F.E.A.S.T STRATEGIC PLAN
2020

Mission

Families Empowered and Supporting Treatment of Eating Disorders is an international organization of and for parents and caregivers of eating disorder patients. F.E.A.S.T. serves families by providing information and mutual support, promoting evidence-based treatment, and advocating for research and education to reduce the suffering associated with eating disorders.

Values

- Trusted
- Reliable
- Independent
- Inclusive
- Science-based
- Family-focused
- Reduced stigma

Principles

1. Eating disorders are biologically based mental illnesses and fully treatable with a combination of nutritional, medical, and therapeutic supports.

2. Parents do not cause eating disorders, and patients do not choose eating disorders.

3. Parents and caregivers can be a powerful support for a loved one’s recovery from an eating disorder.

4. Blaming and marginalizing parents in the eating disorder treatment process
causes harm and suffering.
5. Patients should receive evidence-based treatment, when available.
6. Families should be supported in seeking the most appropriate treatment in the least restrictive environment possible.
7. Food is medicine: all treatment should include urgent and ongoing nutritional rehabilitation.
8. When the family is supported, the patient is supported.
9. Siblings and parents are affected by a family member’s illness; their needs deserve full attention, too.
10. Parents have a unique capacity to help other parents with support, information, and the wisdom of experience.
11. F.E.A.S.T. is committed to a coalition-building model of advocacy work that requires mutual respect among caregivers, professionals, and patients.

Strategic Priority / Strategy / Action

A. Support Families

Families connect with FEAST to receive understanding, information, and peer support. This support helps families work with specialized treatment teams whenever possible to bring about a robust recovery.

1. Maintain an informative, user-friendly website.
   a. Maintain current website’s function
   b. If possible recruit website lead or staff to finish the website and maintain it with up to date and useful information helpful to the family community

2. Maintain and develop moderated peer support forums.
   a. Identify opportunities and challenges for maintaining and developing online support.
b. Maintain and nurture a robust and well-trained moderating team on all three forums
c. Maintain statistics and reporting

3. Maintain live support (chat/phone/email) accessible via the website.
   a. Recruit and maintain a team of operators
   b. Develop training and operations
   c. Maintain statistics and reporting

4. Upgrade and maintain a master contact database.
   a. Build & maintain a database to enable communication with analysis and reporting on F.E.A.S.T. community

5. Collaborate and advocate.
   a. Establish F.E.A.S.T. as a voice that is sought, respected, listened to
   b. Promote need for further research
   c. Disseminate information via both traditional and "new media" channels
      1. Regular outgoing content sharing our website, programs, and blog posts on Instagram, Twitter, Facebook, and our three forums
      2. Regular blog posts by our staff and volunteers and Advisors
      3. Engage interactively on professional forums, in the media, on social media, on topical issues
      4. Spotlight research, issues, events, and literature of interest to families
d. Support and Maintain a Global Task Force for Regional Action to help regional advocates carry out the following in their respective
region(s):

1. raise the profile of F.E.A.S.T
2. disseminate F.E.A.S.T’s principles
3. advocate for improvements and progress in eating disorder treatment in regional areas
4. support communities of parents worldwide, and
5. bring information on regional developments and events back to the F.E.A.S.T Executive Director and Board of Directors.

B. Make F.E.A.S.T Operationally Sustainable

Board members & volunteers are engaged & productive.

FEAST is financially independent with the surety of regular donations & grants ensuring the ongoing operations & projects of the organisation.

1. Enhance financial stability.
   a. Establish efficient, transparent financial process
   b. Establish fundraising strategy
   c. Implement fundraising strategy
   d. Establish F.E.A.S.T. as a valid, worthy recipient of funds

2. Develop a membership model for the FEAST community.
   a. Implement a contact database/CRM software solution
      Articulate and develop FEAST membership paths
   b. Maintain a robust relationship with the community

3. Increase volunteer participation.
   a. Appoint Volunteer Coordinator
   b. Build volunteer database
c. Prioritize tasks & projects for volunteers
d. Appreciate and show off our volunteer force both internally and to the public

a. Create policy manual detailing operational procedures
b. Assure adequate staffing for all programs & operations

5. Collaborate and advocate.
a. Collaborate with allies to share resources and projects

C. Promote Evidence-Based Treatment

Provide accurate, up-to-date and credible information to families beyond the maintenance of the FEAST website and its various support options.

1. Attend and participate in conferences.
a. Exhibit at ICED
b. Support board members in attending regional events

2. Host educational events.
a. F.E.A.S.T. of Knowledge - training, community-building event for families & allied professionals to follow AED’s ICED 2021
b. Host other educational events as opportunities arise, such as partnerships with EDANZ, EDFA, and others
c. Regular online seminars, round tables, live events