



# Organisational Strategy 2018 - 2023

*What do we want to achieve in the next five years, and how are we going to achieve it?*

*Medact exists to support health professionals to challenge the political and economic systems which damage health, and to work together towards a world in which everyone can truly exercise their human right to health.*

## What's the problem we're trying to solve?

We understand that health is largely structurally determined; that the social determinants of health are driven by the political and economic system that we live in. Current decisions about how power and resources are distributed actively perpetuate social inequality, and underlie wider threats to health such as climate change, violent conflict, and human rights abuses.

We see these challenges as some of the most pertinent threats to human health, and as such have structured our programmes around economic justice, climate & environment, peace & security and access to healthcare.

## What is Medact's special role in solving this problem?

Healthcare professionals, whose daily lives are committed to people's health, have a unique power to act on systemic threats to health equity. Polling shows nurses and doctors are the most-trusted professions in UK society. The public listen to healthcare workers, and decision-makers know they need to be seen to be listening too.

But recent political developments have contributed to a significant reduction in morale among many health professionals, and a lack of awareness of the potential strength of their voice in public debate.

So, Medact's key role is in supporting health professionals to realise their potential power, and to work together strategically to use their social mandate to create change for good.

*We believe the health community has enormous potential to drive progressive social change. For many years, we've harnessed the social mandate of health professionals to create real-world change on some of the most pressing issues of our time.*

## Our mission

To support health professionals from all disciplines to work together towards a world in which everyone can truly achieve and exercise their human right to health. We do this through research and evidence-based campaigning for solutions to the social, political and economic conditions which damage health, deepen health inequalities and threaten peace and security.

## Our vision for the world in 2030

By 2030, we are measurably closer to achieving a political and economic system which puts people's health and wellbeing at its centre. Economic equality is significantly increased; universal healthcare coverage is drawing ever closer; the world is becoming steadily less violent; and the UK is leading the charge to ensure a stable climate and healthy environment for all.

## Our 5-year goals - *what we want to see by 2023*

There exists a powerful and diverse movement of UK health professionals who are a force to be reckoned with in the struggle for health equity, and for a safer and more just world.

Medact is well-known for leading successful campaigns and working with allies to achieve collective social justice goals - using sound research and evidence, to the significant improvement of health for all.

# Our approach

To achieve our goals, we'll focus on growing and strengthening the movement of health professionals working to realise our vision; building our collective power to create change. We will:



*engage*  
using evidence  
and story-  
telling



*organise*  
by connecting  
people and  
building skills  
and capacity



*escalate*  
by supporting  
our members to  
take action

We will maximise our influence by continuing to maintain our reputation as an organisation underpinned by top-quality research and analysis.

# Our Theory of Change

Medact can create progressive systems change when:

We have rigorous evidence that change is needed, and a specific evidence-based and viable alternative supported by many health professionals.

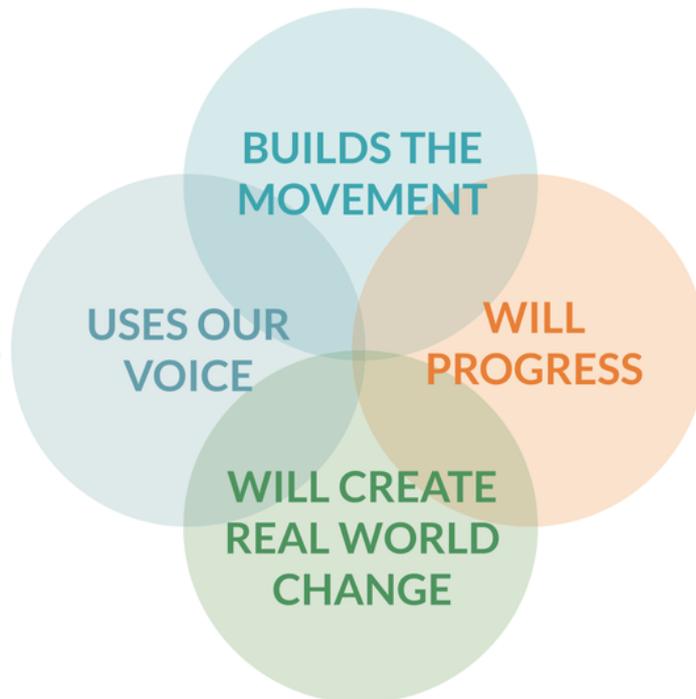
Health professionals feel inspired to express the need for change, and believe in their power to create it. They have the skills and the community to take action.

Pressure builds – from our members and our allies – until decision-makers feel they must act.

# How do we decide our priorities?

There are a great many threats to health equity and human well-being, but we can't tackle them all at once. To have the greatest impact, we must choose carefully where to put our time and energy. We will focus our resources on work which does all four of the following:

- Tackle systemic issues that a large number of health professionals care about, and which will draw them to Medact



- Take aim at issues on which there is a real and specific campaigning opportunity to make a difference, now

- Cover issues on which the health community's voice is uniquely powerful, and on which Medact can add value

- The furthering or winning of which will have significant impact in reducing health inequities or tackling the wider determinants of ill-health

# Building our movement, and connecting with others

Building the movement of campaigning health professionals is central to everything Medact wants to achieve over the next five years. To influence decision-makers, we need to be loud, and we need to be many. We know structural inequality has a clear impact on the issues we work on, as well as how the different communities within the health sector can engage with us. So, we must work hard not only to grow our movement, but to practice intersectional organising, ensuring that health workers from all backgrounds and all professions can find a voice, and a political home, with Medact.

As a small organisation we'll achieve most when we work with others trying to do similar things. Medact will continue to form deep connections and partnerships within the broader social justice movement, and work closely with other collections of campaigning health professionals - particularly where they, too, are focussed on movement-building and grassroots organising. We must also continue to build our relationships within the health community itself, both with frontline staff who are likely to form the backbone of our future membership and, crucially, with the institutions and high-profile individuals who can help to add influence and legitimacy to our campaigns.





## Maintaining our rigorous focus on the evidence

Medact's power comes from the fact that our members speak not from a particular viewpoint or political position, but from their expertise as health professionals. We're well-known as an organisation that produces high-quality research reports that underpin our work. As we develop new ways of communicating and engaging, we'll continue to make sure all of our work is fully backed up by the evidence.

## Keeping Medact healthy

To achieve as much as possible, we must continue to ensure Medact functions as well as it can as an organisation. We'll focus on excellent governance, with effective organisational policies and risk management processes. We'll make sure we have sustainable core funding, and continue to develop and maintain close relationships with grant funders who support our values. And, we'll invest in a strong team - both on our staff and our Trustee Board - with the skills and experience to create the change we want to see.

# Interested in getting involved?

From challenging the 'hostile environment' for migrants in the NHS, to tackling climate change, Medact supports health professionals to campaign for evidence-based solutions to the political and economic conditions which harm everyone's health.

Together, we can create change to ensure everyone can exercise their human right to health.



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**Find your local Medact group**

**Join the movement by becoming a member!**



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UK affiliate of International Physicians for the Prevention of Nuclear War (IPPNW)

UK co-ordinating partner of International Campaign to Abolish Nuclear Weapons (ICAN), recipient of the 2017 Nobel Peace Prize

