



### **Strategic plan 2020-23**

We are delighted to introduce the SOM's new strategic plan, summarising our priorities for 2020-2023. We have identified three topics which all contribute to our overall strategy. The SOM needs to demonstrate strategic leadership, influence and effective collaboration to ensure our members are well placed to respond to new and developing areas of occupational health. SOM also needs to help secure and build the future of the profession and help grow awareness among a wider audience of the unique value of occupational health. These topics will form the basis of SOM's work and will be consistently promoted, proactively and reactively.

The SOM is the largest and oldest nationally recognised professional organization of individuals with an interest in health and work. Through its collective voice, SOM advances knowledge, and increases awareness to influence the future of occupational health and the health of people in or returning to work.

SOM membership is for anyone working in occupational health and related disciplines. Members join a multidisciplinary community – including doctors, technicians, nurses, health specialists and other professionals - with access to the information, expertise, learning and peer support needed to keep at the forefront of their role. Members benefit from career development opportunities alongside practical, day-to-day support and guidance, through local and national networks that are open to all. SOM membership demonstrates a commitment to improving health at work, enhances your reputation and diversity of employability, and improves performance - for you and your organization.

Through the SOM, companies and occupational health or related organizations can access a range of services that connect them to experts and raise awareness of their services with the local and national health and work community.

### **SOM Strategy 2020–2023**

## **Presidents introduction**

SOM has over 1,700 members from over 40 countries around the world. We provide a range of essential products and services to our members. One of the most popular benefits of membership is our academic journal – which has been downloaded over one million times – and our webinars

The SOM's work with members and potential members in the past 2 years with an improved membership offer and voice about what OH offers has seen our membership expanded. However, there are still challenges - such as ensuring income streams are protected and grow and lack of education and training for OH professionals which requires urgent attention.

This plan has been developed through two stages of consultation with our membership. Our aim is to ensure that over the next three fiscal years all members can see delivery on those priorities. A key part of the plan is measuring our progress towards achieving our goals. We will review progress regularly at Trustee meetings and report to members through the various member networks and, formally, through the Society's Annual General Meetings and Annual Reports.

**Dr Will Ponsonby, President**

**Dr David McLoughlin, Past President**

Overleaf – Dame Carol Black, one of SOM's three Patrons (along Lord Blunkett and Norman Lamb, MP)



**SOM Strategy 2020–2023**

## Our Strategic Aims

### **1 SOM attracts and retains members and supports their professional development**

SOM will represent, support and engage with our multi-professional membership. We will offer cutting-edge education and training and resources to support the professional registration of all SOM members. We will explore whether the Journal needs to be delivered in a new way, considering the challenge of open access.

#### Future

- Support members professional development e.g. through webinars, events, e learning, an excellent annual conference and sharing resources with the aim of sharing best practice
- Introduce further member benefits e.g. outputs from the special interest groups and App review tool
- Review the need for specific registers e.g. for OH technicians and wellbeing practitioners
- Support a breadth of regional group events
- Develop SOM's "information centre" offer
- Fundraise for future awards and research grants

#### Measures of success

- Improved membership offer, reflecting workplace health and return to work
- A refreshed member website
- Increase the SOM membership by a net 100 per year via an up to date membership plan
- Increase number of delegates at conferences and events, including at webinars, member meetings and an annual Christmas reception
- Increased satisfaction ratings in membership surveys



SOM CEO, Nick Pahl, Scottish Chair, Dr Mark Hilditch, and SOM President 2018/9, Air Commodore David McLoughlin

## **2 SOM is recognised as the leading voice for OH in public policy, nationally and internationally**

SOM is committed to raising awareness of the issues that impact on workplace health and wellbeing. Through our Patrons, regional groups, Board and Council and staff, we will engage with government, the NHS, regulators and a wide range of authorities to act and make changes that will improve health and wellbeing for all people of working age. We also wish to ensure that key audiences broadly understand the activities and importance of Occupational Health. An annual award will be part of this as well as new reports on key issues.

As host of the MSK at Work Network and the Academic Forum we will also make every effort to ensure that workplace musculoskeletal issues and academic issues are a key focus area for policy makers. We also wish to ensure vocational rehabilitation is a core part of our voice going forward.

### **Future**

- Support members to be ambassadors for the profession, as leaders in developing, managing and delivering OH services
- Promote recruitment into OH and workplace health through support for trainees, education and training and an annual careers fair
- Develop links with medical, nursing, vocational rehabilitation and other schools to promote OH training and workforce wellbeing
- Increase targeted PR and content production with an updated Communications Plan and regular reports on key issues e.g. on the mental health of nurses
- Facilitate a new Academic Centre for Work and Health
- Develop a searchable register of OH providers

### **Measures of success**

- Demonstrable impacts on external decisions made by policy makers that affect OH and workplace health and return to work
- Level of engagement with members on policy matters
- Increase in social media followers and submissions to annual awards
- Parliamentary activities reception, using the SOM Patrons

## **Collaboration and partnership with others**

We will work in partnership with other organizations to raise the profile of occupational health and awareness of its valuable contributions. It is vital that we focus externally and partner with employer, HR, safety and other key organizations constructively and within the sector, such as Faculties of Occupational Medicine and Occupational Health Nursing.

We will continue to host the Academic Forum to support research and academic capacity development. SOM will also proactively engage with smaller organizations in the occupational health sector and closely allied disciplines to support and, if necessary, host them in an umbrella capacity.

Finally, we will develop our corporate supporter offer, for example by developing a self-certification scheme for corporate members to assess and demonstrate their contribution to workplace health linking with current schemes such as SEQOHS.

### **Measures of success**

- Number of collaborative projects with partner organizations
- Job advertising and corporate support income
- Ensure our name reflects modern workplace health and wellbeing
- Welcoming new professional groups related to occupational health and workplace health, such as from vocational rehabilitation.



*Professor Lode Godderis speaking at the launch of the SOM report on the global value of occupational health.*



*London regional group chair handover*

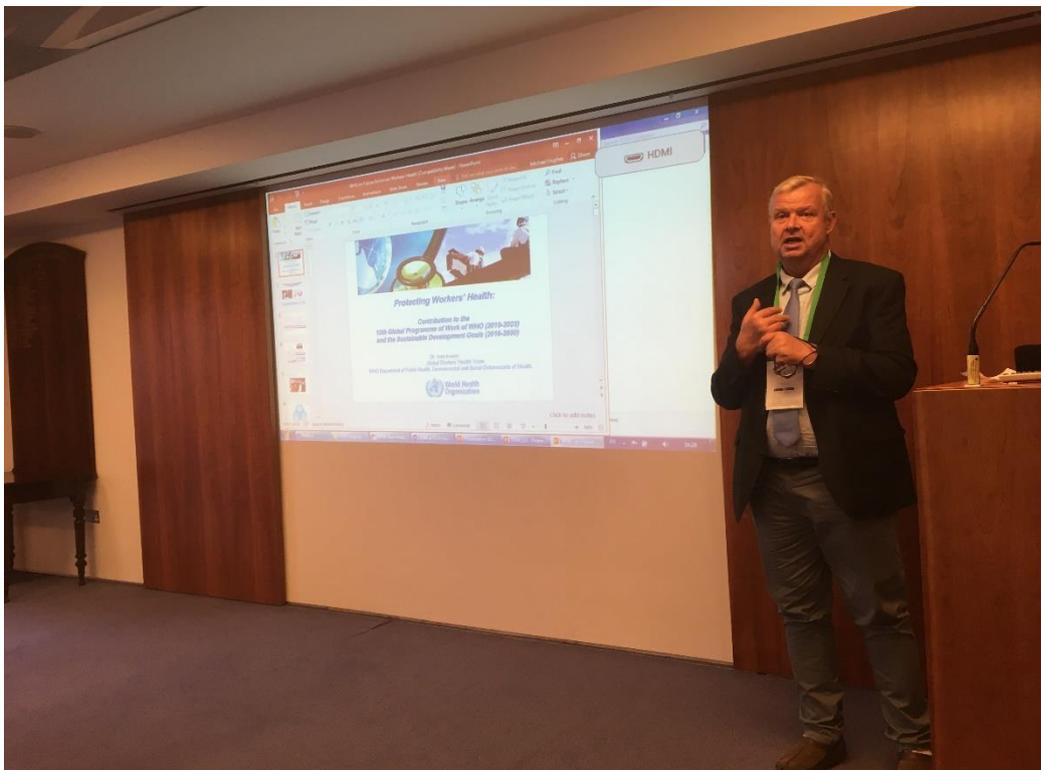
**SOM Strategy 2020–2023**

### 3 Effective management of the SOM

By 2023, the SOM Society will aim to have diversified its income sources to be less reliant on publishing earnings due to the impact of open access journal publishing. A key income stream will be membership income, but also corporate supporter income and joint work with partners. A fundraising plan will be developed to look at how the SOM could raise income for specific activities.

Financial systems are in place which enable Trustees and staff to manage finances. The SOM reviews its investments policy regularly, framing how the SOM wishes to safeguard and grow funds for future generations.

We also review our reserves policy to ensure it maintains a balance of investing in the development of the organization whilst maintaining its financial security. We will also optimize resources by looking at our cost base in order to increase the proportion of expenditure on charitable activities.



The WHO lead for workplace health, Dr Ivan Ivanov, speaking at a SOM International member meet



*SOM hosted a Scottish Parliament session on the value of occupational health*

Our vision is for everyone to have the best health at work possible. As the leading body for Occupational Health professionals in the UK and internationally, we work to achieve this by influencing the way that occupational health is designed and delivered promoting good health at work and supporting members to fulfil their potential. We are committed to being collaborative, valuing diversity and each other's contributions.

**SOM | 2 St Andrews Place | London NW1 4LB**

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