



# CREST.BD

*Changing the landscape of bipolar disorder research & care*

## OUR STRATEGIC DIRECTION

**2014-2019**



# Introduction

The Collaborative RESearch Team to study psychosocial issues in bipolar disorder (CREST.BD) is a leader in research and Knowledge Exchange (KE) regarding psychosocial factors in people with bipolar disorder (BD), recognising their interplay with biological and genetic factors. Over the next five years, we will focus our efforts on five strategic priorities:

1. Advancing BD psychosocial research and the application of BD research in Canada and internationally to contribute to optimal health and quality of life (QoL) and diminished stigma for people with BD across the lifespan.
2. Meaningfully engaging individuals with lived experience of BD and their supports in authentic collaboration among researchers and healthcare providers to enhance the relevance and usefulness of BD psychosocial research and KE.
3. Strengthening the capacity for psychosocial BD research and KE within the network, with partners, and with affiliates to advance BD psychosocial research and the application of BD research in Canada and internationally.
4. Engaging with global partners and affiliates to enhance the reach and impact of BD psychosocial research and KE.
5. Being sustainable and accountable to stakeholders.

# Network Leader's Message



CREST.BD Network's Strategic Plan lays out our vision for the next five years. The Strategic Plans of the UBC Faculty of Medicine's Department of Psychiatry and the Mental Health Commission of Canada have been referred to in the development of our plan. Our plan is specific to our mission as an evolving pan-Canadian Research and KE Network with global linkages.

Our strategic plan was developed through an iterative process involving the following steps:

- Establishment of a Strategic Planning Working Group, Research Working Group, KE Working Group, National Advisory Group and identification of an external network consultant;
- Creation (in July 2012, <http://www.crestbd.ca/home/about-us/>) of a one-page document capturing the network's Vision, Mission, Values and Goals;
- A focussed environmental scan;
- Iterative consultation with stakeholders and review and discussion of emergent themes from these consultations;



- Distillation of feedback from the consultation into a Strategic Vision for Research and KE and consultation on this vision;
- Development of the strategic plan presented here.

The plan represents the collaborative efforts of all working group, National Advisory Group and network members and in particular the efforts of Sandra Mills, CREST.BD's Network Manager from 2011-2013. It shares our Mission, Vision, Values, Strategic Priorities and Goals for the next five years, as well as specific actions for 2014-2015. We will report on our progress in achieving the goals in this Strategic Plan by publishing an annual workplan, along with annual reports, on our website. We will also review the Strategic Plan annually to ensure it remains relevant to our members and the broader community of stakeholders and identify new actions for the coming year. I look forward to working together with stakeholders towards the achievement of the Strategic Goals articulated in this plan.



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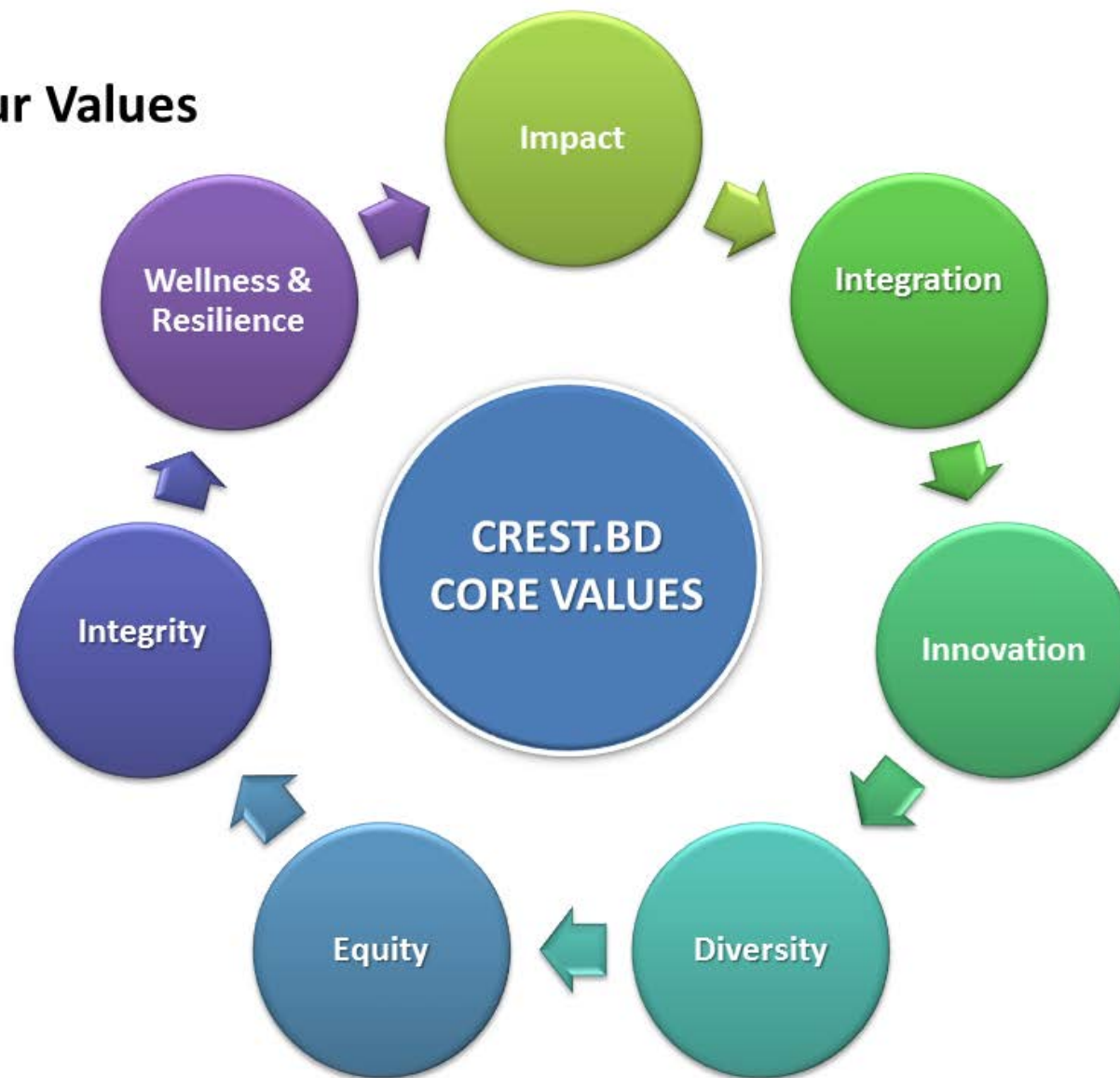
## Our Vision

We will contribute to a world where people living with BD enjoy optimized health and QoL and minimal stigma across their lifespan as a result of tailored psychosocial and/or self-management interventions informed by effective psychosocial research and KE in BD.

## Our Mission

We are a collaborative network of researchers, healthcare providers and community members whose mission is to optimize health and QoL and minimize stigma for people with BD across the lifespan. To realize our mission, we advance BD psychosocial research and its application in Canada and internationally.

## Our Values



# Our Values

Our values serve as guidelines for our conduct and behaviour as we work towards our vision. We value impact, integration, innovation, diversity, equity, integrity and an orientation towards wellness and resiliency.

## **Impact**

We strive to undertake action-oriented research with a high potential for impact on the health, QoL and care of people with BD.

## **Integration**

We prioritize integration. For example, we work within an integrated KT model and specialise in integrated research methods (e.g., mixed methods research).

## **Innovation**

We emphasise innovation and creativity in our research and KE.

## **Diversity**

We respect diversity: in opinions, in types of expertise, in definitions of evidence and in disciplinary approaches.



## **Equity**

We value equity, recognising that social injustices are experienced by certain groups of people (e.g., ethnic minorities, people who are facing health challenges or are entrenched in poverty). We strive to empower people with BD and their support networks to participate in research and KE to the fullest of their abilities.

## **Integrity**

We value integrity that is based on accountability and transparency (e.g., in decision-making, organisational structure, financial conduct and research and KE processes). We also foster non-hierarchical collaborations, participatory decision making and leadership and shared power.

## **Wellness and Resilience**

We prioritize a strengths-based approach with a focus on wellness and resiliency.

# Our Strategic Priorities

To have the most impact over the next five years we will focus on:

## **1. Research and KE Excellence**

Create and advance knowledge and understanding of the psychosocial factors associated with BD to contribute to optimal health and QoL for people with BD through the discovery, dissemination and application of research within and across disciplines and sectors.

## **2. Community Involvement**

Engage individuals with lived experience of BD and their support networks in authentic collaboration among researchers, healthcare providers and other stakeholders to increase the relevance and usefulness of BD psychosocial research and KE. Expand science on community involvement in BD research with a focus on engagement within web-based communities.

## **3. Capacity Building**

Strengthen the capacity for psychosocial BD research and KE in BD research among our network members, partners and affiliates in Canada and globally.

## **4. International Engagement and Recognition**

Participate with global partners and affiliates to enhance the reach and impact of BD psychosocial research and KE. Establish our network as an international leader in psychosocial BD research and KE.

## **5. Sustainability**

Ensure that the Network is sustainable and accountable to its stakeholders.

<b>Strategic Priority</b>	
<b>1. Research and KE Excellence</b>	
<b>Goal</b>	<b>Broad Actions</b>
1. Drive and increase the impact of BD psychosocial research and KE	1. Target energies towards three existing areas of excellence for BD research and KE (a. QoL; b. Psychosocial interventions and self-management; c. Stigma). See Diagram on next page 2. Increase the number of strategic partnerships in these areas 3. Increase the number of network trainees in these areas
2. Gauge stakeholder priorities for BD psychosocial research and KE	1. Establish mechanisms for and engage in dialogue around community priorities for BD research and KE
3. Be responsive and poised to address emerging demands for new BD psychosocial research and KE	1. Establish internal network structures to facilitate communication about emerging opportunities (e.g., research funding, policy level or media opportunities)
4. Improve the health, QoL and care of people with BD by influencing healthcare systems to provide care informed by BD psychosocial research	1. Translate the network's research and KE into broad application in clinical practice 2. Bridge the gap between BD research and application through professional development



### Triple targets:

**1. QoL.** We drive research on QoL for people living with BD and improve QoL in this population. In doing so, we will delve into under-researched areas, such as the relationship between QoL and neurocognition or substance misuse.

**2. Psychosocial interventions.** We improve the science and application of psychosocial and self-management interventions for people with BD.

**3. Stigma.** We drive research on stigma in BD and minimize this stigma (with a focus on under-researched areas and intersections, such as stigma in youth/older adults, stigma and QoL, stigma and psychosocial interventions)

### Platforms:

1. Integrated KE. Our research rests on a platform of fully integrated KE. We target our research and KE activities towards specific populations, with a focus on hard to reach populations (e.g., Aboriginal, concurrent disorders, rural/remote).
2. Lifespan perspective. Our research and KE activities take a lifespan perspective, focusing on prevention and early intervention through to old age.

<b>Strategic Priority</b>	
<b>2. Community Involvement</b>	
<b>Goal</b>	<b>Broad Actions</b>
1. Increase levels of involvement of people with lived experience of BD in the network's research and KE	1. Recruit more peer-researchers to the network 2. Strategically establish new relationships with individuals with lived experience who are prominent in the BD community 3. Increase engagement with people with lived experience and their support networks via existing and new network partnerships
2. Expand science and KE on community involvement in BD research	1. Increase output of publications and other KE outputs (for a diverse range of stakeholders) on community-engaged BD research 2. Produce network outputs to support training in Community Based Participatory Research (CBPR)
3. Create a unique virtual global BD community	1. Identify and act upon opportunities for strategic growth in this direction 2. Align fund-raising, partnership development and international development to support growth in this direction

<b>Strategic Priority</b>	
<b>3. Capacity-Building</b>	
<b>Goal</b>	<b>Broad Actions</b>
1. Strengthen capacity for psychosocial BD research, KE and community-engagement among network members, partners and affiliates	1. Provide mechanisms for sharing intra-network research, KE and community-engagement expertise 2. Increase the number of trainees in the network
2. Strengthen capacity for community-engagement in BD research and KE among network members, partners and affiliates	1. Provide new training opportunities for peer-researchers in the network 2. Provide new training opportunities on community-engagement for the core network members and within partner organisations



<b>Strategic Priority</b>	
<b>4. International Engagement and Recognition</b>	
<b>Goal</b>	<b>Broad Actions</b>
1. Broaden the network's international engagement	1. Establish new international partnerships and collaborations
2. Be recognised as an international leader in psychosocial BD research and KE and BD community involvement	1. Harness existing and new modes of KE to share the network's BD psychosocial research findings with a wide array of international stakeholders 2. Provide expertise to international partner organisations 3. Increase outputs in international media

<b>Strategic Priority</b>	
<b>5. Sustainability and accountability</b>	
<b>Goal</b>	<b>Broad Actions</b>
1. Ensure the network's sustainability beyond the end of the CIHR funding period 2. Ensure that the network is accountable to stakeholders	1. Align resources with the network's vision and strategic plan 2. Establish internal mechanisms for monitoring potential funding opportunities 3. Secure diverse revenue streams to fund research and KE in priority areas, including support from non-traditional sources and new funding agencies/streams 4. Secure continued funding for core network staff and operational costs 5. Develop a leadership succession plan

# Engage with our Strategic Plan - Tell Us What You Think

1. Feel free to e-mail Erin directly with your questions or comments: [erin.michalak@ubc.ca](mailto:erin.michalak@ubc.ca)
2. Connect with us via Facebook: <https://www.facebook.com/CRESTBDBipolarResearch>
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