to engage in advocacy supporting the interests of families and carers.
- Advocacy activities can be stand-alone or in partnership with like-minded organisations.
- Advocacy engagement can be with national governments, national mental health services and professional or European organisations.

### (ii) **Membership**

- EUFAMI sponsored projects will be created to allow participation by individual member organisations or groups of organisations.
- Member organisations will be supported to seek information, support and advice from EUFAMI via a designated contact.
- Member organisations will receive a regular newsletter update on EUFAMI activities and other related information.
- Member organisations will be invited to contribute information to the EUFAMI Newsletter.
- Member organisations will be invited to share links with the EUFAMI website.

### (iii) **Research**

- EUFAMI will continue to engage in research that supports the organisation's objectives and its member associations.
- EUFAMI will only engage in research related to the social, physical and psychological wellbeing of families and carers in the context of caring for persons with mental ill health.
- EUFAMI will partner in research projects that are aligned to the previous two objectives.
- EUFAMI will develop and produce position and discussion papers on topics of interest to the membership organisations.



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## **EUFAMI Details**

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No. 451.967.342

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### **Website**

[www.eufami.org](http://www.eufami.org)

### **Twitter**

<https://twitter.com/EUFAMI>

### **Facebook**

<https://www.facebook.com/EUFAMI1/>

### **Instagram**

<https://www.instagram.com/eufami/>

### **LinkedIn**

<https://www.linkedin.com/company/eufami/about/>