

## Strategy update, July 2019

This year marks the mid-point of our current strategic plan. We have reviewed the progress we are making and considered the challenges ahead to make sure that the strategy continues to set us on the right path towards our vision of a world without barriers for every deaf child.

We are happy that our strategy remains the right one for the next 2½ years.

We are, therefore, continuing with the current plan of work. As a result of our review, we would like to take this opportunity to update, clarify or emphasise some of the following areas:

### **Digital innovation**

In our strategy we promised to never stop improving our services. The pace of technological change is fast and continues to bring new opportunities and challenges. We are proud of our new website, but this is just the beginning. We recognise that, increasingly, people use digital channels for networking and seeking information. We will continue to take advantage of digital tools as we reach out to deaf children young people and their families, support our members by helping them to help themselves, connecting them to other members and experts, and building online communities and campaigns. At the same time, we will continue to develop our off-line support for those who may otherwise be left behind.

### **Campaigning and influencing**

In our strategy we also promised to work closely with deaf children and their families. This applies to our campaigning activities as much as to the development of our services. We continue to work with deaf children and their families to understand the common challenges they face and where our campaigning with them can achieve bigger impact. We are also increasing our focus on local campaigns, with support to local parent activists

### **Emotional/ Mental Health and Well-being**

At the top of our strategy, our mission states that “Together we overcome the social and educational barriers that hold deaf children back”. The impact of these barriers is measured through attainment and well-being. Since we wrote the strategy in 2016 there has been much public debate about emotional health and well-being, and the challenges facing young people. We recognise that deaf children and young people may face greater challenges than most if they are excluded by society and when services fail to meet their needs. Our strategy seeks to support the emotional health and well-being of deaf children and young people by overcoming barriers to language and communication, helping them to take control of their lives, challenging services and activities to become more accessible, and working with expert partners in mental health.

### **Partnerships**

Our strategy is very clear – we cannot achieve our ambition on our own. We wish to reaffirm our commitment to working in partnership with deaf children and young people, parents, professionals, decision-makers and others who share our vision.

We look forward to working with you.

**Trustee Board, 19 July 2019.**