

# STRATEGIC PLAN 2023–2027

## MISSION:

To improve the quality of life of the peoples of the world

### GOAL 1: ADVANCING FAMILY MEDICINE

*Advance Family Medicine through strengthening systems within the profession and enabling education, research and clinical development for all Family Doctors.*

### GOAL 2: ONE UNIFIED VOICE

*Be the clear, unified voice of family medicine and family doctors worldwide.*

### GOAL 3: TRANSFORMING WONCA

*Create a viable, digitally enabled and sustainable organization with strong governance and finances.*

## GOAL 1: ADVANCING FAMILY MEDICINE

*Advance Family Medicine through strengthening systems within the profession and enabling education, research and clinical development for all Family Doctors.*

**Objective 1.A**  
Stimulate research, innovation, and the generation of new knowledge in and about family medicine.

**Key Action 1:** Strengthen conference and smaller event activity using technology to make these part of a broader education portfolio.

**Key Action 2:** Explore new possibilities for events as part of an integrated networking and educational portfolio

**Key Action 3:** Establish an activities platform to allow members to match developers and seekers of research or educational projects, practice exchanges or mentorships, for example.

**Key Action 4:** Establish a pilot mentorship program for Young Family Doctors.

**Objective 1.B** Enable communication and work within and between WONCA groups [1] and regions through enhanced use of digital technology

**Key Action 1:** Complete on-boarding of interested WONCA Groups on Membership Portal and encouragement to other groups to use the Portal.

**Key Action 2:** Introduce communication tools to facilitate access to organizational information for WONCA Groups.

*[1] WONCA Groups for purposes of this plan = WONCA Working Parties (WPs) and Special Interest Groups (SIGs) and Young Doctors' Movements (YDMs)*

**Objective 1.C**  
Support and facilitate the development of high quality general practice/family medicine throughout the world

**Key Action 1:** Define the role and function of WONCA's various accreditation programs and related consultancy services, and undertake a feasibility study in order to develop a business plan.

**Key Action 2:** Maintain and update WONCA's education and practice standards.

**Objective 1.D** Qualify and quantify our specialty

**Key Action 1:** Develop protocol for a project to define family doctor competencies/ values/ roles and to count family doctors, and identify key partners and financing for the project.

## GOAL 2: ONE UNIFIED VOICE

*Be the clear, unified voice of family medicine and family doctors worldwide.*

**Objective 2.A**  
Promote WONCA and its messages, as well as Family Medicine and the unique contributions that family doctors make to the health of all people.

**Key Action 1:** Continue to develop a robust marketing and communication strategy, including strategy for engagement and development of relationships, and plan for impact measurement.

**Key action 2:** Ensure WONCA endorsed messages to external stakeholders represent the policies and clinical, educational, and research activities of family doctors to other world organizations and forums.

**Objective 2.B**  
Maintain and strengthen the WHO relationship

**Key Action 1:** Establish Standard Operating Procedures on activities with WHO considering World and regional variations, and train contributors from regions and WONCA groups.

**Key Action 2:** Establish a central registry of WHO activities / partnerships.

**Key Action 3:** Regular meetings with key WHO personnel outside the main events of WHO.

**Objective 2.C**  
Strengthen development of relationships with other PHC organizations and other stakeholders

**Key Action 1:** Establish a central registry of partnerships.

**Key Action 2:** Introduce collaborative plans for all Organizations in Collaborative Relations and assign points of contact within WONCA.

**Objective 2.D**  
WONCA is a leader as a green organization

**Key Action 1:** Develop internal organizational policies to lessen WONCA's carbon footprint in a measurable way, including for travel, conferences and our office.

**Key Action 2:** Take professional leadership in activities and partnerships for sustainable primary care.

**Key Action 3:** Move to ensure WONCA branded events are conscious of minimising environmental impact and report on strategies.

## GOAL 3: TRANSFORMING WONCA

*Create a viable, digitally enabled and sustainable organization with strong governance and finances.*

**Objective 3.A**  
Promote inclusivity within WONCA, enabling all views to be heard.

**Key Action 1:** Conduct needs assessment of Member Organizations and Academic Members to strengthen the value of membership.

**Key Action 2:** Map translation needs, potential solutions and necessary resources to expand language inclusivity.

**Objective 3.B**  
Professionalise the internal governance and management of WONCA through training, leadership programs and improved procedures.

**Key Action 1:** Expand existing good governance practices of Executive induction and regular governance discussions, Executive Handbook review every second year, and introduce Executive performance appraisal.

**Key Action 2:** Expand good governance practices in relation to WONCA Groups including orientation for new chairs, WP/SIG chair handbook review (every second year), and reporting requirements.

**Key Action 3:** Develop protocol for enhanced reporting requirements for WONCA representatives from regions, WONCA groups and individuals at external meetings.

**Objective 3.C**  
Improve financial stability of WONCA

**Key Action 1:** Explore alternate sources of funding including a pilot of individual donations, a strategy for big donors and seeking grants providing unrestricted funding.

**Key Action 2:** Grow internal capacity for grant scouting and for the coordination and support of projects to be undertaken alone or as part of consortia, including mapping the interest of WONCA Groups and identifying likely consortia.

**Objective 3.D** Ensure the organization meets its statutory obligations and is insured adequately against risks associated with the organization's activities

**Key Action 1:** Complete WONCA restructuring and transition of Secretariat including liquidation of WONCA International Inc., and transfer of assets and contracts to WONCA Association.

**Objective 3.E**  
Strategic Plan

**Key Action 1:** Establish process for the annual reporting against strategic plan objectives.

**Key Action 2:** Align budget to Strategic plan implementation and activities.

**Key Action 3:** WONCA Groups and WONCA regions develop action plans and report on activities addressing WONCA goals and objectives.