



LymeTV
5-Year Strategic Plan
2022-2027

LymeTV Strategic Plan

About LymeTV

LymeTV is a volunteer-based 501(c)(3) registered non-profit organization dedicated to educating the global community about Lyme disease and other dangerous tick-borne infectious diseases located worldwide. We are a diverse team of patients, advocates, caregivers, and people who just love our mission.

Scientific Advocacy

- LymeTV has advocated on Capitol Hill for increased federal funding of tick-borne disease research alongside the Center for Lyme Action and other national Lyme organizations.
- We engage with research scientists to focus efforts on scientific inquiry with the greatest promise for improved patient outcomes.
- We have participated in directing federal funds towards specific research projects as part of the Department of Defense's CDMRP, Tick-Borne Disease Research Panel.
- LymeTV is currently filming a scientific documentary titled Lyme: Shifting the Paradigm, which began production in 2018.

Patient Advocacy

- Besides protecting yourself from ticks, LymeTV urges you to always be your own health advocate.
- Regardless of your health history, advocate and research your illnesses using scientifically-based sources, and give the information to your doctor if you feel something is not right.
- In our experience, doctors have appreciated when we brought them reputable research and took the time to explain in-depth about tick-borne disease epidemiology and the pharmacokinetics behind how different drugs (i.e. tetracyclines vs cephalosporins - and combos thereof) work with these diseases.
- We want to arm patients and doctors with the latest and most robust clinical research so doctors can consider diseases that may have been overlooked or misdiagnosed, thereby increasing the probability of successful treatment.
- We believe increased awareness and knowledge of tick-borne disease throughout the medical community will result in far better disease outcomes.

LymeTV is not a research facility; we are strictly an awareness organization. We only share information from reputable, scientifically-based sources.

Our Mission

To reduce the incidence of dangerous tick-borne diseases through prevention, education, and outreach.

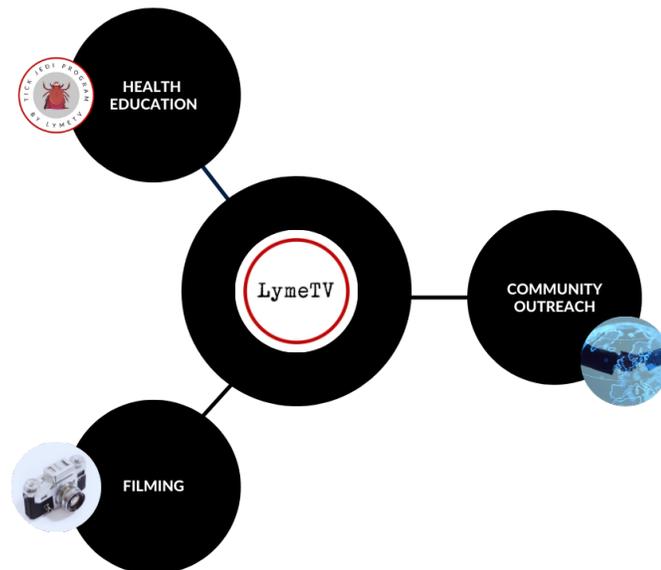
Our Vision

A world where tick-borne diseases are well understood, rarely caught, and quickly treated.

Our Programs

LymeTV has a variety of programs that promote public health best practices and advance our mission of reducing the incidence of dangerous tick-borne diseases.

Our organization was founded on the concept of educating through video and other visual media to reach a wider audience. Our communication efforts use humor to drive engagement since people retain learned content better when they are entertained.



Health Education - Our free health education program is a great resource for schools, camps, pediatrician offices, and other organizations to educate and remind kids and staff how to protect themselves from a tick bite.

Community Outreach - Our target demographic is everyone, but we host health events targeted to the underrepresented of our community, including persons experiencing housing insecurity and the senior community. LymeTV offers multilingual materials available for our community outreach.

Filming - LymeTV is currently filming a new Lyme documentary titled *Lyme: Shifting the Paradigm*. This film will highlight the advances in Lyme disease research, as well as the science behind Lyme tests, how the disease and other co-infections disseminate, and the dangers of long-term damage to the host body. LymeTV also produces public service announcements and a *Tick Talk* video series.

Strategic Priorities

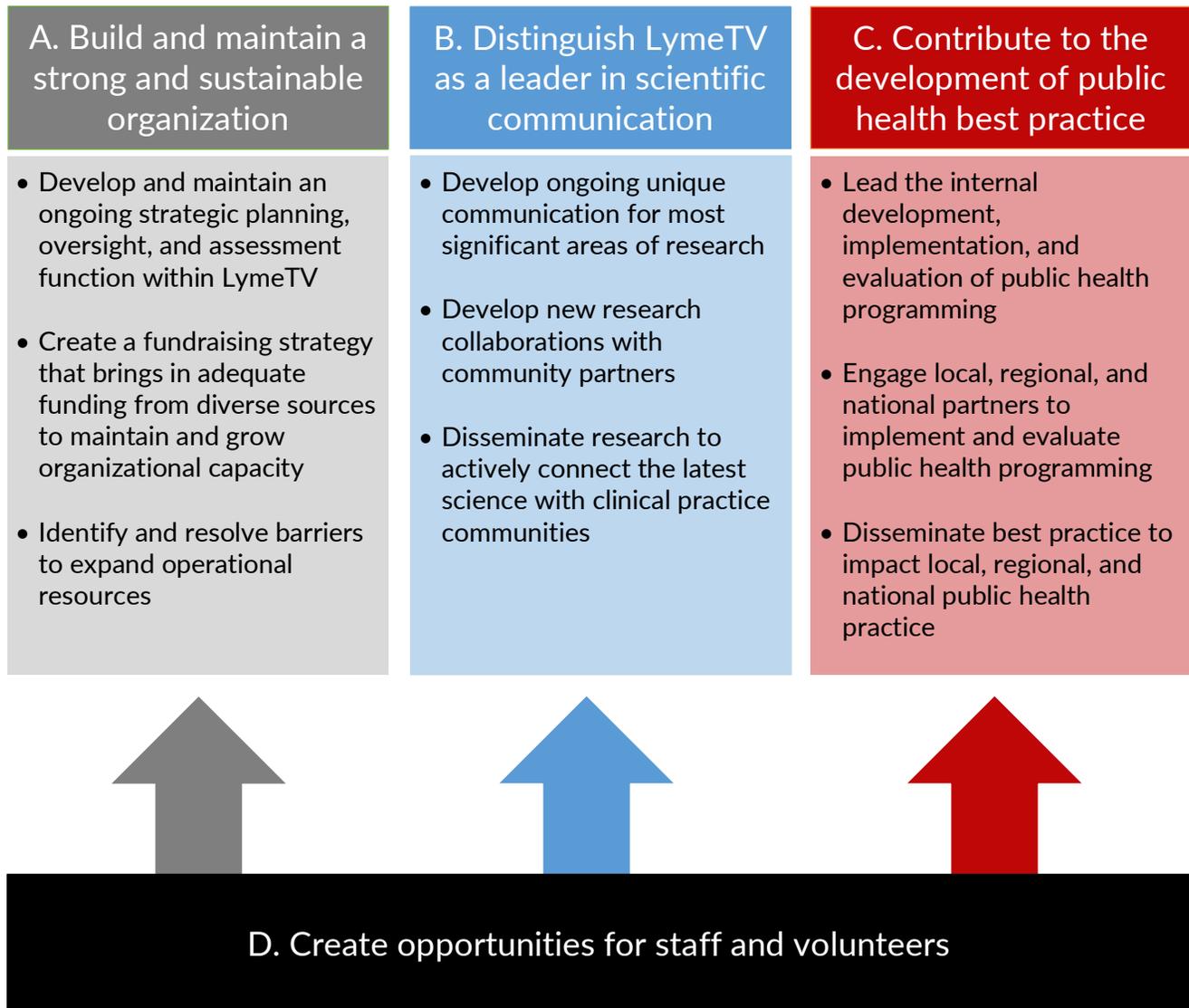
To achieve our vision and mission, and to address the needs in the community, LymeTV has developed four strategic priorities. These priorities will guide the organization over the next five years. The four strategic priorities are:

Priority A - Build and maintain a strong and sustainable organization

Priority B - Distinguish LymeTV as a leader in scientific communication

Priority C - Contribute to the development of public health best practice

Priority D - Create opportunities for staff and volunteers



Implementation

In order to advance LymeTV's mission, the organization needs to continue to grow both financial and human capital resources. Strategic priorities A and D seek to facilitate the growth in these two resource categories respectively. The executive leadership team of LymeTV will continue to refine the fundraising strategy in order to maintain current grant and donor relationships as well as try to achieve 10% annual growth in the operating budget. The Chief Human Resources Officer will work with the executives to advance the strategy outlined in priority A and D to ensure better recruitment and retention of volunteers; adding 5 new volunteers over the 5-year strategic plan.

LymeTV's mission depends on credible and effective communication. Strategic priority B is focused on expanding LymeTV's scientific credibility and impactful communication strategy. Team members responsible for content production will collaborate with LymeTV's Director of Science to ensure that all public facing communication meets rigorous standards of scientific accuracy and engagingly relays the message of the scientific research without distorting the conclusions. Content and information will continue to be developed and offered through multilingual materials.

Strategic priority C engages with public health efforts since communicating a message is just the first step in influencing practice. Tick-borne disease prevention can only be accomplished when information is transformed into practice and public health interventions are an essential mechanism for the transmission of best practices. LymeTV will commit to increasing the number of students enrolled in its health education program by 40% per year. LymeTV's leadership team will continue to engage with federal, state, and local agencies to influence public health practice and advocate for improved scientific communication.

Goal A: Build and Maintain a Strong and Sustainable Organization

OBJECTIVE A1

Develop and maintain ongoing strategic planning, oversight, and assessment function within LymeTV

Potential Measures

- Finalized strategic plan
- Adoption of ongoing assessment/update schedule
- Number of strengths and interests
- Reduced number of weaknesses and gaps
- Increased number of requests for partnership with LymeTV over time

Strategies

1. Inventory LymeTV strengths and interest; inventory weaknesses and gaps, overall
2. Build a system to conduct, compile, and maintain an ongoing LymeTV process and database
3. Identify priority areas for implementation strategies and activities
4. Disseminate final plan internally and among key stakeholders
5. Establish a programmatic team that meets regularly to inform work
6. Raise profile of LymeTV among policymakers, stakeholders, and communities

OBJECTIVE A2

Create a fundraising strategy that brings in adequate funding from diverse sources to maintain and grow organizational capacity

Potential Measures

- Number of capacity-building grants written/funded
- Monetary value of grants
- Percent/ratio of success
- Percentage growth of public donation revenue

Strategies

1. Explore the endowment process (for individuals and organizations/businesses)
2. Expand scope and increase frequency of fundraising events
3. Identify grant-writing team(s) based on priority areas of focus
4. Build LymeTV capacity for grant submission and streamlining process
5. Map current internal funding needs with dates and times for resubmission and future funding needs

OBJECTIVE A3

Identify and resolve barriers to expand operational resources

Potential Measures

- Finalize a recruitment strategy plan
- Percent/ratio of success from recruitment engagement
- Number of skilled volunteers added to the team

Strategies

1. Recruit and engage interested parties to volunteer within LymeTV
2. Seek candidates with experience in the nonprofit sector
3. Recruit doctoral-level professional staff and Board

Goal B: Distinguish LymeTV as a Leader in Scientific Communication

OBJECTIVE B1

Develop ongoing unique communications for most significant areas of research

Potential Measures

- Number of film segments produced
- Social media frequency and content type
- Frequency of use of contemporaneous research

Strategies

1. Identify robust research based on priority areas of focus
2. Continue to inventory and expand communications content repository
3. Expand participants in focus groups to ensure efficacy of PSA segments
4. Collaborate with academic researchers and clinicians to deliver content for public

OBJECTIVE B2

Develop new research collaborations with community partners

Potential Measures

- Number of partners
- Number of collaborations
- Number/kind of collaborations in key/multi sectors

Strategies

1. Assess the need for community research data
2. Map collaborations and partner skills, strengths and weaknesses, and relevance
3. Create opportunities for non-LymeTV team to contribute

OBJECTIVE B3

Disseminate research to actively connect the latest science with clinical practice communities

Potential Measures

- Number of CME courses conducted
- Number of conference presentations
- Number of clinical offices reached
- Number of dissemination products aimed at clinical practice

Strategies

1. Identify and pursue the most productive mechanisms and targets for CME
2. Inventory dissemination opportunities in oral and poster presentations at conferences, and through media
3. Develop dissemination products for clinical practice and patients

Goal C: Contribute to the Development of Public Health Best Practice

OBJECTIVE C1

Lead the internal development, implementation, and evaluation of public health programming

Potential Measures

- Number of program grants written/funded
- Percent of programs with clear process and outcome performance measures
- Number/kind of curricula developed
- Number/kind of programs

Strategies

1. Develop self-assessment measures for programs
2. Convene regular team discussions and sharing of best practice
3. Build new collaborations to fund pilots
4. Obtain funding for pilots
5. Convene LymeTV programmatic meetings monthly to discuss updates and opportunities

OBJECTIVE C2

Engage local, regional, and national partners to implement and evaluate public health programming

Potential Measures

- Number of collaborations
- Number of evaluation partnerships
- Change in value-added to community
- Measure overall reach to the general public

Strategies

1. Join local and national networks to contribute to local, regional, and national agenda-setting
2. Work with key LymeTV partners to develop opportunities
3. Partner with national organizations that advocate for and create best practice and policy guidelines
4. Partner with others to evaluate current initiatives

OBJECTIVE C3

Disseminate best practice to impact local, regional, and national public health practice

Potential Measures

- Number of papers/presentations/other dissemination activities
- Number of health events and conferences
- Number of community communications/ media interviews

Strategies

1. Provide resources to other organizations
2. Identify and target dissemination to program-specific networks
3. Promote work through LymeTV community/external communications platforms
4. Highlight accomplishments to LymeTV partners and stakeholders

Goal D: Create Opportunities for Staff and Volunteers

OBJECTIVE D1

Promote a healthy work environment

Potential Measures

- Number/kind of volunteer and leadership opportunities
- Number of team participating in decision-making
- Money available for professional development
- Measure change in volunteer satisfaction
- Measure retention rates

Strategies

1. Conduct regular volunteer surveys

2. Adopt best practice and group agreements for meetings and communications
3. Promote work/life balance for professional and volunteer staff
4. Advocate for inclusive and equitable workplace policies

OBJECTIVE D2

Provide professional development, learning opportunities, and practice opportunities for team

Potential Measures

- Number/kind of professional development opportunities
- Number of professional development opportunities taken

Strategies

1. Survey LymeTV team to help fill identified needs/gaps
2. Identify potential learning opportunities for educational advancement and professional development
3. Share and encourage opportunities available with team members