



## AMERICAN THYROID ASSOCIATION STRATEGIC PLAN 2019-2022

Area of Focus	<b>2. Primary thyroid health education and advocacy resource</b>		
<b>Goal(s)</b>	<ol style="list-style-type: none"> <li>Better informed thyroid care</li> <li>Improve recognition of the value of high-quality thyroid care</li> </ol>		
<b>Activities</b>	<p>Year 1:</p> <ol style="list-style-type: none"> <li>Develop content for primary care (e.g. when it's not your thyroid) (G1)</li> <li>Start the 3-year process of upgrading and developing new content for patient education as well as delivery of content (such as videos), to patients inclusive of patient voice (G1)</li> <li>Evaluate best way to deploy to primary care audience (G1)</li> <li>Investigate potential collaborators in public health to improve thyroid related pregnancy outcomes (G1, G2)</li> <li>Identify advocacy stakeholders and develop communication plan and strategies (G2)</li> </ol>	<p>Year 2:</p> <ol style="list-style-type: none"> <li>CME/MOC for primary care (G1)</li> <li>Begin partnering with primary care (G1)</li> <li>Continue 3-year cycle of content development for patient education (G1)</li> <li>Reach out to identified collaborators for public health (G2)</li> <li>Advocacy contacts/visits with identified stakeholders (G2)</li> </ol>	<p>Year 3:</p> <ol style="list-style-type: none"> <li>Continue 3-year cycle for patient content (G1)</li> <li>Innovative development for delivering patient content to clinical practices (G1, G2)</li> <li>Solidify partnering with primary care (annual events) (G1, G2)</li> <li>Develop policy on thyroid health (G1, G2)</li> <li>Communicate values/model of best practices (G2)</li> </ol>
<b>Indicators of success</b>	<ul style="list-style-type: none"> <li>Increased utilization of ATA educational resources by patients/caregivers, primary care, and public health (G1)</li> <li>Become knowledge partners of critical stakeholders (donors, industry, policy, payers, and employers) (G2)</li> </ul>		
<b>Metrics (quantitative or qualitative)</b>	<ul style="list-style-type: none"> <li>New content/upgraded content – video, brochures, slide deck (30% per year) (G1)</li> <li>New upgraded content/mode of delivery (G1)</li> <li># of resources created for primary care (G1)</li> <li># of contacts with primary care (G1)</li> <li>List of potential collaborators in public health (G1, G2)</li> <li>List of prioritized advocacy stakeholders (G2)</li> <li>Number of contacts, visits, and stakeholders (G2)</li> </ul>		
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