

NRAS Strategy 2022-2025

Life without limits for those with RA or JIA



nras
National Rheumatoid
Arthritis Society

JIA 
JUVENILE IDIOPATHIC ARTHRITIS



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Clare Jacklin
CEO

Introduction by CEO

The last 2 years have proven that even with the best laid plans there may well be something that challenges the implementation of planned objectives. However, in spite of the COVID pandemic, NRAS was still able to achieve the majority of our goals set in the 2019-2021 strategy, but many were delivered in very different and innovative ways. The key to the success of this next three-year plan is to continue to be agile, and adaptable to change as we move forward into a new health delivery landscape. NRAS embraces change which is why it is still embedded within this strategy and in our mission statement – **Changing Minds, Services & Lives** so that people living with RA or JIA can live lives without limitations and achieve all that is within their potential.

At NRAS we feel strongly that being able to access the right care and treatment at the right time, from the right person, wherever you live, will maximise quality of life and outcomes for people living with inflammatory arthritis, and everyone should have equal and equitable access and opportunity to live life to the full. This can only be achieved if we work collaboratively to remove barriers to being able to access the right treatment, at the right time in the right place provided by the right professional. We will work to reduce discrimination within the workplace and society towards people with inflammatory arthritis – educating and supporting employers will be key to achieving this goal. It also means championing the best evidence-based healthcare provision no matter where in the UK someone lives and supporting all who work within the health service to provide the best holistic care without being hampered by a system which prevents them from achieving this. NRAS will continue to support and stand shoulder to shoulder with the entire rheumatology community working towards our vision of **life without limits** for all living with RA or JIA.

The National Rheumatoid Arthritis Society (NRAS), is the only patient-led organisation in the UK specialising in rheumatoid arthritis (RA) as well as juvenile idiopathic arthritis (JIA). Due to its targeted focus on RA and JIA, NRAS provides truly expert and wide-ranging services to support, educate and campaign for people living with these complex auto-immune conditions, their families and the health professionals who treat them.

The NRAS vision is **Life without limits for all those with RA or JIA**

MISSION

Changing minds, services & lives

NRAS strives for this by enabling the RA & JIA community to thrive by providing access to

- Support
- Expert knowledge
- Engagement
- Campaigning
- Research

all of which is informed by those living with these complex and currently incurable auto-immune conditions.

Underpinning all five mission goals will be our commitment to:

- Improving equality and equity of access to best care across the UK
- Providing and promoting the best self-management resources for those living with RA or JIA
- Harnessing digital solutions to meet the changing requirements of the individual and the NHS
- Analysing the impact of our services to better inform our future plans
- Ensuring the sustainability of the charity and its services by investigating opportunities for longer term engagement with funders and some paid-for NRAS services
- Investing in the continuous development of NRAS staff, volunteers, ambassadors, and Trustees ensuring we maintain the highest level of expertise and knowledge to support our beneficiaries and govern the organisation.

The COVID-19 global pandemic has had a profound impact on all sectors including the Third Sector. NRAS experienced a dramatic increase in demand for our services during 2020 and 2021 whilst at the same time experiencing a significant decline in funding.

Recovering and rebuilding post-COVID has had a significant impact on our shaping of this three-year strategy. Data and digital solutions have proven to be of vital importance during the pandemic and NRAS's strategy will focus heavily on further embracing the use of technology to reach more people, as well as impact measurement and data capturing. This will provide evidence of the value of NRAS's services enabling better adoption of NRAS resources and services by NHS rheumatology departments across the UK.



Support



Expert knowledge



Engagement



Campaigning



Research



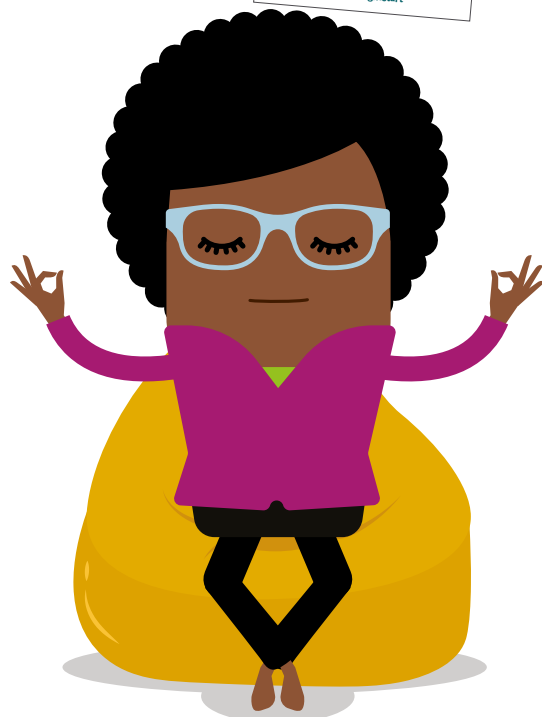
The NRAS strategy has five mission goals.



To increase the breadth and depth of the support NRAS offers those affected by RA or JIA.

The ways in which we will achieve this include:

- Continuing to provide a full suite of support services to the RA and JIA communities, encompassing the individual with the condition, their families, carers and health professionals.
- Extending our engagement to every rheumatology unit in the UK thus reaching more people with RA and JIA.
- Introducing and developing supported self-management interventions to empower individuals to live full and active lives with their inflammatory arthritis.
- Harnessing existing and emerging technology to expand reach by establishing new virtual groups (JoinTogether), online supported self-management programmes (SMILE-RA), and the development of new apps to improve access to information and data.
- Developing robust data capturing to effectively monitor impact of services, our reach and our impact while also identifying insights into unmet need.
- Expanding and enhancing our Volunteer and Ambassador programmes to reflect a more diverse population offering peer support and championing equality, diversity and inclusion in healthcare provision, work and within our organisation.
- Expanding our holistic person-centred services such as our well-being courses and one-on-one support from experts which are targeted to improve holistic care and the emotional and physical well-being of our beneficiaries, complementing our disease-focused services and resources.



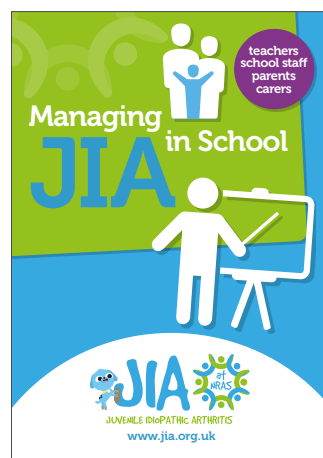
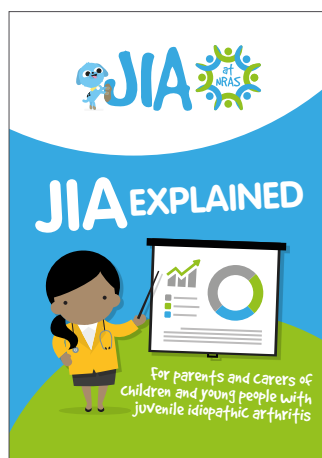


EXPERT KNOWLEDGE

To be known as the independent go-to 'one-stop shop' for reliable and expert knowledge on RA and JIA.

The ways in which we will achieve this include:

- Increasing the engagement with the NRAS Expert Advisory boards to promote NRAS' evidence-based resources to their colleagues and encouraging publication of NRAS research and collaborative work with the wider academic and scientific communities.
- Embracing every opportunity to update our information by keeping abreast of the latest research and engaging our Expert Advisory Boards in co-development of resources and augmenting staff knowledge.
- Investing in our colleagues' continual professional development by attending medical conferences and industry updates.
- Increasing the engagement with NRAS Ambassadors and Volunteers to communicate and share patient experiences with stakeholders such as medical students, commissioners, NHS staff and the pharmaceutical industry.
- Tailoring our expert resources to deliver the best advice and knowledge through digital means to better meet the needs of the individual at their various life stages. This includes the impact on education, work, family planning and retirement.





ENGAGEMENT

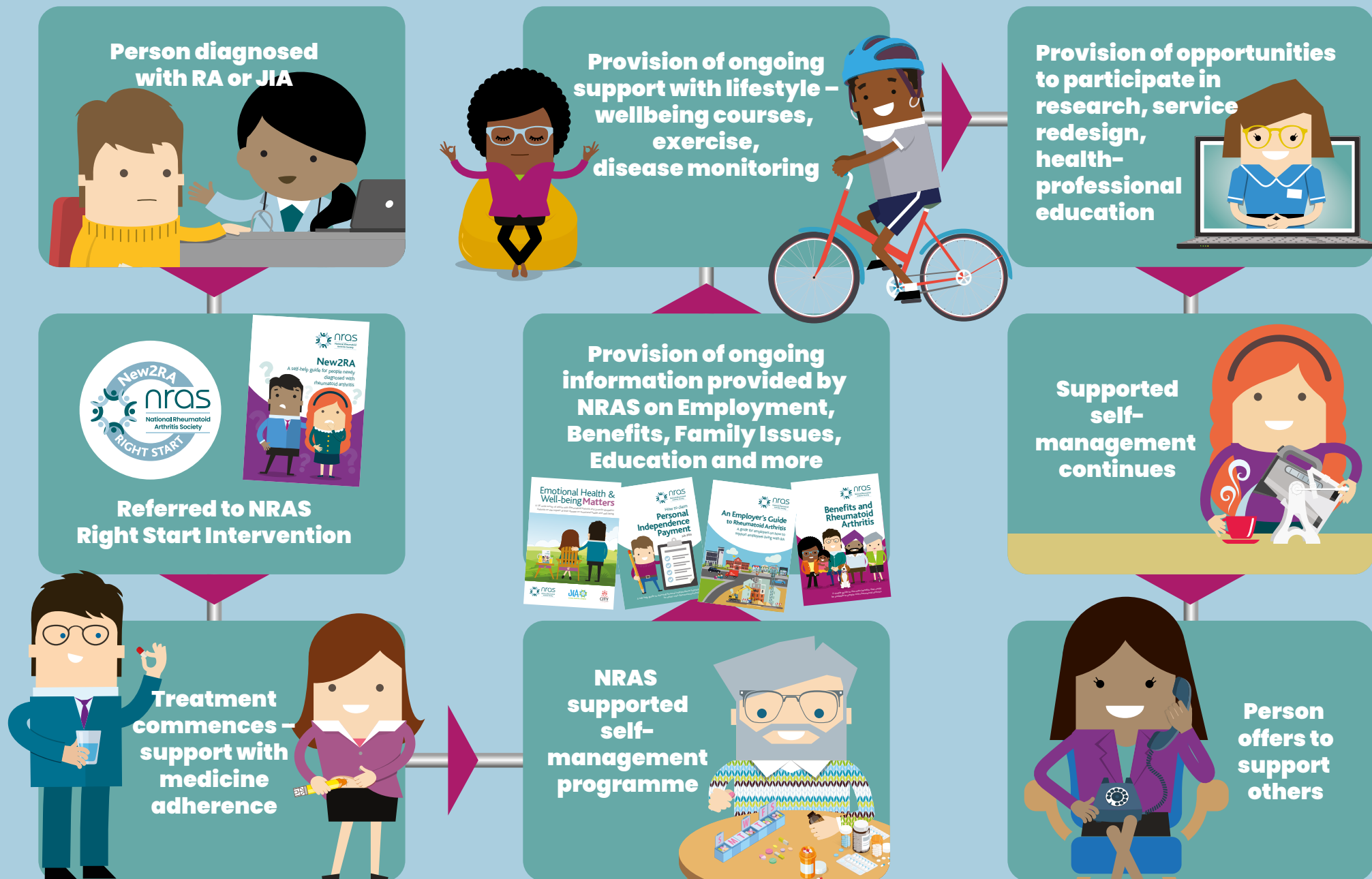
Improve compassion and understanding amongst the general public, Government and employers, for those living with these incurable, auto-immune diseases by engaging with all communities.

The ways in which we will achieve this include:

- Researching potential new platforms for public engagement such as community events and Public Health national initiatives.
- Embedding our services and resources into NHS pathways and collaborating on the development of new services and digital resources to support NHS rheumatology units across the UK.
- Finding new ways of engaging digitally through the use of influencers, vloggers and ad campaigns.
- Developing our membership programme to bring more people into the NRAS community.
- Identifying key stakeholders including employers, trade unions, schools, universities and legislative bodies and work with them to improve their understanding of RA and JIA leading to the implementation of better support mechanisms for people with inflammatory arthritis to help them reach their potential.
- Encourage long term engagement with and support from NRAS by enhancing our beneficiaries' experiences every time they connect with NRAS.
- Adapting and developing health information resources in various formats to meet the needs of diverse communities such as digital and video resources in other languages, spoken resources for those with sight impairment, bite-size easy guides for those with low educational attainment etc.



An example of a patient's journey with NRAS and what NRAS provides





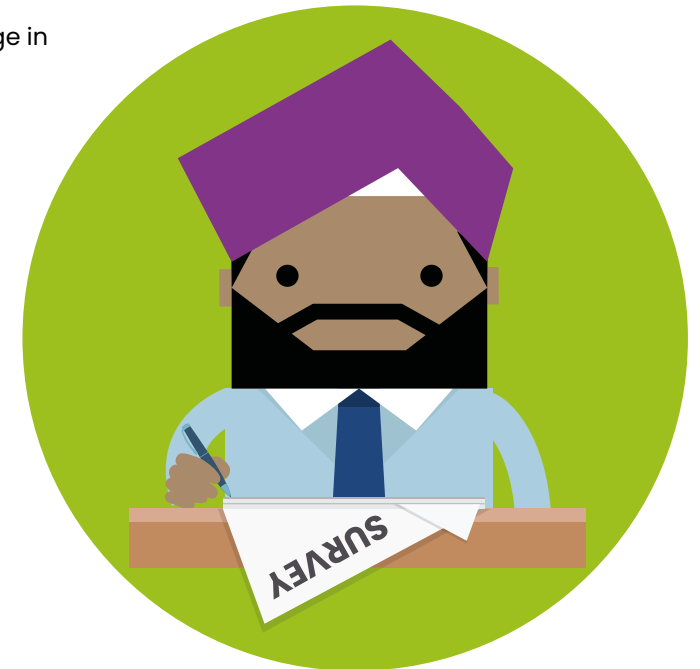
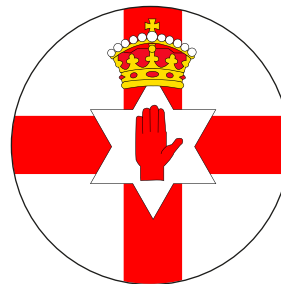
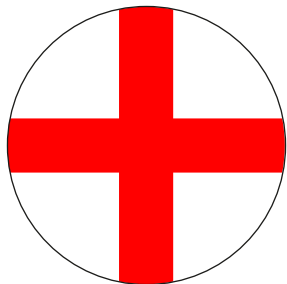


CAMPAIGNING

Improving access to treatment and services as well as addressing issues within the healthcare and social care/benefit systems by campaigning and advocating for equity and equality for people living with RA and JIA.

The ways in which we will achieve this will include:

- Identifying where inequities and variation in access to best care or practice exist, and influencing change through stakeholder engagement.
- Addressing issues that may arise in the social care and benefits system due to lack of awareness of RA or JIA.
- Representing the patient population in the Best MSK Health Programme and other UK musculoskeletal service initiatives including monitoring the implementation of treatment guidelines and quality standards and addressing issues around access to health services.
- Galvanising public support for our various campaigns and bringing them on a journey to effect positive change in policy and services such as mental health provision for young people and children with arthritis.





RESEARCH

Establish NRAS as a recognised research partner by building upon our existing research activities.

The ways in which we will achieve this will include:

- Gathering and analysing data and patient evidence to develop resources and inform third party health and social care services.
- Acting as a conduit and partner for researchers to access and understand patient needs and real world data to enhance research study design, recruitment, and dissemination of lay summaries via the establishment of a patient research hub.
- Establishing NRAS as a commercial research partner to facilitate public and patient involvement and engagement (PPIE) in a wide range of research studies including clinical trials, academic studies, social impact as well as product design.
- Developing an income stream to help finance new research projects identified as priorities by our beneficiaries and to support the ongoing work of NRAS.



We will do all of this while adopting a more proactive environmentally friendly policy in all NRAS activities such as merchandise, events and reducing our carbon footprint.





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