



# **Strategic Plan 2019-2021**

## **Our Roadmap to Success**

**(voted and approved by BOD on June 27, 2019)**

## Our Plan

IAPMD's Strategic Plan is our roadmap to guide and prioritize the work of our organization and help us allocate resources to **accelerate progress** being made around the world on Premenstrual Disorders (PMDs). With so many opportunities to influence and impact PMDs around the world, this plan reflects the **unique role** the IAPMD will play in changing the course of PMDs and supporting millions of people battling these conditions.

## The Environment

This plan takes into consideration the context of external factors influencing the issue of Premenstrual Disorders. Among the positive factors are a resurgence of feminism and equality for women, and a mounting public activism movement aimed at removing the social stigma of mental health and helping those struggling get help. But significant challenges are yet to be overcome, including the lack of awareness of PMDs by both patients and providers, no definitive diagnostic and treatment approaches, and limited funding of reproductive health research.

## The Start of a Movement

Current events around the world have been destabilizing an already fragile political landscape. Every day, reproductive rights and access to care are being challenged by opposing ideologies. At the same, great progress is being made challenging historical standards of minimizing female-centric issues. Phrases like the “Me Too” and “Future is Female” and “Women’s right are human rights” are a call to arms; a battlecry designed to challenge and eliminate social, medical, and political gender inequality.

For too long, women/AFAB with PMDD have been dismissed as over-emotional, attention-seeking, and weak (à la “everyone deals with PMS” type thinking).

**The time for change is now!**

## Planning Process

This plan was developed by the IAPMD Strategic Planning Workgroup in concert with the organization's Board of Directors, Clinical Advisory Board, and key staff. It was approved by the Board in June 2019 and covers a three-year time period for the organization.

This strategic plan includes a refreshed mission, vision and values for the organization, as well as delineates our core priorities, primary goals and objectives.



## Our Strategic Plan





## Mission

To inspire hope and end suffering in those affected by Premenstrual Disorders (PMDs) through peer support, education, research and advocacy.

## Vision

The IAPMD aspires to create a world where people with PMDD and PME can survive and thrive.

## Core Values

The IAPMD core values reflect the principles, beliefs and philosophy which support our vision, guide our behaviors and decisions, and shape the culture of our organization to help it run smoothly.

- Patient-Centered
- Compassionate
- Diverse\*
- Evidence-Based Research/Data
- Inclusive
- Globally Conscious
- Approachable
- Professional
- Kind
- Respectful
- Individuality
- Confidentiality
- Collaborative
- Empowering
- Honest & Humble (acknowledge what we know/don't know)

\* See additional slide for specific objectives for Diversity value



## Diversity Focus

- Use inclusive language on our website, informational content, peer support services, education, and outreach.
- Build diverse representation in our Board of Directors, Clinical Advisory Board, Youth Advisory Board, and Peer Support volunteers.
- Provide services that are culturally competent by increasing targeted outreach to often underserved and overlooked populations.
- Support diverse individuals in low-income communities, particularly those who may lack access to informed and compassionate mental health and reproductive care.
- Offer a clear position on anti-discrimination and inclusivity that never excludes individuals in need based on race, socioeconomic status, gender identification, ethnic identification, sexual orientation, religious beliefs, or disability.

# OUR CORE PRIORITIES

## CARE & SUPPORT

- ☀ Peer Support
- ☀ Crisis Intervention
- ☀ Tools & Resources
- ☀ Provider Referrals
- ☀ TeleCare

## EDUCATION & AWARENESS

- ☀ Information
- ☀ Social Media
- ☀ Clinician Education
- ☀ Patient Education
- ☀ Scientist Education
- ☀ Awareness

## RESEARCH

- ☀ Research Areas
  - Clinical Science
  - Basic Science
  - AFAB Suicidality
- ☀ Surveys & Data
- ☀ Collaboration

## ADVOCACY & PUBLIC POLICY

- ☀ Position Statements
- ☀ Testimonials
- ☀ Community Organizing
- ☀ Petitions
- ☀ Lobbying\*

## FUNDING

- ☀ Grants
- ☀ Contributions
- ☀ Memberships
- ☀ Online Sales
- ☀ Program Revenue
- ☀ Collaborations
- ☀ Special Events
- ☀ Campaigns

## High Level Goals

To improve patient outcomes for women/AFAB individuals of reproductive age living with PMDD or PME through:

1. Care & Support - **Fill in the gaps before, between, and after professional care and/or crisis intervention.**
2. Education & Awareness - **Increase patient and provider awareness and understanding of PMDs.**
3. Research - **Advance research in PMDs in a variety of critical areas, including a basic understanding of the disorder, support and advocacy, and evidence-based clinical management.**
4. Advocacy & Public Policy - **Expand IAPMD's role and influence with policymakers to decrease delays in diagnosis and improve patient outcomes.**
5. Funding - **Achieve significantly greater mission impact by growing contributed revenue.**

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# CARE & SUPPORT

## Core Priority: Care & Support GOAL

Goal: Fill in the gaps before, between, and after professional care and/or crisis intervention.

GOAL



## Core Priority: Care & Support

### Peer Support

- Individual Support
- Virtual Group Support

### Crisis Intervention

- 24-hour support

### Tools & Resources

- PMDD Tracking App
- Surgical Menopause App
- Diagnostic Tracking App
- Printable Resources
- PMD Self-Screen
- Provider Screening

### Guidelines

- Patient & Provider

### Toolkits

### Provider Referrals

- Provider Directory

### TeleCare

- Providers Referrals

CARE & SUPPORT

## Core Priority: Care & Support Objectives

OBJECTIVE: Increase number of peer support clients served and increase client satisfaction rating of 5 stars.

- Hold monthly PSP team meetings
- Ensure PSP training program is up-to-date
- Develop up to date training for PSPs on surgical menopause, addiction, and premenstrual suicidality as well as diversity and inclusion training, and increase tools and resource downloads
- Increase "resources shared" with peer support clients
- Increase Peer Support team
- Expand membership of IAPMD online social media Peer Support groups
- Identify third-party or current platform for PSPs to moderate the facebook peer support groups
- Integrate peer support into Me v PMDD app
- At least one PSP team member attend the International Peer Support Conference (iNAPS) annually to represent IAPMD
- Maintain IAPMD PSP memberships in iNAPS and other peer support organizations
- Expand safety, membership, and engagement in virtual support groups.
  - Develop safety guidelines
  - Launch anonymous off-Facebook support group
- Develop a program evaluation plan

PEER SUPPORT

## Care & Support Objectives, continued

OBJECTIVE: Establish crisis intervention and support through our existing peer support program by mid 2020.

- Develop a plan to implement the Zero Suicide model (training, referral, policy, etc.)
- Hire new crisis intervention specialists for 24/7 crisis support
- Create and deploy a “crisis chat bot” (automated risk-assessment) that connects clients to a local crisis center or emergency services when need
- Create auto-reply link to treatment guidelines to increase awareness of evidence-based options
- Implement a Caring Card program
- Develop a program evaluation plan
- Develop a PCORI grant application in cooperation with CAB

**CRISIS  
INTERVENTION**

## Care & Support Objectives, continued

OBJECTIVE: Increase unique website visitors annually and increase tools and resource downloads.

- Integrate IAPMD peer support in Me v PMDD app and increase downloads
- Launch a web based surgical menopause tracking app
- Collaborate with CLEAR Lab to launch a web based diagnostic tool
- Develop a Patient Toolkit (TeleCare, Provider Directory, using IAPMD resources)
- Develop a Provider Toolkit (TeleCare, insurance, peer consultation, using IAPMD resources)
- Publish printable resources into Spanish, Italian, Mandarin, Hindustani, Malay, and Arabic
- Update website to be accessible to persons with diverse abilities
- Create training module on where to find resources and use knowledge base/FAQ

**TOOLS &  
RESOURCES**

## Care & Support Objectives, continued

OBJECTIVE: increase number of provider referrals through peer support annually and increase number of provider searches in the provider directory annually.

- Increase Provider Directory members
- Develop process to track referral to appointment conversions and provider satisfaction
- Increase quality of provider recommendations
  - Expand directory through outreach to providers
  - Assemble team to improve quality and validity of providers listed
  - CAB to create a process for vetting providers and develop guidelines for evaluation and endorsement

**PROVIDER  
REFERRALS**



## Care & Support Objectives, continued

OBJECTIVE: Establish a Network of PMD TeleCare providers.

- Increase PMD TeleCare Providers in Provider Directory annually
- Assemble a TeleCare Advisory Committee
- Create patient and provider guides for utilization of TeleCare services

TELECARE

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# **EDUCATION & AWARENESS**

## **Core Priority: Education & Awareness GOAL**

GOAL: Increase patient and provider awareness and understanding of PMDs.

## Core Priority: Education & Awareness

### Information

- Website
- Printed Collateral
- Knowledge Base / FAQ
- Facts & Figures
- Paid Media
- CAB Blog Posts

### Social Media

- Presence & Engagement
- Training

**EDUCATION &  
AWARENESS**

## Core Priority: Education & Awareness, continued

### Clinician Education

- Treatment Guidelines
- Scientific Papers
- Provider Resources
- Training Guides
- Conferences
- eLearning
- Advisory Board

### Patient Education

- Youth Curriculum
- Conferences
- eLearning

### Scientist Education

- Virtual Library
- Organization Relationships
- Scientific Priorities
- PMDD Facts & Figures
- Roundtable/Conferences
- Scientific Advisory Board

**EDUCATION &  
AWARENESS**



## Core Priority: Education & Awareness, continued

### Awareness

- **Social Media**

- Facebook, Twitter, Instagram, YouTube

- **Collaboration with Vicious Cycle**

- One stop shop platform for awareness tools

- **Speaker Program**

- **Awareness Months**

- PMDD Awareness Month (April)
- Hysterectomy Awareness Month (May)\*
- Mental Health Awareness Month (May)
- Suicide Awareness Month (September)
- Menopause Awareness Month (October)\*

- **Awareness Events**

\*Surgical Menopause grant related activities

**EDUCATION &  
AWARENESS**

## Education & Awareness Objectives

OBJECTIVE: Expand information resources and methods of delivery.

- **Website**
  - Increase unique website visitors annually
  - Ensure website is optimal for mobile users
  - Improve website language translation tool (Google Translate plugin)
  - Develop Glossary of terms
  - Expand recommended reading list
  - Develop Patient Treatment Guidelines
- **Printed Collateral**
  - Translate into Spanish, Italian, Mandarin, Hindustani, Malay, and Arabic

## Education & Awareness Objectives, continued

OBJECTIVE: Expand information resources and methods of delivery, continued

- Knowledge Base / FAQ
- Facts & Figures (updated annually)
  - Identify gaps in facts & figures for future research and program services
- Media Campaigns
  - AdCouncil, Facebook ads, etc.
  - Dissemination of Guidelines/Recommendations
- CAB Blog Posts
- Develop and publish provider guidelines for health care and mental health providers through the US Preventable Task Force

INFORMATION

## Education & Awareness Objectives, continued

OBJECTIVE: Increase social media presence and engagement.

- Implement social media strategy plan
- Expand social media team
- Sponsored posts of informational videos on Facebook and Twitter
- Stream line commenting process (peer support crossover)
- Develop social media training for Social Media Assistants and Peer Support Providers
  - model fact-finding behavior (encouraging others to find answers and where)
  - leverage knowledge base/FAQ and IAPMD website

**SOCIAL MEDIA**

## Education & Awareness Objectives, continued

OBJECTIVE: Improve clinician understanding of the etiology, diagnosis, and treatment of the core Premenstrual Disorders: PMDD and PME.

- Schedule for routine website updates to provider recommendations (CAB)
- Reach out to Current Women's Health Fellows Requesting their Involvement/Collaboration
- Reach out to early trainees to encourage involvement in women's mental health (1st, second year residents, clinical psych grad students)
- IAPMD Biennial Conference: Add professional-specific presentations or track
- Providing Treatment Guidelines/Information at Provider-Focused Conferences
- Enrich the FAQ with questions (about PMDs or treatment) from providers by eliciting questions of the patient and provider community (what do providers need to know that they currently don't?)
- Encourage the CAB and providers/professionals to offer basic training in academic settings
  - provide template presentations for evidence-based information about PMDs
- Develop a teaching curriculum for medical and MH training programs
- Develop listserv for providers

**CLINICIAN  
EDUCATION**



## Education & Awareness Objectives, continued

OBJECTIVE: Improve clinician understanding of the etiology, diagnosis, and treatment of the core Premenstrual Disorders: PMDD and PME, continued

- Strategically cultivate relationships in ACOG and work toward OB/GYN treatment guidelines from ACOG
- Free basic webinars on PMDs for providers (Youtube)
- CE/CME Provider Training in Pathophysiology and Treatment
  - Self-Certification training for providers (IAPMD certificate of completion of basic course)
- Create and disseminate written step-by-step treatment manuals (primers for each type of provider)
- Create and disseminate PMD screening guidelines through the US Preventive Services Task Force
- Initiatives for encouraging provider participation (development of expertise) in the field (Trainees: MDs, Psychologists, etc)
- Maintain and Enhance Virtual Library of Scientific Treatment Papers and External Guidelines
- Create a pipeline for patients to communicate needs to the professional community
- Develop Expert Provider Advisory Board

CLINICIAN  
EDUCATION

## Education & Awareness Objectives, continued

OBJECTIVE: Increase patient understanding of the core Premenstrual Disorders: PMDD and PME

- Host a biennial conference on PMDs
- Expand eLearning content and services
  - Minimum of 4 webinars per year
  - Informational Videos
- Develop a specific training and tools for adolescents and young adult audiences
- Develop a Public School Curriculum on PMDs through collaboration with menstrual education organizations

PATIENT  
EDUCATION

## Education & Awareness Objectives, continued

OBJECTIVE: Increase clinician & patient understanding of Surgical Menopause.

- Fulfill obligations of Surgical Menopause Grant:
  - Develop a new Surgical Menopause website.
  - Provide a Health Care Provider training program on the proper care of the estimated 300,000 U.S. women/AFAB living in surgical menopause.
  - Develop a Surgical Menopause web-based app.

PATIENT &  
CLINICIAN  
EDUCATION

## Education & Awareness Objectives, continued

OBJECTIVE: Increase scientist awareness of and engagement in the core Premenstrual Disorders: PMDD and PME.

- Cultivate relationships with existing PMD scientific organizations (DSM-6 PMDD planning committee, IAPMD)
- General initiatives for encouraging scientist participation in the field (Trainees: MDs, Psychologists, etc)
  - Reach out to current Women's Health research and clinical fellows requesting their involvement/collaboration
- Create an email listserv for scientists where we share updates on methods and findings in menstrual cycle and PMD research (advertise trainings in science and practice, build collaborators, etc)
- Begin to plan possible Scientific Advisory Board

SCIENTIST  
EDUCATION

## Education & Awareness Objectives, continued

OBJECTIVE: Increase scientist awareness of and engagement in the core Premenstrual Disorders: PMDD and PME, continued

- Maintain, expand, and disseminate virtual library of Scientific Papers and External Guidelines
- Develop PMD scientific research priorities and agenda for website & PDF
- Invite leading clinical scientists to provide one-off feedback on our strategic plan, conference goals, website, treatment guidelines, etc, to enhance our appeal to that audience
- Establish mentorship program for the conference; match young researcher with an experienced one
- PMD facts & figures (annually updated)
  - Feed forward into the research questions-- where are the gaps?
- Global Roundtable/Conference - (ISPMD reinvigorated)

**SCIENTIST  
EDUCATION**



## Education & Awareness Objectives, continued

OBJECTIVE: Increase global awareness of and engagement in the core Premenstrual Disorders: PMDD and PME.

- **Provide a platform for awareness resources and tools (collaborate, as appropriate)**
- **Activate campaigns around key awareness months**
  - PMDD Awareness Month (April)
  - Hysterectomy Awareness Month (May)\*
  - Mental Health Awareness Month (May)
  - Suicide Prevention Awareness Month (September)
  - Menopause Awareness Month (October)\*

**AWARENESS**

*\*Surgical Menopause grant related*



## Education & Awareness Objectives, continued

OBJECTIVE: Increase global awareness of and engagement in the core Premenstrual Disorders: PMDD and PME, continued

- **Create toolkits for various types of awareness events.**
  - Home
  - Schools
  - Community Centers
  - Patient Care Settings
  - Health Fairs
- **Develop a Speaker Program**
  - Training guide for public speaking opportunities
  - Speaker's Toolkit: downloads, slide show, and handouts

**AWARENESS**

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**RESEARCH**

## Core Priority: Research GOAL

GOAL: Advance research in PMDs in a variety of critical areas, including a basic understanding of the disorder, support and advocacy, and evidence-based clinical management.

GOAL

## Core Priority: Research

### Research Areas

- Clinical Science in PMDs
- Basic Science in PMDs
- AFAB Suicidality

### Surveys & Data Collection

- Online Screening Tool
- Community Surveys

### Collaboration

- Research Labs
- Pharmaceutical
- Tech Companies
- Medical Organizations

RESEARCH

## Research Objectives

OBJECTIVE: Engage all stakeholders to identify and increase awareness of critical research gaps in epidemiology, neuropathophysiology, and treatment.

- Maintain and disseminate a list of key gaps in our scientific knowledge of PMDs as reported by stakeholders
  - EPIDEMIOLOGY: e.g., “What percentage of cycling individuals with post-traumatic stress disorder experience PME of their symptoms?”
  - NEUROPATHOPHYSIOLOGY: e.g., “Which neural circuits or networks demonstrate abnormal hormone sensitivity in PMDD, and under what conditions?”
  - TREATMENT: e.g., “Is long-term treatment with GnRH agonist + hormone addback an effective treatment for PME of depression?”

RESEARCH AREAS

## Research Objectives, continued

OBJECTIVE: Engage all stakeholders to identify and increase awareness of critical research gaps in epidemiology, neuropathophysiology, and treatment, Continued.

- Use a variety of methods to engage stakeholders to identify and correct gaps
  - Routinely solicit feedback about gaps from grantwriters internally and externally
- Collect website data about the needs of our population (e.g., via screener)
- Create surveys aimed at particular stakeholders (patients, providers, researchers)
- Maintain data collection through Facebook and other social media sources
- Explore options to use apps for data collection
- Collaborate with researchers to jointly collect publishable data.

SURVEYS & DATA



## Research Objectives, continued

OBJECTIVE: Maintain/enhance collaborative relationships with external research groups focused on Premenstrual Disorders: PMDD and PME.

- Maintain and expand collaborative relationships with the most prestigious (methodologically rigorous) research labs working on PMDD research to facilitate discovery and discussion.
- Collaborations with other Menstrual Cycle-Focused Organizations and Businesses who collect data of their own (tech/social media)
- Research Presentations at Existing Professional Organizations
- Research Involvement with Drug Developers
- Collaborate on research with other reproductive mood disorders foundations

COLLABORATION

## Research Objectives, continued

OBJECTIVE: Maintain/enhance collaborative relationships with external entities that are advancing research in in the core Premenstrual Disorders: PMDD and PME, continued.

- Regularly reach out to the research community to foster collaborative relationships between IAPMD and research stakeholders
  - invitations to give research presentations (8 months in advance)
  - invitations to participate in social media events
  - invitations to assist with IAPMD research
  - invitations to participate in and promote key advocacy projects

COLLABORATION

## Research Objectives, continued

OBJECTIVE: Generate a PMD Research Community within IAPMD

- Use IAPMD events and contexts to create a collaborative community where researchers studying PMDs can exchange information, share resources, and support one another.
- Create newsletter for researchers or other community for researchers to increase cohesiveness and connection to IAPMD
- Create social media accounts focused on engaging researchers and professionals in order to facilitate collaboration and community

COLLABORATION

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# **ADVOCACY & PUBLIC POLICY**

## Core Priority: Advocacy/Public Policy GOAL

GOAL: Expand IAPMD's role and influence with policymakers to decrease delays in diagnosis and improve patient outcomes.

GOAL

## Core Priority: Advocacy/Public Policy

### Priority Area:

- Access to Care
- Insurance Coverage
- Gender Equality
  - Research
  - Workplace
- Reproductive Rights
- Healthcare Parity
- Medication Costs
- Screening Guidelines
- Suicide Prevention

### Activities:

- Position Statements
- Congressional Testimony
- Community Organizing
- Petitions
- Lobbying\*

\*up to 20% of annual spending

ADVOCACY &  
PUBLIC POLICY



## Advocacy/Public Policy Objectives

OBJECTIVE: Steadily increase IAPMD's influence with policy makers.

- Establish a policy and procedure for the development, publication, and distribution of IAPMD public policy and position statements
- Work to recruit, train, and mobilize activist-oriented volunteers to engage with policy makers and provide testimony in public forums
- Identify collaborative partners and key activist groups focused on reproductive and mental health issues
- Identify key policy makers and develop relationships with said policy makers
- Subscribe to a petition platform and identify process for petition success

ADVOCACY &  
PUBLIC POLICY

## Advocacy/Public Policy Objectives, continued

OBJECTIVE: Understand the unique needs and barriers of various countries in receiving care for the core premenstrual disorders: PMDD and PME.

- Look to 2018 Global Survey of Premenstrual Disorders (2018 GSPMD) as a starting point
- Develop a plan to assess concerns by geographic location

# Advocacy/Public Policy: Position Statements

Issues:

- Screening Guidelines
- Healthcare Parity
- Access to Care
- Gender Equality
- Affordable Care
- Reproductive Rights
- Legal Defense
- Menopausal Health
- Menstrual Health
- Menstrual Stigma
- Mental Health
- Suicide Prevention
- Mental Health Stigma
- Workplace Equality
- Screening Guidelines
- Education Curriculum
- Medical Curriculum

**POSITION  
STATEMENTS**

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# FUNDING

## Core Priority: Funding GOAL

Goal: Achieve significantly greater mission impact by growing contributed revenue.

**GOAL**

## Core Priority: Funding Sources

### Contributions

- Individual Contributions
- Grants
- Major Gifts

### Membership Program

- Professional
- Patient & Partners
- Associates

### Online Sales

- Merchandise
- Digital Downloads

### Program Revenue

- Professional Development
- Annual Conference
- Webinars

### Collaborations

- Media
- Partner Organizations

### Campaigns

- GivingTuesday
- Crowdrise Challenges
- Peer Support Celebration Day
- Peer to Peer
- BOD Give & Get
- Cause Marketing
- Recurring Donor Program

### Special Events

- Silent Auctions
- Awards Dinner

**FUNDING**



## Funding Objectives

OBJECTIVE: Grow annual revenue and diversify methods by which revenue is derived to support the mission of IAPMD while keeping fundraising costs below 10% of overall spending.

## Strategic Planning Team

- **Sandi MacDonald**, IAPMD Co-Founder, Executive Director, and Board President
- **Amanda LaFleur**, IAPMD Co-Founder and Director of Impact
- **Sheila H. Buchert**, IAPMD Board Vice-President and Secretary; Co-Founder, Me v PMDD
- **Laura Murphy**, IAPMD Director of Education & Awareness and Board Member; Co-Founder, Vicious Cycle: Making PMDD Visible
- **Tory Eisenlohr-Moul, PhD**, IAPMD Clinical Advisory Board Chair; Associate Director of Translational Research in Women's Mental Health at the University of Illinois at Chicago Department of Psychiatry
- **Howard Li, MD**, IAPMD Clinical Advisor; OB/GYN Resident, Yale School of Medicine
- **Brett Buchert**, IAPMD Peer Support Coordinator; Co-Founder, Me v PMDD
- **Adrienne Pastula**, IAPMD Program Coordinator