



TAA 5 YEAR-STRATEGIC PLAN

Overview

The TAA's 50th Anniversary marks the launch of our 5-year Strategic Plan which outlines our increasing efforts to increase awareness, provide support, and fund research for our constituents. This bold plan is a continuing document that will be our guide in putting our mission into a new and exciting phase. It will build upon our previous successes and set priorities the TAA must take on to ensure we increase our presence and address new sets of challenges to take on from FY2023 - FY 2028.

This strategic plan puts an emphasis on bolstering our ability to deliver on our mission benefitting both our constituents and the audiences we have yet to reach.

Never has the case for accelerated progress been more urgent for bold strides toward funding research due to nearly 1 million Americans suffering from some form of Tic Disorder, the gap between symptoms and diagnosis still being large, and an astounding 50% of the population still going undiagnosed.

As the only organization that exists for the benefit of our community, The TAA's Strategic Plan sets forth the goal to be at the forefront of organizations that serve the neurodiversity landscape, a bona fide ally, and trusted source of understanding and support for those who live with Tourette Syndrome, Tic Disorders, and associated conditions.

Strategic Priority 1: Support & Education

Ensure people affected by Tourette Syndrome, Tic Disorders, and other associated conditions have access and connection to the individuals, information, and resources they need to address daily challenges.

Activities to support this priority:

- **Provide comprehensive support and opportunities for engagement for people at all stages of their Tourette/Tic Disorders journey:** Identify and develop strategies to meet the unique needs of specific ages and groups within the communities TAA serves, use data from the Impact Survey and other assessments to inform development of new programs and to improve delivery and outcomes of existing programs, develop digital resources and tools establish a 24-hour national emergency support hotline for people seeking advice about Tourette/Tic Disorders.

- **Increase impact in underserved communities:** Make outreach and presence in BIPOC and underserved communities a focus in all programs and seek to measure the impact on diagnosis and engagement with TAA among these populations and develop culturally relevant materials and programs.
- **Increase knowledge of TS/Tic Disorders among professionals (i.e., administrators, teachers, law enforcement, medical community, researchers, corporations):** Create a Training and Technical Assistance Center to provide ongoing professional development tracts (series, trainings, programs, materials) offering with continuing education credits where appropriate, partner with educational institutions/programs (medical schools, nursing schools, education schools, etc.) to include TS/Tic Disorders in their curriculums and ongoing training to shrink the diagnosis “gap”, and target pediatricians, primary care, family care physicians to increase education and awareness of TS/Tic Disorders.

Strategic Priority 2: Research & Clinical Application

Advance knowledge of TS/Tic Disorders and disseminate best practices in care and treatment.

Activities to support this priority:

- **Develop a focused research agenda and strategy:** Engage the Advisory Board and other internal and external stakeholders to develop research strategy, review and update annually, develop a comprehensive patient data registry to capture and track needs and trends, work in partnership with the CDC to implement strategies to identify accurate prevalence rates, increase awareness and understanding of the intersection of TS and associated conditions by engaging with other patient organizations around joint research/education campaigns.
- **Increase funding for TS/TIC DISORDERS research:** Advocate for increased funding for TS/TIC Disorders research.
- **Create more engagement opportunities for the next generation of researchers and providers:** Develop and implement a plan to engage more young researchers and clinicians in TS/TD research.
- **Identify and designate new Centers of Excellence and add new trusted clinicians/medical centers to advance best practices in care and treatment:** Work with existing Centers of Excellence and Chapters and Support Groups to identify other forward-thinking clinicians and researchers who are working on/interested in TS/Tic Disorders and develop an engagement strategy to build relationships with new clinicians and centers.

Strategic Priority 3: Revenue Development & Partnerships

Increase organizational capacity by expanding resources and reach.

Activities to support this priority:

- **Broaden TAA's fundraising efforts:** Launch a major fundraising campaign to start TAA's 50th anniversary, Identify new areas for Federal and State support. Optimize the current CRM platform to maximize tracking/outreach to donors/supporters. Consider addition of a Peer-to-Peer fundraising platform if the CRM system does not offer/cannot add this capability.
- **Seek opportunities to grow TAA's unrestricted revenue:** Identify and design a strategy for monetizing new and existing programs and develop and implement a strategy for selling conference programs as a Continuing Education resource.
- **Expand our strategic partnerships with other organizations and collaborate with international Tourette groups/organizations:** Establish and nurture strategic partnerships with national corporations, establish strategic partnerships with non-profits and organizations that support the TS/TD community, engage local Chapters, Support Groups, the Educational Advisory board and education volunteers to establish and build strategic partnerships with colleges, universities, medical schools, and trade schools, host an annual Neurodiversity Summit to build understanding of the TA/TD community and build connections to corporate, nonprofit and education institutions, engage with TTAG in convening an annual virtual meeting to address pressing issues, and opportunities for cooperation and collaboration among international Tourette groups and organizations, and work with TTAG to facilitate an international meeting on TS/TD research.

Strategic Priority 4: Organization & Culture

Mobilize a unified, inclusive organization with a strong nationwide presence and a mission-focused culture.

Activities to support this priority:

- **Invest in TAA's organizational capacity:** Recruit, develop and retain diverse staff who share are committed to the TAA's mission and have the skills and abilities needed to advance it, ensure TAA has the effective and efficient infrastructure needed to advance

its goals, develop actively engaged National and Advisory Boards that reflect the communities the TAA serves, are committed to advancing TAA's mission, and have the skills and knowledge needed to inform and support TAA's strategic direction, implement a program assessment process to review the quality and effectiveness of the programs and services TAA provides, review alignment with best practices and industry standards, and provide TAA an ongoing opportunity to identify innovative approaches.

- **Embed diversity, equity, inclusion, and accessibility (DEIA) into TAA's culture-- how we think, act, and measure the impact of our work:** Incorporate an equity lens in all the work TAA does, engage the DEIA Committee in supporting TAA's efforts to expand outreach to and provision of services to diverse populations, develop and share policies and practices to support chapter/support group leadership in advancing DEIA and develop and provide ongoing education and support to sustain an equity focus.
- **Continue to implement the Chapter 2.0 model to align Chapters/Support Groups with TAA's strategic priorities and ensure a consistent presence for TAA throughout the country:** Establish metrics for Chapter 2.0 model and use to assess implementation in pilot program, establish and evaluate program practices, update as needed to support delivery and expansion into new chapters, define and plan for investments required at the national level to support implementation of new Chapter 2.0 programs. (staff, IT, facilities, etc.)
- **Support and strengthen the capacity of volunteer Chapter and Support Group leaders by ensuring strategic alignment with national goals and providing ongoing opportunities for collaboration and professional development:** Determine metrics for engagement and successful implementation of TAA's mission through the network of Chapters and Support Groups, include strategic planning workshops in the annual National Chapter Affiliate meeting to ensure alignment and forward movement on TAA's objectives/goals, ensure Chapter/Support Group learning and development needs are met, nationalize easily replicable successful chapter/support group events (i.e., events such as "TIC Night Out" across the country), foster and deepen leadership within the Chapter and Support Group Network, and create and implement an approach for acknowledging high performing, engaged volunteers throughout the Network.

Strategic Priority 5: Awareness & Advocacy:

Foster acceptance and elevate understanding of Tourette in the general public.

Activities to support this priority:

- **Build TAA's advocacy capacity:** Develop and implement a state and national advocacy plan, and partner with other nonprofits to advocate for inclusion of neurodiverse individuals.
- **Execute widespread awareness campaigns through traditional and new media:** Expand programming on Tourette Podcast and other social media outlets, work with Chapters/Support Groups and their YAs and RLs to increase media coverage each

month (with OpEds and articles/stories in local media across the country), seek ways to optimize the CRM platform to improve tracking of individuals and stories for use in awareness messages. Increase presence at local and national expos, trade shows, festivals, etc. in conjunction with Chapters and Support Groups across the country, explore opportunities to create national/international visibility of Tourette through the arts, e.g. Engaging celebrities in TAA programs/awareness campaigns; Developing a documentary or play/tv show; Advocating for inclusion of people with TA/neurodiversity in tv/film.

If you have any questions or comments, please contact:

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