

The Faculty of Sexual and Reproductive Healthcare Strategy 2023-26

Supporting high quality sexual and reproductive healthcare
for all

Introduction

It is with great pleasure to introduce to you the Faculty of Sexual and Reproductive Healthcare's (FSRH) new strategy for 2023-2026. This strategic plan represents a significant milestone for our organisation as we embark on a journey to maximise our value to you, our members, expand our global professional community, and support and develop the sexual and reproductive healthcare (SRH) workforce. This three-year strategy puts the membership at the heart of all we do, be that through education, guidance, or advocacy.



FSRH President Janet Barter, and FSRH CEO Gary Waltham

The FSRH is committed to enabling excellence in SRH. Our focus lies in equipping our members with the necessary skills, knowledge, and support to deliver the highest standard of care. This strategy places a strong emphasis on enhancing our education and clinical quality content, ensuring that our members have easy access to the latest advancements and evidence-based practices in SRH. By offering cutting-edge resources, training, and clinical guidance, we aim to empower our members and enable them to deliver the best possible care.

Our ambitions extend beyond supporting individual practitioners. We recognise the power of collaboration and the importance of fostering a

global professional community. Through this strategy, we aim to grow our membership and strengthen our partnerships, both nationally and internationally. Via a global network of SRH professionals, we will foster a platform for sharing knowledge, best practice, and experiences, leading to a collective advancement in standards of care.

In advocating and influencing for high-quality SRH, we will take an active role in influencing policy and driving change. By engaging with our members and partners, we will amplify our collective voice to advocate for policies that prioritise the health and well-being of individuals and communities.

We are committed to enacting this strategy in a manner that is socially responsible, environmentally conscious, and economically sustainable. Through our actions, we will strive to make a positive impact on society, ensuring that our work aligns with the principles of equity, inclusivity, and ethical practice.

Together, we will support you to enable excellence, advocate for high quality SRH, and make a lasting impact on the lives of individuals and communities.

Thank you for your continued support, and we look forward to embarking on this transformative journey with all of you.

Dr Janet Barter

President, Faculty of Sexual and Reproductive Healthcare

Gary Waltham

Chief Executive Officer

About the Faculty of Sexual and Reproductive Healthcare

Our purpose

The Faculty of Sexual and Reproductive Healthcare (FSRH) is the leader in the field of sexual and reproductive healthcare, and we are the voice for professionals working in this area. As a multi-disciplinary professional membership organisation, we set clinical guidance and standards, provide training and lifelong education, and champion safe and effective sexual and reproductive healthcare across the life course for all.



Our vision

Our vision is of high-quality sexual and reproductive health at every stage of our lives.

Our charitable objects

- 1) To advance medical knowledge concerning sexual and reproductive healthcare;
- 2) To advance the education and training of healthcare practitioners in the fields of sexual and reproductive healthcare;
- 3) To promote and maintain high standards of professional practice within the fields of sexual and reproductive healthcare.

Our values

An enabler to the strategy are our organisational values that inform how we work and the culture in which we operate:

- **We care** deeply about what we do, about each other and making a difference
- **We include** healthcare professionals from all disciplines and promote diversity
- **We collaborate** with each other, members and partners to achieve shared goals and speak with one voice
- **We strive** for the highest standards through continuous improvement
- **We enable** our members, partners and members of the public to design and benefit from the best possible SRH care.

Our strategic aims

Our 2023-2026 strategy is underpinned by five priority Strategic Aims:

- **Value** - We will maximise our value to members in the UK and internationally, enhancing accessibility, communications and member experience
- **Community** - We will grow our membership and global professional community, supporting the SRH workforce and recognising their value as our greatest organisational asset
- **Excellence** - We will provide leadership and enable excellence in sexual and reproductive healthcare provision through our education and clinical quality content
- **Advocacy** - We will advocate and influence with our members and partners for high quality population sexual and reproductive healthcare, a sustainable workforce and system investment in the UK
- **Accountability** - We will enact our purpose in a sustainable manner, operating with financial responsibility, good governance and ensuring equity and environmental accountability



Strategic Aim One: Value

We will maximise our value to members in the UK and internationally, enhancing accessibility, communications and member experience

Formed in 1993, the FSRH exists for its members as the professional body representing SRH practitioners across a range of clinical roles and disciplines. Paramount to our offering is to continue to develop the benefits that we provide and the simplicity of member

engagement with the Faculty. Digital technology will be an enabler to providing an accessible FSRH that meets the needs of busy members and clinicians.

How we will achieve this priority

- Implement a new membership CRM and corporate website that improve user experience
- Use digital technology to enable membership engagement
- Deliver accessible member events, conferences and CPD opportunities
- Provide members with a digital CPD diary to document their SRH learning and make appraisal processes more efficient
- Continue to develop accessible, responsive and real time information for member enquiries
- Continue to produce a free learned journal to members

- Enact opportunities to enhance member benefits
- Review our membership model to make it clearer and access more simple

How will we measure success?

- Gain member feedback on the new CRM and website and making iterative user lead enhancements
- Conduct an annual membership survey using feedback to improve our offering
- Monitor traffic and feedback to our enquiries service, working with members to seek improvements
- Work to key performance indicators in handling enquiries and publish performance data



Strategic Aim Two: Community

We will grow our membership and global professional community, supporting the SRH workforce and recognising their value as our greatest organisational asset

The professional diversity of our membership is one of our greatest strengths. Our membership spans doctors and nurses in primary, secondary and community care, pharmacists, and other healthcare professionals. Primarily UK based but with a growing international membership, our members represent a community of highly committed and expert professionals, who combined enable the FSRH to achieve its purpose and influence positive change. Sustainably growing our membership enables us to better support the needs of the SRH workforce and increase our positive societal impact.

How we will achieve this priority

- Develop and publish an SRH Workforce report and SRH Workforce strategy, using data obtained from our membership and beyond
- Increase awareness of the FSRH amongst the SRH workforce and the benefits of membership
- Develop targeted member communications and support materials relevant to the interests and professional needs of the individual
- Implement training programmes outside of the UK leading to FSRH membership
- Connect and empower our members through digital peer group communities

How will we measure success?

- Monitor annual membership retention and new member demographic data
- Analyse the professional make up of our membership against the wider SRH workforce
- Evaluate international membership take up
- Monitor member engagement across the full range of digital platforms and communities



Strategic Aim Three: Excellence

We will provide leadership and enable excellence in sexual and reproductive healthcare provision through our education and clinical quality content



Education, training and providing evidence based guidance are critical to our purpose. We take a lead role in providing high quality SRH education and Continued Professional Development via a number of qualifications, courses and events and aim to offer a variety of models to support differing learning styles. We are the leader in producing SRH specific clinical guidelines and guidance, ensuring that clinicians have access to the best available evidence to inform their practise. Growing our content and making it accessible is a key priority.

How we will achieve this priority

- Maintain and develop new qualifications and certificates in SRH topic areas including contraception, menopause care and abortion care and more.
- Increase the FSRH central delivery of courses, assessments, and events
- Enable a trainer – learner *match making* service to support access to locally led FSRH training and qualifications
- Review and implement recommendations to enhance the MFSRH examination ensuring fairness and equity for all candidates
- Eliminate any barriers that exist to all candidates and learners who take FSRH qualifications and certification from succeeding to a high standard
- Work with partner organisations to provide educational events to our members and wider SRH workforce
- Update and publish the UKMEC, using the best available evidence and guidance
- Continue to develop or update clinical guidelines and standards using quality and accredited methods

How will we measure success?

- Monitor and evaluate the take up and feedback of FSRH led training and CPD events
- Assess and report on progress against an action plan to enhance the MFSRH examination
- Analyse event delegate numbers per event per annum, and use delegate feedback to evolve our offering
- Monitor delivery and publication of clinical quality content and products, working to development and publication timeframes

Strategic Aim Four: Advocacy

We will advocate and influence with our members and partners for high quality population sexual and reproductive healthcare, a sustainable workforce and system investment in the UK

Our advocacy and policy work are crucial to achieving our vision of high-quality sexual and reproductive health at every stage of people's lives. Collaboration is crucial to delivering this and over the period of the strategy, we will continue to partner with other organisations and work with our members to influence positive change. Enhancing the member voice in advocacy is a priority, as is engaging and working with the public to realise their SRH rights and make informed decisions



How we will achieve this priority

- Through leadership of the FSRH Hatfield Vision Taskforce and partners, attainment of the Vision goals to help ensure sustainability and broadened high quality access to SRH across the UK from both a workforce and public perspective
- Participate in cross-sector campaigns to improve SRH service provision and influence changes in policy and legislation
- Raising public awareness of SRH services and engaging with service users to support communications and campaigns
- Create a forum for members to inform and engage directly with our advocacy work

How will we measure success?

- Monitoring and reporting of performance against the FSRH Hatfield Vision goals
- Measure the impact of both FSRH led and partner collaboration campaigns
- Evaluate the breadth and impact of our communications including media references, open rates and social media commentary
- Monitor member and public engagement in advocacy work and the co-creation of materials and communications

Strategic Aim Five: Accountability

We will enact our purpose in a sustainable manner, operating with financial responsibility, good governance and ensuring equity and environmental accountability

We work to ensure that our charitable funds are used to positively enable the purpose of the organisation and achieve our aims. Working in an efficient and effective manner is critical to the financial sustainability of the organisation and is an integral element of the strategic period. The FSRH is committed to acting in an inclusive and socially responsible manner. We will work over the next three years to ensure we make a positive impact to society and on climate change.

How we will achieve this priority

- Ensure our investment choices are with companies that demonstrate environmental, social and governance responsibility and at the same time delivering returns that supports organisational sustainability
- Operate within a balanced annual budget
- Pursue more efficient and effective technologies and practises as part of broader value for money initiatives
- Ensure that the FSRH is accessible to all and that we treat all members with respect and fairness
- Continuous monitoring of equality practises across recruitment, training, and policy to ensure we are inclusive and reflective of the SRH workforce
- Inclusive access to engage in FSRH activity and promote the benefits of having diverse groups working together to achieve organisational aims
- Reduce our carbon emissions through organisational policy and practise

How will we measure success?

- Monitor our financial security through annual budgeting and long term financial planning
- Evaluate the benefit realisation of digital and transformative projects
- Gain regular reporting and analysis of investment choices and performance
- Monitor and act upon staff and member equality data to ensure inclusive participation to our activity
- Monitor adherence to FSRH policies and procedures designed to reduce our impact on the environment

