

Strategic Framework 2016–2019



Down's
Syndrome
Scotland



Our Vision

Is that society fully accepts and includes people with Down's syndrome.

Our Mission

To support families and people with Down's syndrome to reach their full potential by providing a range of services, influencing public policy and by changing attitudes.

Our Values

Sensitivity
Understanding
Professionalism
Pragmatism
Openness
Respectfulness
Trustworthiness

Our values are embedded in all that we do.

Foreword

You are reading our strategy because, like us, you care about people with Down's syndrome. We all have a part to play to ensure that every child born today with Down's syndrome is part of a fair and inclusive society that values individual differences and helps everyone to reach their full potential.

This strategy provides a framework for all parts of the charity to join together to improve the future for people with Down's syndrome. By all of us joining together we hope that through this strategy, we can all help change and improve the future for people with Down's syndrome.



History & Growing Organisation

Our History

Down's Syndrome Scotland (DSS) is the only charity in Scotland dedicated solely to supporting people with Down's syndrome (Ds) and their carers. Since we were founded in 1982, we have helped support thousands of families and seen big improvements in the quality of life for people with Down's syndrome. Our ability to influence policy makers has grown considerably and we are now one of the Scottish Government's national delivery partners. We work closely with a wide range of external partners in order to deliver our goals, whilst always keeping the needs of people with Down's syndrome and their families at the forefront of what we do.

Growing Organisation

Over time, our profile, our organisation and the range of support we offer has grown. We now have eight Branches across the country, delivering social activities at a local level and offering an invaluable peer support network. Our Family Support Service and ABC groups are now active in more local communities than ever before. However, with a constantly growing demand for our services, we face the challenge of ensuring that we continue to meet this demand throughout the period of this strategy and into the future. We believe that only through working together as one charity will we be able to meet this challenge.



Our Strategy – Growing Together

We continue to strive for excellence in all that we do and to build long term sustainability of our services and support to families. It is important to us that we continue to hold the aspiration that has driven our development over the years. Whilst ambitious we believe this strategy is achievable and that it continues to build on the solid foundations of our previous frameworks.

Nevertheless, we are realistic and know that to achieve our goals, we need to harness the help and support of everyone who believes that people with Down's syndrome deserve to reach their full potential.

Our members are an integral part of what we do, so it was vital that when we began developing this Strategic Framework, we started by involving them, as well as our volunteers, staff and Trustees. Together we identified four overarching goals to take us forward.



Our goals for 2016-2019



Goal 1 Support

Comprehensive Support All Through Life



Goal 2 Information

High Quality, Accurate Information



Goal 3 Inclusion

A more aware and inclusive Scotland



Goal 4 Community

Engage in a strong global community



Goal 1 Support

Comprehensive Support All Through Life

It is the main priority of Down's Syndrome Scotland to ensure that we respond to the needs of people with Down's syndrome, their families and carers through every age and stage of their life. Our response will be tailored to meet individual needs, as well as being professional, evidence based, timely and accurate. Our Family Support Service, ABC Groups and Friends Connect Project are the main delivery methods of our support network. In addition our Branches will continue to develop a range of local, social support and activity networks which deliver vital peer opportunities for children, families and adults with Down's syndrome.

Our Priorities for 2016-2019:

- To sustain our current service delivery models whilst continuing to improve and innovate on how we deliver our support.
- To expand the use of peer support networks through the use of parent contacts, parent workshops, forums and online community pages.
- Ensure staff are adequately trained in all aspects of their role and kept abreast of any new developments.

Outcomes

- Families will have increased access to health, education and social care services therefore relieving stress and concern and thus ensuring the needs of the person with Down's syndrome are being met.
- Individuals with Down's syndrome will experience improved emotional and psychological well-being.



Goal 2 Information

High Quality, Accurate Information

Quality information can truly empower people, especially at crucial moments in their life. The right information at the right time allows people to make informed choices and decisions.

The way people choose to access information is constantly changing, with online and mobile access becoming the first choice for many. There are big opportunities for innovation, but along with this comes a responsibility to ensure the digital revolution doesn't leave anyone behind.

Our Priorities for 2016-2019:

We will raise the profile of the work of Down's Syndrome Scotland in social media in order that the information we provide will become more accessible to families, people with Down's syndrome and all who work to support them.

We will continue to provide publications that inform and support people with Down's syndrome and their families with a particular focus on filling gaps in information that is readily available.

We will improve the effectiveness of, and expand the communication tools we use to ensure that our members are informed about the range of support available from Down's Syndrome Scotland.

We will provide a comprehensive and easily accessible resource library from which parents and others can borrow.

Outcomes:

Down's Syndrome Scotland will be at the forefront in providing accurate, available and up to date information to meet the needs of all our stakeholders. Where this is aimed at young people or adults with Down's syndrome this will be in a format accessible to the individual.

The information we provide will empower people to make informed and confident decisions.



Goal 3 Inclusion

A more aware and inclusive Scotland

A person's life and the impact of having Down's syndrome can be negatively exaggerated when professionals and society hold outdated and discriminatory opinions. Positive awareness raising can go a long way to lessen these negative attitudes, that are still held by some professionals and by parts of our society today. We aim to change negative stereotypes through education, training, awareness raising and challenging poor practice. Our goal is that increased awareness will result in people with Down's syndrome experiencing a positive change in attitude towards them in all aspects of their life and they will be part of a more inclusive society.

Priorities for 2016-2019:

- To educate increasing numbers of professionals with up to date and accurate information about Down's syndrome and offer person centred support to families and people with Down's syndrome.
- To work with our partners in Government and other organisations to increase employment and independent living opportunities for people with Down's syndrome.
- To utilise campaigns such as Awareness Week to increase public awareness and knowledge of Down's syndrome and Down's Syndrome Scotland.
- To build our relationships with journalists and increase positive press coverage.

Outcomes:

- Families have more positive experiences with professionals and feel that their needs are being better met.
- Adults with Down's syndrome have increased opportunities for employment and access to wider options for independent living opportunities.
- Society is more accepting and inclusive of people with Down's syndrome. General attitudes towards people with Down's syndrome are more positive.



Goal 4 Community

Engage in a strong global community

Hosting the World Down Syndrome Congress in Glasgow in 2018 provides Down's Syndrome Scotland with an opportunity to bring interested parties from all over the world together to share information, challenges, best practice and our aims for the future. In addition we will run a Commissioners programme supporting the three lead commissioners with Down's syndrome and recruiting a further nine commissioners. This programme will include training the commissioners in public speaking, training delivery and improving their hosting and travel skills. Twelve hosts with Down's syndrome will also be recruited in June 2018 to assist at the Congress.

Priorities for 2016 - 2019

Roll out a first class delivery of the Commissioners Programme for 24 adults with Down's syndrome living in Scotland.

Deliver a world class Congress bringing together communities from across the world.

Increase public awareness about Down's syndrome, particularly within the Glasgow area, through the delivery of the Congress.

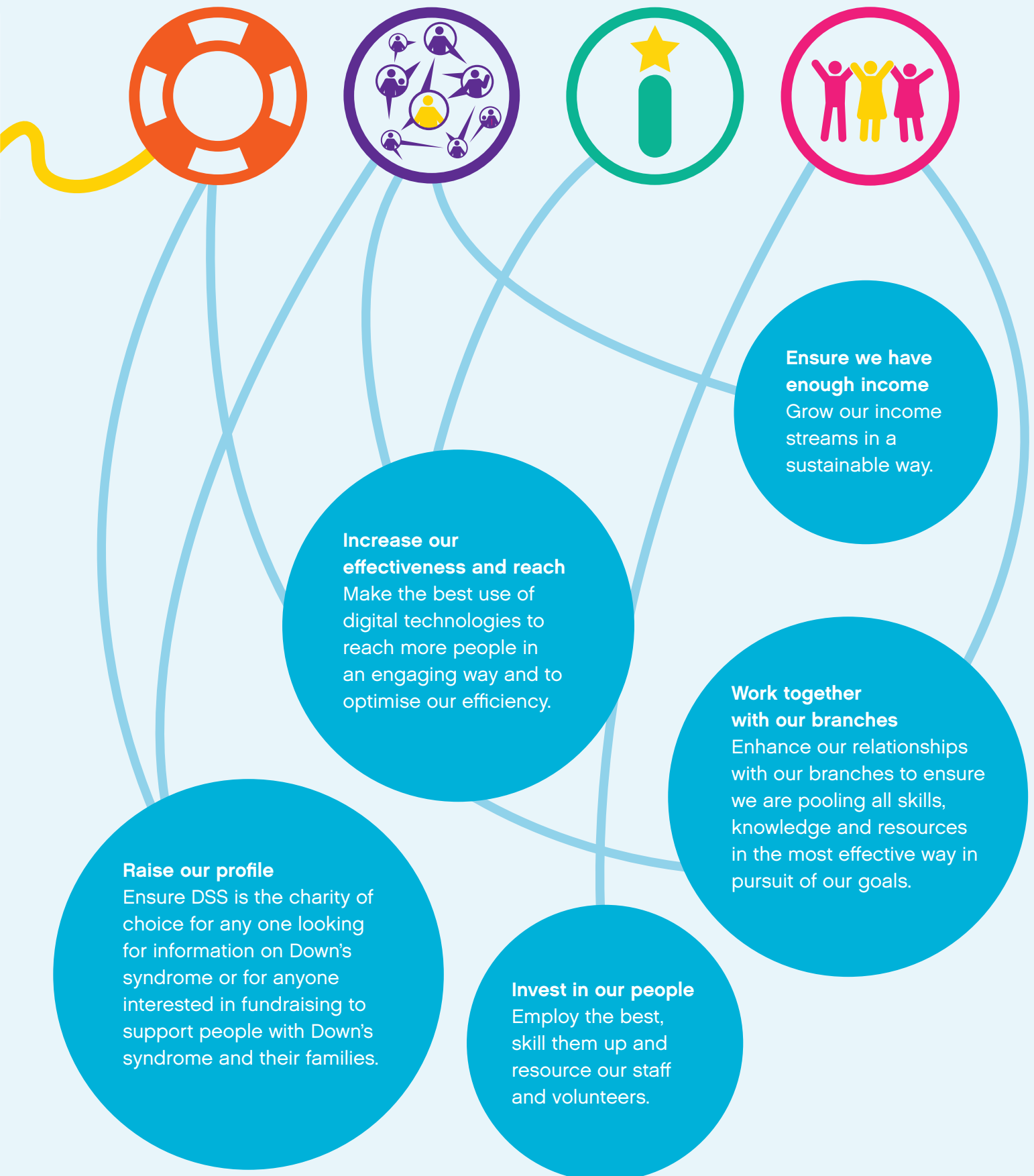
Outcomes

Families in Scotland will have been given access to up to date research and good practice in supporting people with Down's syndrome from across the World.

Families and adults with Down's syndrome will feel more supported and connected through the relationships they form with people from across the world.

Adults with Down's syndrome who have taken part in the Commissioners Programme will have increased confidence, employability skills and travel skills.

How we will achieve this





Down's
Syndrome
Scotland

helping people realise their potential
www.dsscotland.org.uk

Riverside House,
502 Gorgie Road,
Edinburgh, EH11 3AF

Telephone: 0131 442 8840
Email: info@dsscotland.org.uk

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