



# Strategic Plan 2009-2010 Objectives

## I. Provide information to and services for people affected by AD/HD

1. Continue to serve as a resource for accurate, evidence-based information, through such vehicles as the National Resource Center on AD/HD
2. Continue to utilize online and email capabilities to provide information
3. Maintain the Spanish NRC website and exhibit/continue to collaborate with the National Medical Association
4. Provide user-friendly information through *Attention* magazine for parents, caregivers, adults, and professionals
5. Provide user-friendly information through the website for parents, caregivers, adults, and professionals
6. Continue to host the world's leading annual conference on AD/HD, including being an IACET continuing education provider, providing online alternatives to live 2009 conference events, and implementing on-demand online learning of conference videos and audios.
7. Maintain 200 local community groups that currently operate in CHADD's name
8. Expand the reach of the Parent to Parent: Family Training on AD/HD (P2P) program to an additional 1,000 families, including on-line classes
9. Implement the Teacher-to-Teacher (T2T) in-service pilot training for teachers

## II. Increase public awareness, understanding, and acceptance of AD/HD

10. Disseminate and increase information about AD/HD to target audiences through the National AD/HD Education Initiative which include parents and families,

public policy makers, and the media. Maximize opportunities to increase name recognition and visibility of the organization

11. Respond to threats and misinformation as they arise through the National AD/HD Education Initiative

12. Continue to develop a new section of the website for educators

### **III. Influence national, state, and local public policies**

13. Implement the adult and child public policy agendas, including the national debate on healthcare reform

14. Enhance funding for the National Resource Center on AD/HD

### **IV. Strengthen CHADD's Financial Base**

15. Stabilize the membership base of 12,000 members; expand efforts to increase renewal/retention rate; increase our current data base of 70,000 constituents

16. Retain 2008-2009 corporate pharmaceutical financial support

17. Continue the summer camp scholarship program

18. Continue the young scientists scholarship program

19. Explore and research non-pharmaceutical business opportunities, products, and promotions. Identify at least seven non-pharmaceutical businesses to potentially partner with. No business arrangements are allowed for entities diagnosing and treating AD/HD and related disorders

20. Explore partnerships with other allied nonprofit organizations

21. Expand advertising beyond *Attention* magazine

22. Sell existing CHADD products to the public online (identify content and pricing; work with web managers on posting technology)

23. If funded, collaborate with NIMH-funded researchers on genetics and P2P

24. Organize and conduct two regional conferences; one in Anaheim, California, the other in Northern Virginia