

Down Syndrome Association National Capital Region

**Environmental Scan and Strategic Planning Project -
Project Summary**

November 13, 2007



Executive Summary

- **Background**

- DSA-NCR needs to redefine itself and develop a long-term plan to ensure that children and adults with Down Syndrome are fully integrated, supported and welcomed equally into all aspects of society.

- **Objective**

- The objective of the project is to provide long term strategic planning to position the Down Syndrome Association - Nation Capital Region to take on a more active role in advocacy and in meeting the needs of its members. The deliverables for this project are :
 1. An environmental scan;
 2. An organization charter; and,
 3. A program plan.

Executive Summary

Environmental Scan

- The Environmental Scan deliverable also includes an analysis and can be summarized as follows:

1. Environmental Scan

- **About the DSA-NCR**

- DSA-NCR current membership is approximately 150, research indicates that potential membership could grow significantly (>1000 members).
- Current DSA-NCR management activities can be classified in three categories: board meetings, fundraising (golf tournament), and communicating with members (newsletter, website, etc.).
- Current DSA-NCR services and events are very diversified and include providing assistance to other organizations, providing financial assistance to members, coordinating social activities, sharing information with members, and preparing education packages for parents and schools.

- **DS Community Needs and Services Assessment**

- An assessment of the needs and services available of the DS community was conducted through a member survey, a focus group, extensive organization research, and phone interviews of other organizations providing services to the DS community. Findings were classified into 7 categories (shown on next page). In addition to identifying the most pressing needs and the services available to the DS community, demographic considerations impacting all opportunities were identified, and should be considered in making decisions on providing services or support to members. The demographic considerations are age, social-economic, geographic, and language.

- **2. Analysis**

- A gap analysis was performed between the identified needs and the services available to the NCR DS community. Opportunities (identified gaps) for DSA-NCR are presented on the following page.

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Environmental Scan and Analysis

- DSA-NCR can make a difference in the DS community by focusing its efforts on a combination of the following opportunities:

		Opportunities for DSA-NCR (Gaps)
1	Work Related Services	<ul style="list-style-type: none"> • There are opportunities to improve access to work for adults with DS in the NCR
2	Advocacy and Awareness	<ul style="list-style-type: none"> • Given that awareness and advocacy is not done consistently across the country, there is a need to unify the different associations under a common theme / advertising campaign / message. This would be a role for CDSS to take on. • DSA-NCR could best support CDSS in achieving this objective by exploring ways to participate in DS awareness and advocacy activities at a local level (for the NCR).
3	Financial Aid and Planning	<ul style="list-style-type: none"> • There is a need to identify a financial planner or lawyer that understands the realities of parents of DS children and adults, and to communicate this resource to DSA-NCR's members. • Current DSA-NCR funding support is based on needs of the moment. There would be an opportunity to align funding to areas of focus and DSA NCR's mission.
4	Education	<ul style="list-style-type: none"> • There is a need to develop educational material for transition of children transitioning from elementary school to high school. • There is an opportunity to create a single access point for all educational information and resources available to the DS community in the NCR
5	Housing and Accommodations	<ul style="list-style-type: none"> • Housing and Accommodation is an area where DSA-NCR would have several opportunities to make a difference as there are significant needs in this area and currently available services do not meet the expectations of the DS community.
6	Health Support Services	<ul style="list-style-type: none"> • There is an opportunity for DSA-NCR to act as a center of information on health support resources available in the NCR specifically for people with DS. • Dr Pothos' Clinic is one of the most important resources in the NCR for the DS community. DSA-NCR should identify ways to ensure the sustainability of the services offered by Dr Pothos. • Availability of services to adults could be improved if the Adult DS Clinic had more resources.
7	Social Interaction and Networking	<ul style="list-style-type: none"> • Additional support should be given to organizations or individuals who organize social or networking activities for people with DS (and more specifically for adults with DS).

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Organization Charter

•The **Organization Charter** presents how DSA-NCR should define itself as an organization. It includes a revised mission and vision, as well as the areas of focus which were determined based on the analysis of the DS community needs and available services. A planning and management framework is also included in the organization charter. The organization charter can be summarized as follows:

Mission & Vision

- The organization charter clarifies DSA-NCR’s purpose and scope of activities through the revised vision and mission.
- The revised mission and vision and the areas of focus (see next page) are the starting point for the design of the annual program plan.

Planning and Management Framework

- The **Planning and Management Framework** provides a new organization structure for DSA-NCR, and was designed to enable DSA-NCR to execute on its areas of focus and to plan activities in line with priorities and its Organization Charter.
- Outputs of the planning activities are identified by a number and management activities are identified by letters.
- The Planning and Management Framework puts the annual Program Plan into the context of the whole DSA-NCR organization.

DSA-NCR’s Vision is to...

- To help people with Down Syndrome to live full and rewarding lives

DSA-NCR’s Mission is...

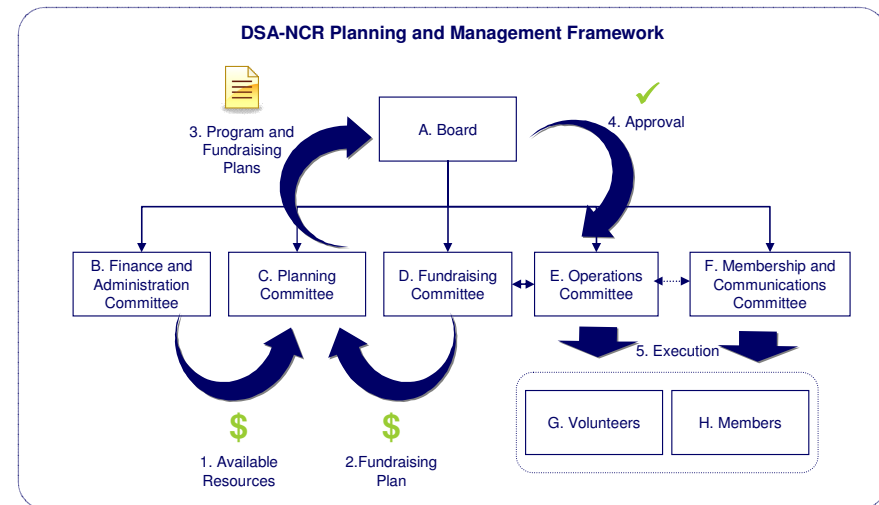
- To act as a first point of contact for information and support for the Down Syndrome community.
- To enhance knowledge and understanding and create awareness about Down Syndrome in the Ottawa community.
- To create a more inclusive community for people with Down Syndrome through educational and awareness raising efforts.
- To provide support for people with Down Syndrome and their families, in addition to forming collaborative support networks with relevant organizations.

Areas of Focus

Primary Areas of Focus

Secondary Areas of Focus

Quick Wins



Executive Summary

2008 Program Plan

- **Annual Program Plan**
- Based on the analysis of the Environmental Scan, categories of activities were classified into the three types of areas of focus (Primary, Secondary, and “Quick Wins”).
- The categories of activities and the areas of focus were used to create the **2008 Program Plan** which identifies specific activities and initiatives and their related resource requirement in each of the areas of focus. Management Activities are also included in the Program Plan.
- The 2008 Program Plan should be used as a template by DSA-NCR to conduct its annual planning exercise.

