

Strategic Priorities/ Objectives**The strategic plan discusses the following 7 priorities of ISCoS.**

- I. Streamlining Activities, Organizational Structure, Governance (including Financial Management) & Leadership
- II. Scientific Activities including ISCoS Journals
- III. Research
- IV. Education, Training & Capacity Building
- V. Partnering/ Collaboration
- VI. Communication
- VII. Advocacy

The initiatives foreseen to be implemented to meet the objectives of ISCoS as well as the accountability of each initiative are as under:

I. Streamlining Activities, Organizational Structure, Governance (including Financial Management) & Leadership

Strategic Initiative/objectives

1. Review Byelaws and constitution of ISCoS

A) Addition of a few other committees besides the existing ones like:

- a. Finance Committee (with fund generation subcommittee)
- b. Strategic Management Committee

B) Other subcommittees which could be included in relevant committees:

- a. Research (Scientific Committee to be renamed as Scientific and Research Committee) b. Membership
- c. Early Career Committee
- d. Publication Oversight Committee

C) The following working groups could be considered:

- a. Children Interest Working Group
- b. Non-Traumatic Spinal Cord Injury Working Group
- c. Clinical Practice Guidelines Working Group

2. Ensure greater transparency

- a. Regularly sharing information with the Executive, Board as well as members and keeping them in the loop.
- b. Communication within the Executive and Board - through emails and Zoom meetings.
- c. The members to be kept informed about the various activities of the Society through the ISCoS Newsletter.
- d. An effort to be made to try to respond to any questions and concerns in a timely fashion.

3. Ensure Greater inclusivity

- a. Suggestions from Board and members to be encouraged.
- b. Endeavour to let everyone feel valued and comfortable.
- c. Activities of various Special Interest Groups have to be streamlined.
- d. Establishing a dash board/ interactive e-platform or e-portal for sharing information

4. Promoting accountability

- a. Byelaws Committee to review the responsibilities of each official post of ISCoS.
- b. Each Committee /Working Group to set up its action plan /objectives for the year.
- c. The achievement of goals to be reviewed in the Executive Meeting before the ISCoS Annual Scientific Meeting (ASM).

5. Ensuring continuity in Governance of ISCoS

- a. Relook into the Byelaws and Constitution to ensure a succession plan for each official post.
- b. Identifying the gaps in succession planning and periodic SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis.
- c. Provision for succession plan for all official posts
- d. Studying recent trends affecting succession planning.
- e. Identification of suitable successors for all senior positions.
- f. Meticulous training for creating an abled successor at every level.
- g. Inclusion of Consumer Groups and membership in succession planning.

6. Strengthen and Modernize the administration of ISCoS for smooth functioning

- a. Strengthening and modernization of the administration/Secretariat of ISCoS.
- b. Sorting the issue of membership ending each December.
- c. Having a Nodal/Administrative center for streamlining of Activities and maintaining ethical practices.
- d. Appointment of a part time administrative assistant and increasing the administrative support.
- e. Having a succession plan for Executive Administrator
- f. Considering /exploring a newer and larger office for ISCoS administration.
- g. Digitalization and computerization of the ISCoS office.
- h. Continuing organization of ASM in the competent hands of Professional Congress Organiser (PCO).
- i. Provision of specific administrative needs of the committees.
- j. Team building activities to strengthen groups
- k. Involving individuals from all levels for various activities

7. Strengthen and streamline Financial Management of ISCoS

- a. Development of a Business Plan.
- b. A finance committee to support the Treasurer
- c. Detailed financial planning and budgeting for the above needs.

8. Empower the Special Interest Groups

- a. Empowerment of ISCoS working Groups
- b. Defining the membership guidelines and reporting structure of each Special Interest Group

9. Explore membership value additions

- a. Ways to improve value of ISCoS membership
- b. Analyze the expectations of members from ISCoS

10. Promoting Leadership

- a. Be the role model for engagement from the top.
- b. Link ISCoS to a higher purpose than profits
- c. Link rewards and performance to engagement levels.

- d. Focus on a culture of motivation
- e. Respect individual team member needs and attributes
- f. Hire and train for engagement levels, as well as skills
- g. Facilitate feedbacks for activities
- h. Prepare a succession plan for future leaders
- i. Conduct regular meetings and discussions to keep abreast with working of ISCoS
- j. Showcase and present ISCoS strategy and future plans for expansion and fund generation
- k. Monitor progress of operational and business plan
- l. Keep the team motivated and updated by means of regular feedback
- m. Work towards deeper penetration of ISCoS at global level

Accountability-ISCoS Executive

Descriptive Analysis – (in process)

II. Scientific Activities-

Strategic objectives & initiatives- ISCoS Journals

1. Promoting Team work and smooth functioning

- a. Defining succinctly the scope of Journals and the process of allocation of manuscripts
- b. Ensuring periodic interaction between Editor-in-Chiefs, Publishers & ISCoS Executive
- c. Ensuring appropriate Editorial Assistance for Editor-in-Chiefs
- d. Ensuring continued editorial independence
- e. Editors to be kept in loop in strategic and financial planning related to journals
- f. Having a contract in place before the Editor-in-Chief joins. It should ensure proper editorial freedom and responsibility, rights and duties, job description and reporting responsibilities.
- g. In case of disputes and non-resolution by amicable ways, issues to be reported to the President who shall have the power to decide.
- h. Ensuring smooth functioning after implementation of plan S /cOAlition S.

2. Improving Impact Factor

- i. Continue endeavor to maintain high-quality of accepted papers
- j. Continue to work on diverse publications including engineering and basic science aspects
- k. Ensuring that Editorial boards continue to comprise of experts from diverse backgrounds
- l. Continue endeavor to try to increase citations

- m. Explore publishing in multiple formats

3. Maintain the high-quality of accepted manuscript

- a. Encourage diverse publications
- b. Ensure continuation of high-quality reviews
- c. Organise workshops and training to help authors improve the quality of their submissions
- d. Encourage and facilitate grammar correction for non native English writers
- e. Promote translational research

4. Attract more quality submissions to the Journal

- a. Continue inviting leading scholars to join Editorial Board
- b. Continue inviting Guest Editors for special issues on particular topics of interest
- c. Encourage/value good science that will make a difference to the lives of people with SCI
- d. Prioritize journal promotion and seek contributions from top scholars
- e. Consolidate further the use of social media for Journal promotion
- f. Focus on author satisfaction

i) To continue to endeavour to improve the submitting authors experience

- a) Keeping website updated
- b) Keeping manuscript turnaround times low
- c) Ensuring that peer review system offers an [intuitive user experience](#) for authors with easy access to user support

ii) Provide added value to authors

- a) Encourage authors to promote their published articles better
- b) Continue to increase social media presence

5. Increasing submissions

- a. Keep Article Processing Charges as per market trends
- b. Continuous endeavor to provide value addition to the authors and reviewers like publon points, open reviews, reviewer recognition, etc
- c. Increase the impact factor of journals
- d. Implement innovative strategies on social media to further increase engagement

6. Improvement in Reviews and reviewers

- a. Continuous endeavor to keep reviewer database expanded

7. Making Editorial Board diverse

- a. Continue to ensure diversity on the Editorial Board (including gender, country, professional background etc).

8. Succession planning

- a. Adopt a succession plan
- b. Ensure rational and transparent remuneration to Editor-in-Chiefs.
- c. The defined eligibility criteria for Editorial Board members should be reviewed periodically.
- d. Continue to declare open and advertise vacancies in Editorial Board. All Editorial Board members would be on 3-year contracts that could be renewed up to three times based on performance.

9. Publishing conference abstracts

- a. Publish abstracts of ISCoS ASMs
- b. Explore Video abstracts

Accountability- Editor -in-Chief & Editorial Board

Descriptive Analysis

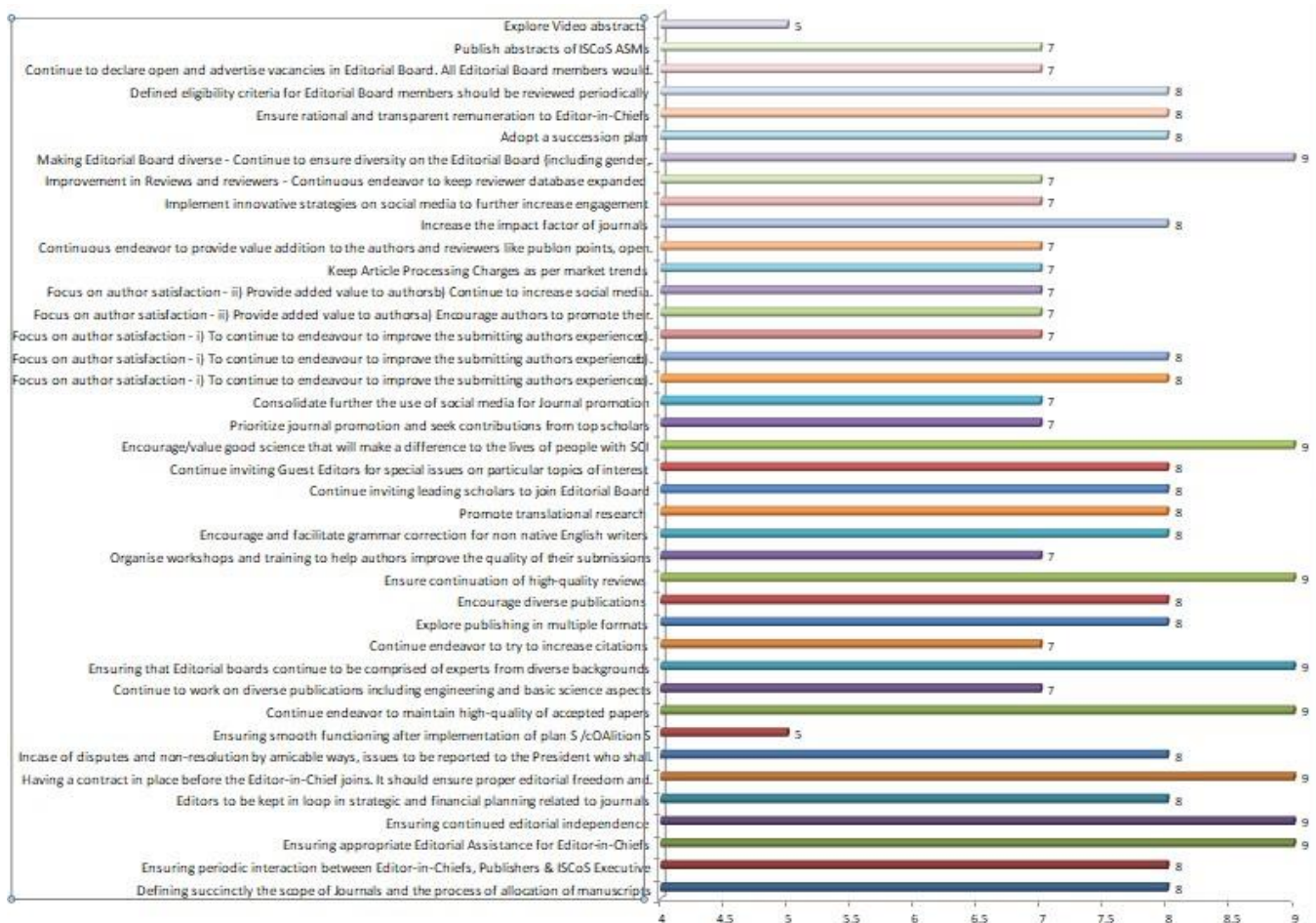


Table: Priority Matrix

Must Do	<ul style="list-style-type: none"> • Ensuring appropriate Editorial Assistance for Editor-in-Chiefs • Ensuring continued editorial independence • Having a contract in place before the Editor-in-Chief joins. It should ensure proper editorial freedom and responsibility, rights and duties, job description and reporting responsibilities • Continue endeavor to maintain high-quality of accepted papers • Ensuring that Editorial boards continue to be comprised of experts from diverse backgrounds • Ensure continuation of high-quality reviews • Encourage/value good science that will make a difference to the lives of people with SCI • Making Editorial Board diverse - Continue to ensure diversity on the Editorial Board (including gender, country and professional background)
----------------	--

<p>Need to Do</p>	<ul style="list-style-type: none"> • Defining succinctly the scope of Journals and the process of allocation of manuscripts • Ensuring periodic interaction between Editor-in-Chiefs, Publishers & ISCoS Executive • Editors to be kept in loop in strategic and financial planning related to journals • Incase of disputes and non-resolution by amicable ways, issues to be reported to the President who shall have the power to decide • Explore publishing in multiple formats • Encourage diverse publications • Encourage and facilitate grammar correction for non native English writers • Promote translational research • Continue inviting leading scholars to join Editorial Board • Continue inviting Guest Editors for special issues on particular topics of interest • Focus on author satisfaction - i) To continue to endeavour to improve the submitting authors experiencea) Keeping website updated • Focus on author satisfaction - i) To continue to endeavour to improve the submitting authors experienceb) Keeping manuscript turnaround times low • Increase the impact factor of journals • Adopt a succession plan • Ensure rational and transparent remuneration to Editor-in-Chiefs • Defined eligibility criteria for Editorial Board members should be reviewed periodically
<p>Should Do</p>	<ul style="list-style-type: none"> • Continue to work on diverse publications including engineering and basic science aspects • Continue endeavor to try to increase citations • Organise workshops and training to help authors improve the quality of their submissions • Prioritize journal promotion and seek contributions from top scholars • Consolidate further the use of social media for Journal promotion • Focus on author satisfaction - i) To continue to endeavour to improve the submitting authors experiencec) Ensuring that peer review system offers an intuitive user experience for authors with easy access to user support • Focus on author satisfaction - ii) Provide added value to authorsa) Encourage authors to promote their published articles better • Focus on author satisfaction - ii) Provide added value to authorsb) Continue to increase social media presence

	<ul style="list-style-type: none"> • Keep Article Processing Charges as per market trends • Continuous endeavor to provide value addition to the authors and reviewers like publon points, open reviews, reviewer recognition, etc • Implement innovative strategies on social media to further increase engagement • Improvement in Reviews and reviewers - Continuous endeavor to keep reviewer database expanded • Continue to declare open and advertise vacancies in Editorial Board. All Editorial Board members would be on 3-year contracts that could be renewed up to three times based on performance • Publish abstracts of ISCoS ASMs
Could Do	<ul style="list-style-type: none"> • Ensuring smooth functioning after implementation of plan S /cOAlition S • Explore Video abstracts

II. Scientific Activities

Strategic objectives & initiatives (other than ISCoS Journals) (In process)

1. Explore value additions to ISCoS ASMs

Continue to explore how to provide better opportunities to participants for /to

- Exposure to newer scientific perspectives
- Present their work
- Get feedback on their work
- Connect with greater scientific community
- Establish collaborations for scientific work
- Establish collaborations with industry
- Connect directly with potential employer
- Keeping ASM scientific program interactive

2. Explore making annual scientific meetings of ISCoS more inclusive.

- Facilitating greater participation of SIGs
- Sponsor and promote trainee and Early Career Researchers
- Promotion of global participation in ISCoS ASMS.
- Provide opportunities for researchers across career stages and discipline
- Ensuring that registration tariff is not cost prohibitive
- Facilitating participants of members from all economic strata
- Facilitating participants from emerging countries
- Ensuring ASMs are held in all regions of globe by rotation

3. Explore means to ensure equity

- Gender

- b. Ethnic
 - c. Socioeconomic
 - d. Health background
 - e. Geographical background and
 - f. Career stage
4. Explore introducing /consolidating newer strategies/techniques
- a. Virtual/hybrid conferences
 - b. Pre print conference proceeding on online platform
 - c. Foster digital networking by investing in relevant, immersive and interactive experiences
5. Explore regional meetings in addition to Annual Scientific meeting

Accountability-Scientific Committee

Descriptive Analysis – (In process)

III. Research

Strategic objectives & initiatives

Promoting Research amongst ISCoS members

- Promote research collaborations, research funding, grants and awards.
- Encouraging /motivating members to engage in research using all possible opportunities, including the Newsletter and ISCoS events.
- Develop a platform for researchers to network together.
- Creating an online platform for sharing best practices by the researchers
- Collaborating with organizations/societies offering online/offline courses/workshop on research methodology for the benefit of ISCoS members or exploring development of such resources indigenously.
- Create online self learning platform for researchers working in the field of Spine
- Creating online query resolution platform for the researchers working in the field of Spine
-
- Having a separate Research Committee for more focus on Research

Strengthen Research collaboration

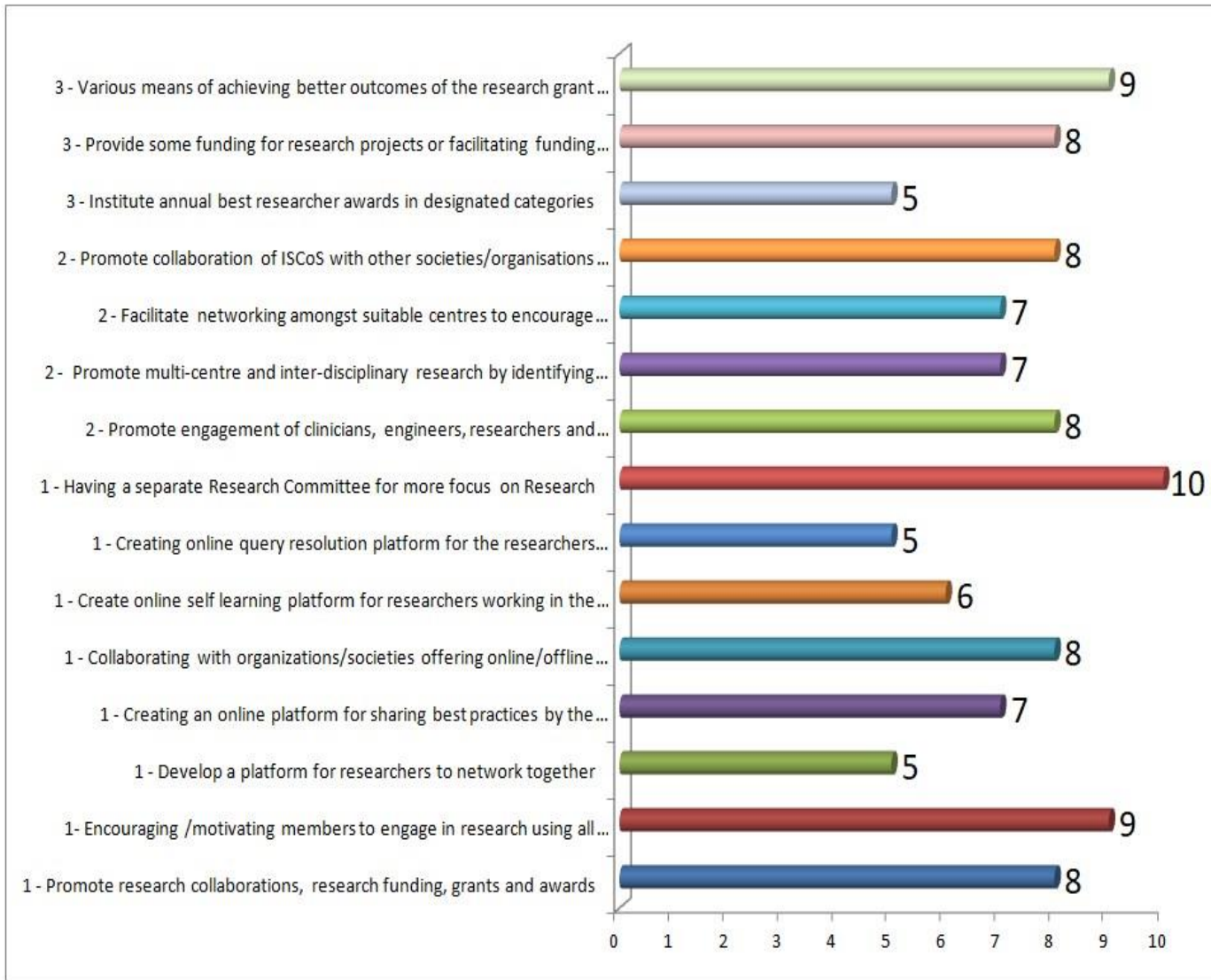
- Promote engagement of clinicians, engineers, researchers and designers together in transdisciplinary research.
- Promote multi-centre and inter-disciplinary research by identifying suitable research questions & centres carrying out research in specific areas.
- Facilitate networking amongst suitable centres to encourage collaborations between researchers giving appropriate emphasis on centres from low- and middle-income countries. Funding for such research projects should be explored.
- Promote collaboration of ISCoS with other societies/organisations well established in research activities and to explore submitting joint applications for funding for research projects. **Research funding, grants and awards:**
- Institute annual best researcher awards in designated categories.
- Provide some funding for research projects or facilitating funding through other organisations.
- Various means of achieving better outcomes of the research grant awards could be foreseen including release of funds in a phased manner subject to report submission at periodic intervals and compulsory presentations of all the projects in ISCoS ASM.

Accountability- Research Committee/Sub committee

Descriptive Analysis

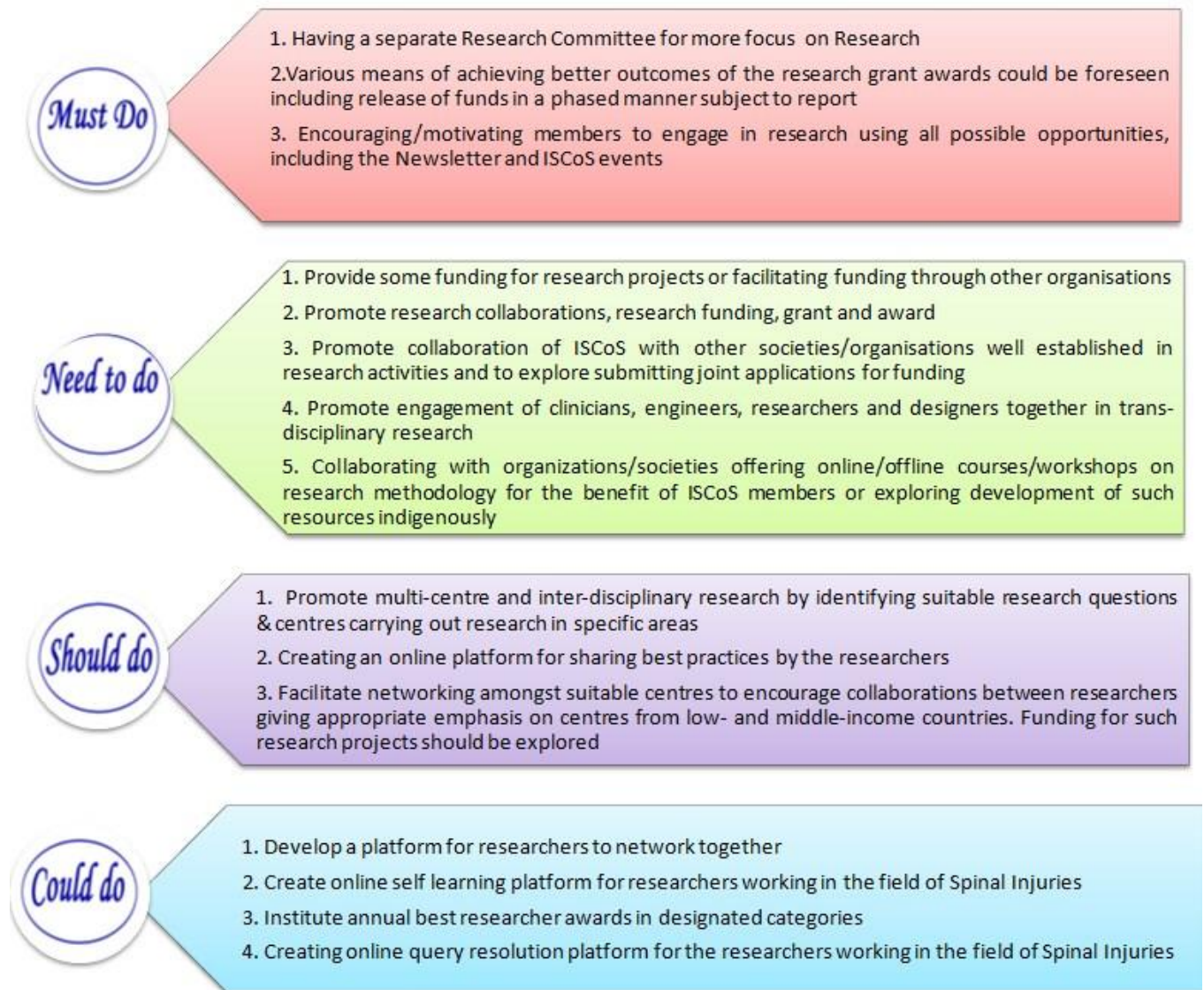
In continuation with the Strategic Plan of ISCoS-Initiatives for priority objectives, the analysis is presented here:

Figure 1: Scoring system analysis for priority of work using descriptive statistics



1: Promoting Research amongst ISCoS members; 2: Strengthen Research collaboration; 3: Research funding, grants and awards

Figure 2: Priority Matrix using weightage of descriptive analysis (Figure 1)



The analysis is based on descriptive statistics using weighted scoring model which simply uses mode, median and mean to get the final score. Figure 1 is bar chart of the aggregate scoring while Figure 2 is created by using weightage of these scores and dividing into four components: “must do”, “need to do”, “should do” and “could do”.

IV. Education, Training & Capacity Building

Strategic objectives & initiatives

1. Help bridge gaps in SCI care across the globe
 1. Liasing with concerned authorities
 - a. ISCoS could liaise with concerned authorities to build a sustainable workforce capacity to address needs of people with SCI. ISCoS could sensitize/collaborate with Government bodies for development of National Spinal Cord Injuries Program and specialized Spinal Cord Injury Centres. It could also collaborate with world bodies including WHO, Governments, etc to conduct training programs in management of SCI.

- b. ISCoS could liaise with concerned authorities for inclusion of SCI Management within the curriculum of health professional-degree programs and encourage students to take electives on SCI management. ISCoS could facilitate development of course curriculum for SCI management for various graduate and under-graduate medical and para-medical courses.
- c. Affiliated/ Regional Spinal Cord Societies could be encouraged to come out with their journals / newsletters / bulletins, organize conferences / symposiums and be proactive for other educational & training activities pertaining to SCI. The Affiliated societies could also be encouraged to liaise with other medical societies to conduct sessions on SCI management during their conferences/meetings.

2. Promote Evidence Based Practice

- a. ISCoS could motivate its members to collect relevant data to evaluate the outcomes of the range of clinical practices in various aspects of Spinal Cord Injury management.
- b. ISCoS could also explore developing clinical practice guidelines.

3. Promote interdisciplinary /transdisciplinary care for SCI across the globe

- a. ISCoS could promote awareness about the importance of interdisciplinary/transdisciplinary treatment in SCI management
- b. ISCoS could encourage rehab-surgeon collaboration in management of SCI.
- c. Encourage professionals from all Health disciplines to become members of ISCoS and contribute to its activities.
- d. ISCoS could encourage all allied health disciplines and consumers to participate in ISCoS Annual Scientific Meetings (ASMs) and training programs.

2. Consolidate Training activities including workshops and massive open online courses

- a. Consolidation of ISCoS training activities could be achieved by collaborating with affiliated societies for conducting workshops in different countries across the globe, with special emphasis on low- and middle-income countries and countries where services for SCI management are lacking.
- b. Encourage endorsement of standard clinical practice guidelines by various local bodies/affiliated societies for the management of patients with SCI.

- c. ISCoS could also consider starting fellowships/observerships in interested hosting centres and offer holding workshops at ASMs of affiliated and related societies besides strengthening online educational training programs.
- d. An exchange/training program for and by SCI consumers could be initiated.
- e. All the ISCoS initiated/developed educational material could be made available and highlighted on the ISCoS website.

II. Development of Educational Materials

1. Translation of e-learnsci.org and ISCoS Textbook into more languages.

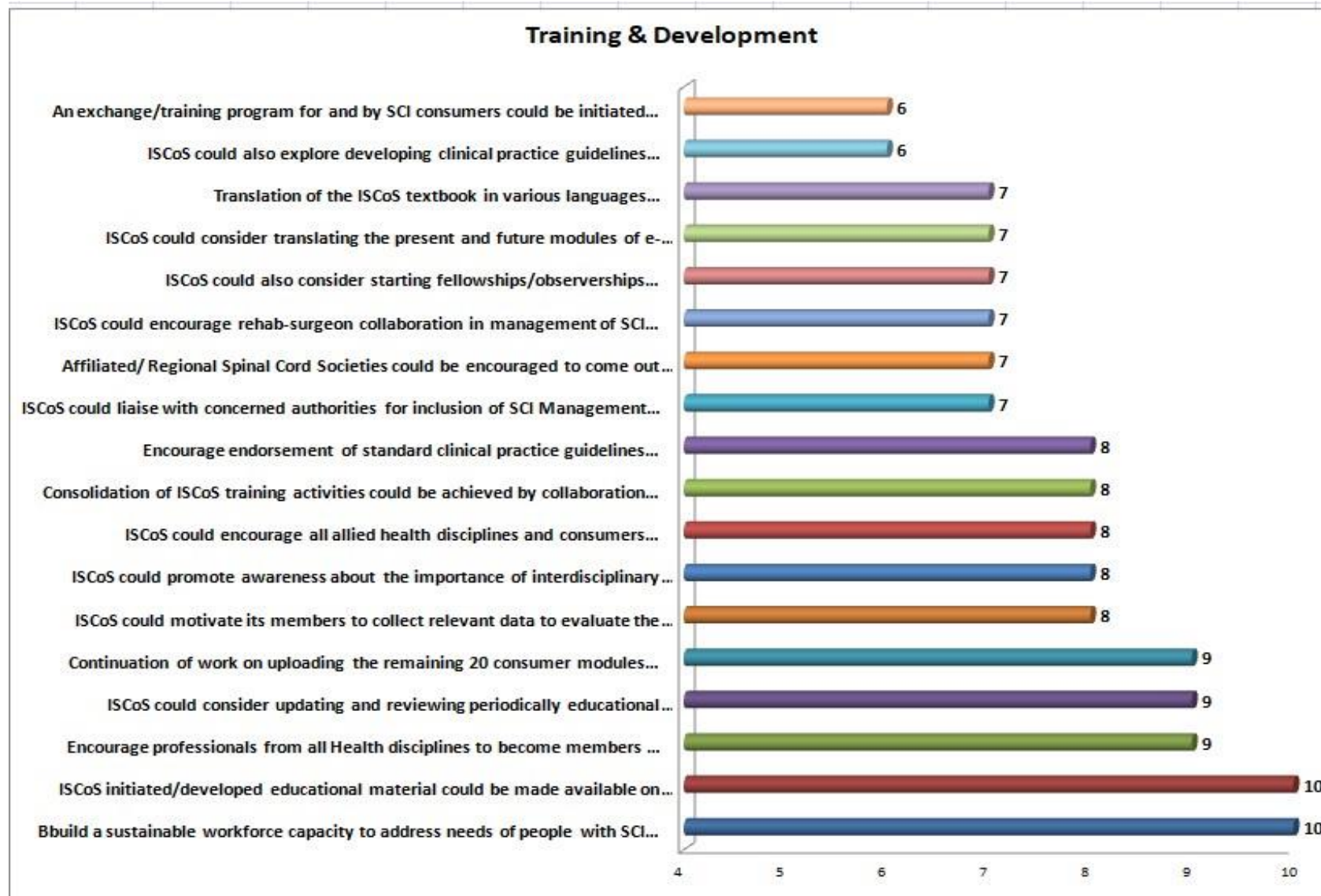
- a. ISCoS could consider translating the present and future modules of e-learnsci.org into other languages in which it has not been done so far. This would especially benefit the low and middle-income countries and generate more awareness amongst health professionals, paramedical staff, consumers as well as caregivers. This would also help in disseminating knowledge to the unreached areas.
- b. Translation of the ISCoS textbook in various languages would have similar benefit.

2. Review and update educational resources like e-learnsci.org and Textbook

- a. ISCoS could consider updating and reviewing periodically educational resources like elearnsci.org and textbook based on evidence-based practice and the latest research.
- b. Continuation of work on uploading the remaining 20 consumer modules on www.elearnSCI.org. Currently 3 submodules have been uploaded.

Accountability- Education Committee

Descriptive Analysis Figure 1: Scoring system analysis for priority of work using descriptive statistics



III. Partnering /Collaboration

IV. Strategic objectives & initiatives

1. Promoting Global collaboration

- a. Review collaboration with “Affiliated Societies and Networks” • Explore changing the term “Affiliated” to a more appropriate one
 - Support mentorship, education and training of members
 1. ISCoS should run Train the Trainer Courses
 2. ISCoS should facilitate Professional Exchange programs
 3. ISCoS should support Observership programs for professionals from LMICs
 4. ISCoS should conduct regional Workshops
 5. Provide access to professional networks, special interest groups and discussion forums to build a global community for sharing international expertise and resources.
 - Ensure broader representation of these societies in ISCoS ASMs by
 1. Reducing ASM fees for Allied Health and Nursing professionals
 2. Reducing fees for professionals from LMICs
 3. Hosting ISCoS ASM periodically in LIC/LMICs
 4. Provisioning for a separate session for Societies members during the ISCoS ASM.
 - Consolidate further the relationship with ISCoS Societies and Networks
 1. Facilitate communication and collaboration between different societies and/or networks. If ticked, please elaborate
 2. Promote dual membership between ISCoS and members of affiliated societies. If ticked, please elaborate, especially on the fees component.
 3. Provide subscription of ISCoS Journals to members of affiliated societies. If ticked, please elaborate, especially on the fees component.
 4. Offer ISCoS Journals as “official journals of the Societies” under standardized terms and conditions.
- b. Promote a close working relationship and networking with Affiliated Societies and NGO/Society/Organization’s working in the field.
- c. Engage and collaborate with global and local stakeholders and leaders to promote SCI prevention and/or treatment, including the World Health Organization, other international professional societies, associations and regional networks, national governments and other partners.

- d. Promote collaboration in research activities with recognized organizations.
- e. Involve SCI consumers from across the globe in a range of activities.

2. Proactive communication

- a. Develop a proactive, tailored communication strategy with other national and international organisations.
- b. Arrange regular calls/meetings at a global level with the associated organizations.
- c. Deal with any key issues, expected changes and/or concerns in a timely manner.

3. Legal documentation

- a. Undertake a meticulous examination of contracts/agreements/memoranda by legal team/Executives periodically.
- b. Ensure transparency of legal documents with executive.
- c. Define process for mapping, updating and tracking the legal matrix and bringing it to the notice of the executives.

Accountability- External Relation Committee & ISCoS Executive

Descriptive Analysis- In process

V. Communication

Strategic objectives & initiatives

1. Identifying the purpose of communication

- a. Becoming better known in the community catering to SCI
- b. Educate the public about the issues being addressed
- c. Recruiting program participants or beneficiaries in various initiatives of ISCoS
- d. Recruiting volunteers to help with the work of ISCoS
- e. Rallying supporters or the general public to action for the cause
- f. Announcing events on a large scale by creating a database on case to case basis.
- g. Celebrating honours or victories and success stories of ISCoS members
- h. Increasing donor confidence and raising money to fund ISCoS research work and educational work.

- i. Countering the arguments, mistakes, or, occasionally, the lies or misrepresentations of those opposed to the work.
- j. Dealing with ISCoS crisis that's public knowledge – a staff member who commits a crime, for example, or a lawsuit aimed at the Society.
- k. To enhance exchange and learning between ISCoS affiliate societies and Regional SCI Networks

2. Identifying the Audience

- a. Carry out a stakeholder analysis and identify, agree and list key audiences and stakeholders to be targeted through communication and awareness efforts
- b. Target oriented work for a particular section of society and LMICs
- c. Employment / Education/ Professional development of people interested in working in the field
- d. Health, attitude and behaviour modifications by identifying the individuals following incorrect practices and promoting injury prevention.

3. Identification and drafting of the message

- a. Brainstorming the content of the message to focus on specific targets.
- b. Based on identified priorities through the ongoing ISCoS strategic planning process contract a communications company to support ISCoS to articulate a comprehensive communication strategy and action plan.
- c. Expanding to other languages besides English.

4. Strengthening Channels of communication

- a. Fliers / brochures and posters, newsletters to be distributed in a more widespread manner in liaison with other groups.
- b. Focussing on other effective channels for promotion such as caps, T-shirts, and mugs which can serve as effective channels for a message.
- c. Compiling reading materials to promote injury prevention and SCI complications.
- d. Continuous endeavours to monitor and upgrade website
- e. Enhancing communication on internet and social media like Facebook, Twitter, and YouTube through having a dedicated IT cell or outsourcing it
- f. News stories, columns, and reports in reputed 'dailies'
- g. Presentations and presence at local events as well as local/national/international conferences, fairs, and other gatherings
- h. Promoting Community outreach by plays and other means
- i. Podcast promotion strategies.
- j. Utilising established communication channels i.e websites and communication outlets of ISCoS Affiliate Societies and Regional SCI Networks to support ISCoS Communication and awareness strategy.

5. Future planning for communication

- a. Identifying Financial planning/ resources for communication
- b. Anticipation of Obstacles and emergencies
- c. Annual review and update of ISCoS Communication Strategy

Accountability- Communication Committee

Descriptive Analysis- In process

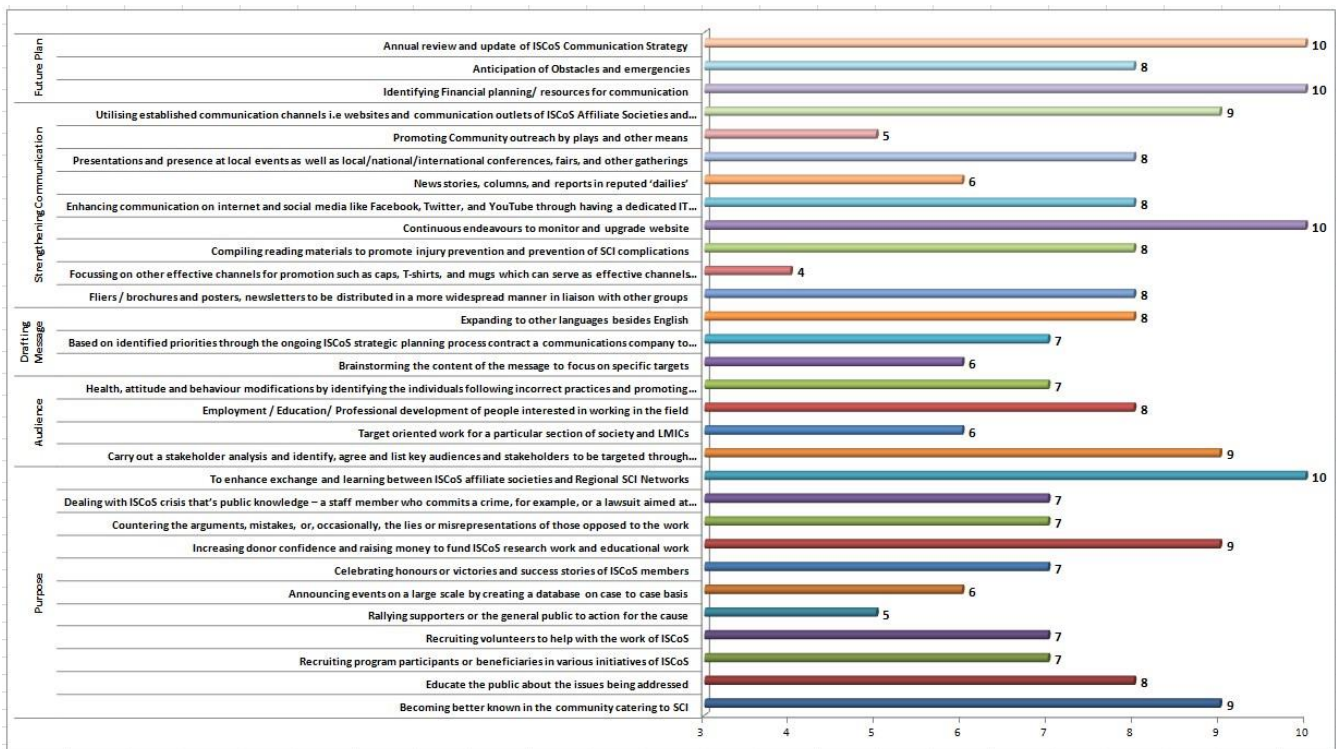


Table: Priority Matrix

<p>Must Do</p>	<ul style="list-style-type: none"> • To enhance exchange and learning between ISCoS affiliate societies and Regional SCI Networks • Continuous endeavours to monitor and upgrade website • Identifying Financial planning/ resources for communication • Becoming better known in the community catering to SCI • Increasing donor confidence and raising money to fund ISCoS research work and educational work • Carry out a stakeholder analysis and identify, agree and list key audiences and stakeholders to be targeted through communication and awareness efforts • Utilising established communication channels i.e websites and communication outlets of ISCoS Affiliate Societies and Regional SCI Networks to support ISCoS Communication and awareness strategy
<p>Need to Do</p>	<ul style="list-style-type: none"> • Educate the public about the issues being addressed • Employment / Education/ Professional development of people interested in working in the field • Expanding to other languages besides English • Fliers / brochures and posters, newsletters to be distributed in a more widespread manner in liaison with other groups • Compiling reading materials to promote injury prevention and prevention of SCI complications • Enhancing communication on internet and social media like Facebook, Twitter, and YouTube through having a dedicated IT cell or outsourcing it • Presentations and presence at local events as well as local/national/international conferences, fairs, and other gatherings • Anticipation of Obstacles and emergencies • Recruiting program participants or beneficiaries in various initiatives of ISCoS • Recruiting volunteers to help with the work of ISCoS • Celebrating honours or victories and success stories of ISCoS members • Countering the arguments, mistakes, or, occasionally, the lies or misrepresentations of those opposed to the work • Dealing with ISCoS crisis that's public knowledge – a staff member who commits a crime, for example, or a lawsuit aimed at the Society • Health, attitude and behaviour modifications by identifying the individuals following incorrect practices and promoting injury prevention

	<ul style="list-style-type: none"> Based on identified priorities through the ongoing ISCoS strategic planning process contract a communications company to support ISCoS to articulate a comprehensive communication strategy and action plan
Should Do	<ul style="list-style-type: none"> Announcing events on a large scale by creating a database on case to case basis Target oriented work for a particular section of society and LMICs
	<ul style="list-style-type: none"> Brainstorming the content of the message to focus on specific targets • News stories, columns, and reports in reputed ‘dailies’
Could Do	<ul style="list-style-type: none"> Rallying supporters or the general public to action for the cause Promoting Community outreach by plays and other means Focusing on other effective channels for promotion such as caps, Tshirts, and mugs which can serve as effective channels for a message

VI. Advocacy

Strategic objectives & initiatives

I. Advocacy

1. Create awareness for prevention and management of SCI

- a. Awareness Programs for Prevention & Management of Spinal Ailments across the globe
- b. Collaborating with WHO, NGO's and Consumer groups etc for policy /guidelines development and demonstration of their effectiveness. Prevention of SCI by various means like strengthening of prevention committee, conduction of workshops, development of guidelines for SCI prevention programs etc.
- c. Promotion of SCI awareness programs especially in LMICs by various means including social media and telehealth.
- d. Have a dedicated IT cell for handling the digital media at the various social media platforms
- e. Have mobile applications for information and update regarding SCI. It will also help in generating a real time data base of SCI patients
- f. Sensitize policy makers for enforcement of country and region specific regulations and guidelines

2. Improvement of Spinal Cord Injury Care across The Globe

- a. Liaise with concerned local authorities for inclusion of SCI management within the curriculum of health professional degree programs and encourage students to take electives on SCI management (as also discussed in initiatives for Training & Service Development)
- b. Update the global map for traumatic and non traumatic SCI.
- c. Liaise with WHO and other health organizations with regard to its various educational activities (as also discussed in initiatives for Training & Service Development)
- d. Coordinate with SCI Centres/Units for development of Global Database for SCI through regular updation of Global Maps and ISCoS Database Project (IDaP)
- e. Promote affiliated/regional spinal cord societies to come out with their journals/newsletters/bulletins, organize conferences/symposiums and to be proactive for other educational & training activities pertaining to SCI (as also discussed in initiatives for Training & Service Development)
- f. Promote community awareness about SCI management. This would include not only awareness about acute management after SCI but also long term management and community inclusion including various issues like sustainability
- g. Promote networking of various NGOs/Societies /organizations working in this field
- h. Promote newer techniques for management of spinal cord injury.
- i. Promote researchers to highlight newer techniques at the ISCoS annual meeting
- j. Sensitize government officials & NGOs/organizations as well as medical/paramedical professionals about the impact of SCI prevention and management on the quality of life following SCI and the need for setting of spinal cord injury management cum research centres.
- k. Involve SCI consumers in various educational activities

3. Promoting SCI day globally

- a. Promote SCI Day globally via various means like social media, consumer groups etc.

- b. Increase awareness amongst all related Societies
- c. Lobby with International bodies like WHO/UN to get recognition for SCI day globally. Involving public figures and well known persons for campaigning.

4. Promote Ethical practices in SCI management

- a. Encourage development of guidelines/legislation on various issues faced by the health professionals/consumers.
- b. Compile position statements on various ethical issues; popularizing these statements.
- c. Raise awareness about ethical clinical practices/guidelines pertaining to patient physician relationship, industry physician relationship, availability of adequate infrastructure for SCI management, diagnostic evaluation, appropriate patient selection for conservative/surgical management, multidisciplinary comprehensive management, ventilatory dependent or terminal ill patients, experimental procedures like stem cell transplantation.
- d. Control of unethical practices in SCI management which exists or could evolve in due course of time.

Accountability- Prevention Committee & ISCoS Executive

Descriptive Analysis- In process