

RAG4Clubfoot Strategic Action Plan 2023-2026

Vision

Rotary is taking action for a world free of clubfoot disability.

Mission

To inform, activate, connect, and engage Rotarians to create ways and means to support action for a world free of clubfoot disability.

What We Do

Help raise awareness about clubfoot and reduce stigma.

Encourage and assist Rotary districts and clubs to develop Global Grants to support Ponseti Method training of health professionals.

Encourage Rotary districts and clubs to connect with local Ponseti Method clinics to assist caregivers in overcoming challenges to completing clubfoot treatment, such as provision of transportation, lodging, food, foot braces, and other needs.

Encourage Rotarians to advocate with government officials to adopt the Ponseti Method as the standard of care for clubfoot in their country.

RAG4Clubfoot Strategic Plan 2023-2026

Action Priority	Strategy	Goal to be achieved	Activities	Timeframe	Member/entity in charge	
Objective 1: Increase Our Impact	1. Develop "readiness" evaluation process, working with Ponseti International Association (PIA), to help determine potential new targeted countries to implement the clubfoot treatment training model.	Our preferred model to develop a national clubfoot treatment program and its implication for Ponseti Method training are defined.	Preferred model is - drafted by Astrid and Marcel, - reviewed by PIA and Jay, - submitted to board and discussed with IAB when established, - subsequently approved and applied	May - June 2023	Astrid, Marcel, Jay, PIA, IAB Board	
		Potential new countries are assessed as potential candidates for approaching local Rotary Districts and Clubs to apply for a Ponseti Method training grant.	PIA shares identity of most ready countries for PM trainings in 23-24; 24 -25 & 25 - 26	Jun-23	PIA & IAB Board	
		A list of critical components to determine readiness is created – this is what it takes to be successful, this needs to be explained in grant for The Rotary Foundation (TRF) to fund.	Critical components, what it takes to be successful and sustainable are defined as well as key elements to appear in GG applications for VTT.	Jun-23	Astrid, Marcel, Jay, PIA & IAB Chair	
		Rotary districts and clubs of countries with potential are approached for professional Ponseti Method training.	>Participate in HoF at RI Convention, District conferences, Project Fairs, PETS >Engage with districts, clubs , Rotarians where potential is identified	Ongoing	Co-Chairs, Board members	
	2. Continue efforts to communicate with Rotary Districts / Clubs globally to promote awareness of clubfoot and Rotary efforts through the RAG to address clubfoot.	Increased awareness in Rotary Districts/Clubs of clubfoot prevalence and current status of Ponseti method treatment.	Participate in HoF at PETS, District conferences, Project Fairs, RI Convention.	Ongoing	Co-Chairs, Board members & Rotary members	
			Maintain and update graph(s) showing a country's prevalence of children born with clubfoot each year.	Ongoing	T. Cook	
			Maintain and update website including graph(s) showing TRF funded Ponseti Method training grants.	Ongoing	B. Earnhardt & website coordinator	
			Create public awareness campaign posters for facebook, print, etc. (Clubfoot is treatable; World Clubfoot Day, etc.)	May-23	Dick Huber	
			Develop and implement an awareness campaign to be posted on R4C facebook & website (be an example of what clubs/districts can do).	Jun-23	Dick Huber	
			Awareness is raised that Rotary can assist to respond to unmet needs.	Encourage sponsors of PM Global Grants to share updates, photos for R4C posting, newsletter, webpage, district newsletters, etc.	Ongoing	to be defined
			Project updates shared via Facebook, Projects webpage, Blog, and newsletter	Ongoing	to be defined; Admin Asst assists with uploads	

			Emails distributed to DG's in targeted region(s) explaining the needs and how they can assist.	Ongoing	Co-Chairs
			Encourage Rotary districts and clubs to connect with local clubfoot clinic to inquire about needs of clinic, patients and their caregivers.	Ongoing	Co-Chairs, Outreach committee (to be established)
			Encourage Rotary districts and clubs to assist caregivers in overcoming challenges to completing clubfoot treatment, such as provision of transportation, lodging, food, braces, and other needs.	Ongoing	Co-Chairs, Outreach committee (to be established)
	3. With assistance of IAB, explore opportunities to engage Rotarians where there is an interest, need, and "readiness" criteria is met.	Opportunities are identified with assistance of the IAB and followed-up.	>IAB consulted with the view to identify opportunities. >Opportunities are identified and engagement is considered.	Ongoing	IAB, Co-Chairs, Outreach committee, PIA
Objective 2: Expand our Reach	1. Complete development and engage International Advisory Board (IAB).	IAB draft Statutes are approved by Board.	IAB Statutes shared with R4C Board members prior to voting during Feb 2023 Bd meeting.	Feb-23	Marcel
		IAB members have been selected, approved and established allowing for IAB to become operational and meeting.	Create list of 5 prospective members (plus 2 alternate names).	Mar-23	Co-Chairs, Board members & PIA
			Send invitation email to prospective IAB member with a copy of approved Statutes.	Mar-23	Co-Chairs
			IAB Chair is selected by IAB Board and Board is operational.	Jun-23	IAB
		Onboard IAB members	Share R4C "On Boarding" Orientation Packet with IAB member.	Apr-23	Co-Chairs
	2. Research, explore and evaluate opportunities to build relationships with other Ponseti Clubfoot treatment providers in countries outside of Latin and South America (Africa, Middle East, etc.) to expand our reach and impact.	R4C is better informed on initiatives and action taken in low and middle income countries related to current treatment programs, who are the treatment providers, how are the programs implemented and if Rotary is involved and how.	Research status of clubfoot treatment in low and middle income countries through internet search.	Ongoing	T. Cook
		On the basis of information gathered related to a country's current treatment program, R4C examines rationale to establish contact and build a relationship.	Develop a basic assessment form to gather info of current status of clubfoot treatment in country.	Aug-23	T. Cook / T. Petersen / IAB member
		IAB is assisting with research, exploration and evaluation for achieving above two goals.	Completion of assessment form with details about country's current treatment program(s).	Ongoing	IAB members
	1. Further engaging current RAG4Clubfoot members to volunteer for RAG related activities.	RAG4Clubfoot members are invited to volunteer to take responsibilities and action for a number of clearly defined activities.	> Define activities > Invite R4C members	Mar - Dec 2023	Co-Chairs, R4C Board members, IAB members

Objective 3: Enhance participant engagement	2. Seek Rotary members within the districts funding Global Grant to "volunteer" for RAG related activities.	Rotary members from districts funding global grants are invited to volunteer to take responsibilities and action for a number of clearly defined activities.	establish list of activities (e.g., promotion of the RAG, sharing of story, etc.)	Ongoing	R4C Board members, IAB members
	3. Encourage districts/clubs and Rotarians to develop support networks to ensure the sustainability and impact of the training program (e.g., parent groups, "clubfoot" ambassadors, fundraising activities, etc.)	Districts/clubs and Rotary members are engaged and acting to establish local support networks.	Create a document identifying support network successes from PM training global grants and other existing clubfoot resources related to clubfoot.	Dec-23	Astrid,
			Invite Rotarians to Zoom sessions focusing on best practices to develop support networks (e.g., presenters are people involved with PM training projects).	Ongoing	Outreach committee
	4. Identify and share examples of best practices on how Rotary Districts/Clubs, Rotarians and Communities engage and take action to ensure sustainability of clubfoot treatment program.	Best practices identified and shared with Rotarians with invitation to replicate	Share successes of PM training grants and other clubfoot related activities on website, facebook, newsletter, videos, etc.	Ongoing	Outreach committee
Objective 4: Increase	1. Assess and determine operational needs to execute mission and strategic plan. (Fundraising; marketing and communication, grant-writing assistance, paid staff, etc.)	Operational needs are defined for the execution of the Strategic Action plan over the 3 years period, with focus on 1st year (2023-24).	List & define Operational needs for the implementation of the Strategy Plan.	end of June 2023	Co-Chairs
	2. Explore funding opportunities to meet and sustain operational needs (e.g., funding from Districts and/or clubs, offering district/club membership, identify and obtain major donors and/or corporate sponsors, etc.)	Attempt to identify funders to support operations.	Develop a committee to explore funding opportunities.	Dec-23	Board members
			Committee researches and makes recommendations to Board.	Mar-24	Operations committee tbd
	3. Assess and determine administrative needs to execute mission and strategic plan. (Fundraising; marketing and communication, grant-writing assistance, paid staff, etc.)	Needs for administrative support are assessed and identified - (20 - 40 hrs/wk) with a view to increase presence in social media; assist in implementing fundraising plan including from sources outside Rotary.	Research how other RAG's operate with paid staff - what is the staff member's role, pay, part time/full-time, Rotarian or not, etc.	end of Aug 2023	Co-Chairs
			Determine admin needs (e.g., Exec Dir vs admin asst).	end of Aug 2023	Board members

our ability to adapt

<p>4. Explore funding opportunities to meet and sustain administrative needs (e.g., funding from Districts and/or clubs, offering district/club membership, identify and obtain major donors and/or corporate sponsors, etc.)</p>	<p>Attempts are made to identify funders to sustain administrative needs.</p>	<p>>Develop a committee to explore funding opportunities. >Committee researches and makes recommendations to Board.</p>	<p>Dec-23</p>	<p>Operations committee tbd</p>
<p>5. Continue to seek more diversified Board members, as feasible.</p>	<p>The Board is composed of members of diversified classification and geographical zones.</p>	<p>Identify skills and specific responsibilities needed on the Board and allocated to board members</p>	<p>Mar - April 2023</p>	<p>Board members</p>
		<p>Discuss with Board whether to adapt a formal way for prospective Board members to express interest in position, followed by Board voting process</p>	<p>Mar-23</p>	<p>Board members</p>
		<p>Implement process of selection of new Board member(s) bearing in mind the need for diversification of the Board Members,</p>	<p>end of June 2023</p>	<p>Board members</p>
<p>6. Create /strengthen R4C committee structure that includes non-Board members with specific skills tied to committee focus.</p>	<p>Following internal brainstorming, including with IAB, a committee structure is defined.</p>	<p>Identify and describe purpose of the Committee structure.</p>	<p>Dec-23</p>	<p>Board members</p>
	<p>The agreed upon committees are established.</p>	<p>Establishment of various committees pertaining to the committee structure and definition of their respective roles and responsibilities,</p>	<p>Dec-23</p>	<p>Board members</p>

Action Groups support Rotary's strategic objectives

Rotary's strategic priorities and objectives

INCREASE OUR IMPACT	EXPAND OUR REACH	ENHANCE PARTICIPANT ENGAGEMENT	INCREASE OUR ABILITY TO ADAPT
<ul style="list-style-type: none"> • Eradicate polio and leverage the legacy 	<ul style="list-style-type: none"> • Grow and diversify our membership and participation 	<ul style="list-style-type: none"> • Support clubs to better engage their members 	<ul style="list-style-type: none"> • Build a culture of research, innovation, and willingness to take risks
<ul style="list-style-type: none"> • Focus our programs and offerings 	<ul style="list-style-type: none"> • Create new channels into Rotary 	<ul style="list-style-type: none"> • Develop a participant-centered approach to deliver value 	<ul style="list-style-type: none"> • Streamline governance, structure, and processes
<ul style="list-style-type: none"> • Improve our ability to achieve and measure impact 	<ul style="list-style-type: none"> • Increase Rotary's openness and appeal 	<ul style="list-style-type: none"> • Offer new opportunities for personal and professional connection 	<ul style="list-style-type: none"> • Review governance to foster more diverse perspectives in decision-making
	<ul style="list-style-type: none"> • Build awareness of our impact and brand 	<ul style="list-style-type: none"> • Provide leadership development and skills training 	