



Drug Education Network Strategic Plan 2019-2024



Our Vision

Communities free from the harms of drugs

Our Purpose

To prevent and reduce harm from drugs through leadership and education

Our Values

Professionalism



We demonstrate professionalism through leadership, integrity and accountability

Excellence



We are a quality organisation that is both creative and evidence based

Respect



We are non-judgemental and treat ourselves and others with respect, fairness and compassion

Collaboration



We are collaborative, responsive and inclusive in all that we do

Our Objectives

(What we want to achieve)

Our Strategies

(How we will achieve them)

1. Provide leadership in evidence based drug education



1.1 Increase the profile and impact of DEN as the lead agency in Drug Education.



1.2 Undertake initiatives to reduce stigma and discrimination.



1.3 Inform government and non-government stakeholders through the provision of credible evidence based education.



1.4 Build and maintain meaningful partnerships across all sectors and with research and education institutions.

2. Provide best practice education, training and resources to improve the health and wellbeing of communities



2.1 Develop quality services and resources that are informed by evidence and research.



2.2 Develop and implement contemporary alcohol, tobacco and other drug (ATOD) education support and training.



2.3 Provide targeted initiatives for specific at-risk and vulnerable populations.



2.4 Develop targeted initiatives that prioritise education about legal drugs and drugs of community concern.



2.5 Raise awareness and develop resources and training for ATOD-related health conditions.



2.6 Implement evaluation frameworks to demonstrate the quality and impact of DEN's programs, products and services.



2.7 Develop and deliver workforce education and training services for non-ATOD organisations.

3. Be the credible and influential voice in Promotion, Prevention and Early Intervention (PPEI) across the ATOD and community sectors



3.1 Increase profile and impact of DEN as the PPEI lead agency for the ATOD sector.



3.2 Grow PPEI lead agency brand awareness in the Community sector.



3.3 Develop programs or initiatives that support DEN's PPEI focus.

4. Be a sustainable and agile organisation



4.1 Retain and support our diverse and engaged staff in a purposeful work environment.



4.2 Ensure excellent governance practices across the organisation.

Continue to:

- 4.2.1 Support organisational effectiveness, including skill development and succession planning.
- 4.2.2 Support a responsive and effective governance structure for the organisation, including monitoring and reporting practices.



4.3 Implement processes to achieve appropriate organisational accreditation.



4.4 Grow and diversify DEN's income structure.