Vision
We aspire to be

PANDA’s vision is a world where perinatal mental health is understood and valued. Where the health care system meets the needs of all people and where stigma and barriers to seeking help no longer exist.

We want people to know how and where they can access support and empower themselves to be the best they can be in the perinatal period and beyond.

Through the voices of people who have lived experience, their family, carers and supporters, we inform governments, planners, providers, employers and the wider community to understand and support people experiencing perinatal mental health issues.

Values
We believe in being

COLLABORATIVE...we partner together and embrace our differences.
EFFECTIVE...we work with passion and purpose for our community.
BRAVE...we seek new ways to achieve our vision.

Strategic goal
We want to be

PANDA is the leading perinatal mental health organisation for the community.

Strategic pillars & enablers
How we achieve our vision

Lead with lived experience
Engage a valued workforce
Deliver leading services
Provide quality information and education

Enabled by:
Data and digital technology - Research and evaluation - Sustainability
Values are essential to the way we work together and with the community. Yet they can’t be just aspirational statements. Values are most powerful when they are unique, help us make decisions, enable us to celebrate and guide us to deliver the best for the community. We work from a foundation of decency, respect, trust and compassion for one another.

COLLABORATIVE...we partner together and embrace our differences.
When we are collaborative, we work together fairly and inclusively towards shared passions and goals.
We work in partnership with people who have a lived experience, family, carers, supporters, community and funders and we listen and respect our differences and strengths; so we can all thrive.

EFFECTIVE...we work with purpose and passion for the community.
When we are effective, we maximise the powerful and purposeful benefits of our staff, volunteers, partners, community and resources. We focus on value and impact to ensure everything we do benefits the community.
We make the best use of the resources available to maximise our effectiveness and do justice to the trust our supporters place in us.

BRAVE...we seek new ways to achieve our vision.
When we are brave, we ask questions, we share ideas and are not afraid to test things out; but we balance risk with reward. We stay true to who PANDA is and the vision we aspire to.
We provide opportunities for stories to be safely told with courage and purpose, and together we ensure these stories raise awareness, break down stigma and create change.
PANDA Strategic Approach 2023-2026

Strategic Goal to 2026: PANDA is the leading perinatal mental health organisation for the community.

**Strategic Pillars**

**Lead with lived experience**

We will ensure everything we do is informed by people who have personal experience of mental health conditions. The person, family, carers and supporters will be central to all we do.

**Engage a valued workforce**

We will attract, develop, retain and reward our staff and volunteers so they feel valued and can actively contribute, because we care about their impact and wellbeing.

**Deliver leading services**

We will strengthen and broaden partnerships, whilst delivering further supports and care pathways, ensuring they are accessible, equitable and high quality.

**Provide quality information and education**

We will provide practical, evidence based education and resources to support health and care providers and community to best support families. We will raise awareness of perinatal mental health and reduce the barriers to help seeking.

**Strategic Enablers**

**Data and digital**

Innovation, insights and systems.

**Research and evaluation**

Evidence, quality and impact.

**Sustainability**

Financial, environmental and ethical.

Version: 25 Oct 22