



The Association
for Child and Adolescent
Mental Health

STRATEGIC PRIORITIES 2022-23

*Sharing best evidence,
improving practice*



A strategic plan comprising eleven core areas of focus is proposed:

1. Raise ACAMH profile and enhance brand image
2. Sustain and broaden target market base
3. Sustain and broaden the membership base
4. Working with teachers
5. Increase the impact of the Branches network
6. Increase the overall number of event outputs, breadth of topics and impact
7. Increase global dissemination of ACAMH journal outputs
8. Increase the impact of ACAMH internationally
9. Increase engagement
10. Launch and develop the Learning Portal
11. Maintain financial stability

These have been drawn up in line with our revised Mission and Vision:

Mission

Improve the mental health and wellbeing of young people aged 0-25

We will achieve this by:

- Sharing best evidence-based practice
- Encouraging, recognising, and disseminating high quality scientific research
- Advocating multidisciplinary approaches in research and practice
- Being international in orientation, values, and content

Vision

Sharing best evidence, improving practice



As a school counsellor (USA), I help students struggling with self-harm every year. I so appreciate the guidance for parents and teachers! This complex situation includes many facets. The biggest question from the parents and teachers is always “why” and sometimes it’s hard for me to answer that. Thank you again for these invaluable resources! CAMHS Campfire ‘Literature review of support tools for school staff to respond to CYP self-harm’ via LinkedIn

Another great event coming up for pastoral leads. Ask The Expert event on Anxiety, via Twitter

1. Raise ACAMH profile and enhance brand image

- Build on success and prestige of the ACAMH Awards
- Commit to going green and becoming carbon neutral

Key initiatives

- Increase reach and awareness of ACAMH Awards, increase number of nominations (UK and International)
- Create *Michael Rutter Medal for Lifetime Contribution to Child and Adolescent Mental Health* category at ACAMH Awards
- Review and expand on existing awards categories following the 2022 Awards Ceremony
- Develop a responsible investment approach within the guidelines of the Charity Commission
- Develop a diversity policy (including access to St. Saviours House)
- Develop a Green Sustainable Travel Policy
- Investigate, and consult members, ways to reduce the impact on the environment that the production of printed journals has

2. Sustain & broaden target market base

- Invest in, and support the next generation of child and adolescent mental health professionals
- Introduce new initiatives to attract engagement with undergraduate and postgraduate students

Key initiatives

- Plan three online events for undergraduate and postgraduate students annually (spring, summer and autumn) from autumn 2022
- Develop Student and Trainee Special Interest Group
- Introduce an low cost membership rate to undergraduate and postgraduate students, and low cost delegate category for them



*Really great seminar and will absolutely apply it with my line of work here in Switzerland!
Thank you ACAMH your events are always so insightful! Delegate at 'Developmental Trauma vs
Neurodevelopmental Disorders'*

Excellent information. ADHD Topic Guide via Facebook

*Amazing. Video Abstract on 'Investigating associations between birth order and autism diagnostic
phenotypes.' via Instagram*

3. Sustain & broaden membership base

- Increase memberships by 10% year on year
- Investigate the viability and appetite for group memberships
- Develop, distribute and analyse membership survey

Key initiatives

- Develop a policy around phased access to content
- Investigate ways to automate the sign up system for new members to access their benefits immediately after registration
- Investigate viability of an Events Membership
- Strengthen membership recruitment and retention

4. Working with teachers

Partnering with relevant educational organisations, ACAMH will ensure its resources are put to good use by schools in order to make a difference to the educational outcomes of our young people

Key initiatives

- Working closely with professional associations within the education sector to build ACAMH's reputation and voice
- To create, devise and produce a comprehensive series of webinars for teachers which disseminate research-informed, evidence-based knowledge and practice around current key issues in the mental health and wellbeing of children and young people
- 10 x 'Ask the Expert' webinars, developed in collaboration with the education charity, Coram Life Education aim to build knowledge in a range of mental-health related topics that teachers may feel less confident about
- 10 x 'Pedagogy in Practice' webinars, developed in collaboration with The Chartered College of Teaching aim to stimulate innovative practice in teaching and learning to meet curriculum requirements and support mental health across the school



Very pertinent questions! Something for all of us to reflect, especially the scientific community. Via Portugal on the podcast 'Genetically informed family research, and anti-racism in mental health research'

Thank you so much! This is one of the best Christmas presents I received this year! Message to website about post on 'Top 10 downloaded papers of 2021'

Now I have a better understanding of The Sally Anne test compared to the one I had. Interview with Professor Uta Frith. Via YouTube

5. Increase impact of Branches network

Key initiatives

- Identify and partner with universities offering CAMH-related courses
- Branch committees to take ownership of and further develop/keep up to date their respective web page on the ACAMH website
- Foster connections between local Branches and other professional bodies, charities, and groups
- Increase links between Board and Branches
- Review the viability of the existing Branches network

6. Increase global dissemination of ACAMH journal outputs

- Maximise impact and reach of event outputs
- Increase number of events, making sure to cover all agreed disciplines and conditions
- Ensure international conferences attract well known speakers and high delegate numbers

Key initiatives

- Develop a legal policy covering live streaming, recordings, and intellectual copyright
- Publications team and Editorial teams actively feeding in ideas to develop into outputs on the ACAMH side
- Develop an annual planning system to ensure a wide range of topics are covered on a rolling basis
- Record delegate feedback
- Develop events for researchers
- Include lived experience speakers within events
- Increase access (both live and post-event) to every hybrid event
- Revisit and revise speaker honoraria
- Work towards staging one webinar every two weeks (excluding Brand outputs and International conferences)
- Use publicly available tools such as Expertscape to help plan outputs



I wish more health professionals had knowledge of this condition. Thank you for raising awareness. Eating Disorder Topic Guide via Facebook

You put my thoughts into words! Blog on Autism Spectrum Disorder (ASD) and emotions: are we missing something? via message on website

This is amazing - Attachment Topic Guide via Instagram

7. Increase global dissemination of ACAMH journal outputs

Key initiatives

- Continue to identify and work with social media contacts (paper authors, institutions, researchers, academics) to help make it attractive to submit to our journals
- Wiley has deals with many institutions, so authors affiliated with those institutions can publish with us for free
- Celebrate 1-year of submissions to JCPP Advances
- CAMH 25th anniversary celebration, following the 2021 postponement due to COVID-19
- Continuing Medical Education (CME) points for CAMH – very much valued in US

8. Increase the impact of ACAMH internationally

Key initiatives

- Recruitment an International Officer on the Board
- Offer free memberships to professionals in developing countries (as per approved list of countries on website)

9. Increase engagement

Key initiatives

- Increase engagement through interacting on social media platforms and liaising between members and CAMHS agencies, organisations, and universities
- Increase follower account across each social media platform
- Maintaining engagement across all platforms
- Increase visitor numbers to ACAMH website



Excellent study and article! Via Canada 'CAMH Special Issue Early View Paper. via LinkedIn

Thank you so much for doing this very important research and illuminating the needs of this very vulnerable population! Video abstract of 'Developmental language disorders and risk of recidivism among young offenders.' Via YouTube

Excellent guide for #schools #edutwitter #MentalHealthMatters. School Interventions Topic Guide

10. Launch and develop Learning Portal

Key initiative

- Strategy to be developed with Mental Elf, Content Producers, and ACAMH CPD Group

11. Maintain ACAMH financial stability

Key initiatives

- Ensure comparable rates are secured from tenants
- Ensure income from events is sufficient to cover costs associated with free or niche events
- Maximise income from investments held in accordance with risk profile and investment policy
- Ensure membership income does not fall below current levels
- Identify additional activities that cannot be funded from income that meet with strategic objectives of the organisation



Awesome webinar. 'How digital technologies affect adolescent psychological well-being and mental health – Dr. Amy Orben', via website message

Thanks for this perspective and discussion. An Interview with Professor Eric Taylor, via website

Thank you very much Mark, for very interesting webinar, and useful information. Pre recorded talk 'Identification of Intellectual Disabilities Framework – Dr. Mark Lovell', via website