

## INSTITUT FOR POPULATION AND DEVELOPMENT

# STRATEGIC PLAN

## 2024 - 2028

### STRATEGIC PRIORITY I

**IPD WILL:**

1. Develop health profiles for 25 local communities in Bosnia and Herzegovina (BiH)
2. Establish 25 health promotion centers across BiH
3. Integrate new protocols for the prevention of non-communicable diseases at the primary healthcare level
4. Strengthen the role of municipal health councils in 25 municipalities and cities in BiH
5. Conduct preventive and promotional programs and campaigns to preserve mental health and sexual and reproductive health (SRH) in local communities in BiH
6. Establish a comprehensive program for healthy and responsible parenting
7. Continuously provide training for healthcare professionals on a youth-friendly approach and working with socially excluded groups
8. Advocate for allocating financial and other resources for SRH programs and services with local decision-makers
9. Implement campaigns highlighting the importance of HPV immunization
10. Improve emergency medical services in 11 local communities in BiH
11. Inform and educate citizens through traditional and new media

### STRATEGIC PRIORITY II

**IPD WILL:**

1. Develop curricula for preschool, primary, and secondary education in Republika Srpska, the Federation of Bosnia and Herzegovina, and Brčko District
2. Enhance peer education programs by following trends and addressing the health needs of young people
3. Strengthen the capacities of 30 civil society organizations (CSOs) to actively engage youth in promoting healthy lifestyles and non-violent communication in local communities
4. Mobilize local stakeholders and media to promote healthy lifestyles and health awareness
5. Empower local communities to achieve zero tolerance for all forms of violence
6. Strengthen local communities in recognizing and responding to hate speech and radical (extremist) narratives

**Our Target Groups:**

- Children and youth
- Men and young men
- Women and girls
- Older adults
- Socially excluded groups
- Parents
- Professional staff
- Media

### STRATEGIC PRIORITY III

**IPD WILL:**

1. Enhance strategic collaboration between the healthcare, education, and social protection sectors at all levels of government in Bosnia and Herzegovina
2. Connect healthcare organizations into a formal coalition at the level of BiH
3. Continuously support the Federations of BiH and Republika Srpska Alliances for Rare Diseases
4. Support the work of user associations and grassroots organizations
5. Strengthen strategic partnerships with religious communities in preventing all forms of violence
6. Engage in regional, European, and global networks and movements that share the same values

### STRATEGIC PRIORITY IV

**IPD WILL:**

1. Monitor and adopt new trends in organizational operations
2. Ensure continuous education for staff and volunteers in line with their needs and the needs of the community
3. Ensure active participation of IPD in national and international initiatives and platforms
4. Create opportunities for new strategic and long-term partnerships
5. Secure financial resources for the implementation of programs aimed at all categories of citizens in Bosnia and Herzegovina
6. Ensure that all programs are grounded in key values promoting quality, responsibility, and sustainable development

**IPD VISION:** Every person in Bosnia and Herzegovina has an equal opportunity to live a quality life with dignity and security.

**IPD MISSION:** We are dedicated to developing a healthy and renewed society by creating innovative, sustainable, and systemic solutions.

### STRATEGIC PRIORITY I

## I Center Care on People

**Goal 1: High-quality and accessible personalized healthcare services for the citizens of Bosnia and Herzegovina**

### Strategic Intervention 1 Community-Centered Approach to Health

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- 1.1. Mobilization of local communities in preventing infectious and non-communicable diseases
  - 1.2. Strengthening health promotion and disease prevention centers at the primary healthcare level
  - 1.3. Improving referral mechanisms within primary healthcare
  - 1.4. Enhancing the quality and accessibility of healthcare services
  - 1.5. Promoting and protecting mental health
  - 1.6. Promoting immunization

### Strategic Intervention 2 Better Access to Sexual and Reproductive Health Services for All

- 2.1. Implementation of Sexual and Reproductive Health preventive and promotional programs
- 2.2. To promote availability and quality of youth-friendly services
- 2.3. Community-centered care for reproductive health

### Strategic Intervention 3 Health Literacy


- 3.1. Application of new technologies to foster healthy lifestyle habits among citizens
- 3.2. Promotion of self-care and personal health responsibility
- 3.3. Media support for health promotion

### STRATEGIC PRIORITY II

## II Healthy Lifestyles in All Policies

**Goal 2: Improved system of formal and informal education on healthy lifestyles**

### Strategic Intervention 1 Advocacy and Resource Mobilization

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- 1.1. Strategic partnerships with decision-makers at all levels of government in Bosnia and Herzegovina
  - 1.2. Development of a comprehensive curriculum on healthy lifestyles
  - 1.3. Strengthening the influence of citizens and media

### Strategic Intervention 2 Shifting Social Norms

- 2.1. Prevention of sexual and gender-based violence
- 2.2. Prevention of radical (and extremist) narratives
- 2.3. Promotion of positive stories

### Strategic Intervention 3 Working with Children and Youth

- 3.1. Comprehensive peer education program
- 3.2. Empowering youth voices and strengthening the capacities of local civil society organizations
- 3.3. Youth activism and influence on social media

### STRATEGIC PRIORITY III

## III Solidarity for Change

**Goal 3: Strengthen impact through activism and connecting communities, movements, and sectors**

### Strategic Intervention 1 Support for Social Movements

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- 1.1. Pooling resources
  - 1.2. Strategic communication
  - 1.3. Mentorship

### Strategic Intervention 2 Strengthening Strategic Partnerships

- 2.1. Cross-sector collaboration
- 2.2. Strengthening networks and consortia
- 2.3. Supporting local groups, initiatives, and networks

### Strategic Intervention 3 Innovation and Knowledge Sharing

- 3.1. Sharing best practices and lessons learned
- 3.2. Development of ideas and technologies

### STRATEGIC PRIORITY IV

## IV Nurturing Values and Commitment to Our Mission

**Goal 4: Strengthening our capacities to achieve more efficient results and contribute to collective impact**

### Strategic Intervention 1 Consolidating IPD's Leadership Position within the General and Professional Public

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- 1.1. Excellence in operations
  - 1.2. Developing partner networks both within Bosnia and Herzegovina and internationally
  - 1.3. Investing in visibility and recognition

### Strategic Intervention 2 Organizational Growth and Development

- 2.1. Investing in staff and volunteers
- 2.2. Modernizing business systems and acquiring new knowledge
- 2.3. Mobilizing resources and diversifying income

### Strategic Intervention 3 Consistent with Our Values

- 3.1. Against discrimination and inequality
- 3.2. "No one left behind."
- 3.3. Supporting youth leadership and organization
- 3.4. Monitoring trends and innovations

## OUR VALUES



- CARE
- CHOICE
- INCLUSIVITY
- ACCOUNTABILITY
- COMMITMENT
- GENDER EQUALITY
- INTEGRITY
- ETHICS