

Institute of Home Safety ~ Strategic Plan ~ 2007-9

Major elements	Overall Goals.	Annual Goals 2007-9
A. Members and Networks (working with others)	<ol style="list-style-type: none"> 1 Encourage continual professional development by training 2 To increase membership year on year 	<ul style="list-style-type: none"> ❖ Produce directory ❖ Work with RoSPA on development of training ❖ Mail out resource to members and prospective members ❖ Regular update of activities to members
B. Policy development	<ol style="list-style-type: none"> 1 To identify and develop policies where appropriate. 2 To disseminate policies to other professional bodies, government and interested parties 3 To respond to policies and statements of other professional bodies and government where appropriate 	<ul style="list-style-type: none"> ❖ Update constitution as appropriate ❖ Develop criteria for use of logo and add to constitution ❖ Consult membership and other organisations on relevant policies, develop and disseminate accordingly ❖ To publish new documents on the website where appropriate
C. Campaigning, lobbying, advocacy	<ol style="list-style-type: none"> 1 To strengthen existing skills, networking and infrastructure to support effective campaigning, lobbying and advocacy 2 To be known as an organisation which has a proven track record as measured qualitatively and quantitatively by media coverage, references in major policy documents and contributions to other professional activities etc. 	<ul style="list-style-type: none"> ❖ Attendance and input to National and Local home safety committees and other bodies as appropriate. ❖ Submit resolutions to National Home and Leisure Safety Committee as appropriate ❖ Encourage members to share examples of good practice ❖ Publish examples of good practice on the website
D. PR and promotion	<ol style="list-style-type: none"> 1 To produce press releases where appropriate 2 To maximise media opportunities 3 To proactively promote the Institute and home home safety with other organisations 	<ul style="list-style-type: none"> ❖ Explore mechanism for promoting the Institute and home safety ❖ Produce press releases where appropriate. ❖ Consider development of a press release programme ❖ Apply for opportunity to promote IHS in RoSPA Congress programme
E. Information & education	<ol style="list-style-type: none"> 1 To provide regular updates for the Institute's website 	<ul style="list-style-type: none"> ❖ Ensure press releases, policy statements. Newsletters and regular bulletins are on website. ❖ Encourage all members to contribute information and ideas.
F. Funding and resources.	<ol style="list-style-type: none"> 1 To investigate funding opportunities 2 To invest in the promotion of the Institute 	<ul style="list-style-type: none"> ❖ To produce resources for the annual RoSPA congress