



## Three-Year Strategic Plan: 2019 to 2021

**MISSION:** The IPA is dedicated to supporting people with Paruresis; providing information, recovery strategies and advocating in the mental health, medical, and legal communities.

**VISION:** To Champion Paruresis Awareness.

- 1) Establish and implement a national outreach to Urologists and Urological Associations to increase their awareness of Paruresis; for them to become advocates for the International Paruresis Association and its resources including membership services, workshops, Forum. To develop budgets, marketing material for the outreach. To establish a formal relationship with the American Urological Association. To obtain sound statistical metric of the prevalence of paruresis in the general US population. **Update:** First survey of urologists completed; remainder, in progress.
- 2) To strengthen, formalize and expand national support group services within the International Paruresis Association organization. To publish resources available on the IPA website; to have at least one sanctioned support group in as many states possible. To expand services to include national telephone and video conference support. **Update:** Monthly virtual support group implemented; remainder, in progress.
- 3) To hire a CEO or Executive Director of IPA to manage the organization to lead the organization to achieve its Mission and Vision statement, to implement its three-year strategic plan, to develop and oversee yearly budgets, to oversee planning and implementation to annual fundraising goals and to increase membership. **Update:** **SUCCESS!**
- 4) Reaffirm the IPA's commitment to the workshop experience as a fundamental recovery resource. Maintain the current number of workshops and seek ways to increase that number. Use the website and member outreach to better publicize upcoming workshops in order to draw a greater number of participants to each event. Examine ways to bring down the per-person cost. Survey both workshop moderators and recent participants to identify and then implement changes within the format which could both enhance the experience and better meet individual needs. **Update:** Established new virtual workshop offering!
- 5) To develop a national public relations campaign that raises the awareness of paruresis and the implication on drug testing among the general public, medical and mental health communities. To utilize Dr. Soifer as a national campaign spokesperson and as an advocate for people with paruresis; to engage national media. To implement and maintain social media presence. **Update:** ongoing.