

VISION: Communities are safe, healthy and empowered to manage drug use.

MISSION: Penington Institute actively supports the adoption of approaches to drug use which promote safety and human dignity.



**PENINGTON
INSTITUTE**

Strategic objectives	Maximise community health and safety	Maximise individual health and safety	Increase influence through targeted health research and promotion	Drive organisational performance
	Collaborate with key stakeholders to establish legal and policy frameworks that prioritise public safety and health rather than punitive responses through the criminal justice system.	Develop and promote integrated and person-centred health care approaches and ensure accessibility to all those in need.	Work with key influencers and stakeholders to become recognised and trusted as the independent voice of reason on drug policy.	Establish a sustainable, effective and nimble organisation able to take advantage of opportunities as they arise.
Actions	<p>Greater engagement with legislators and policy makers to articulate the case for better drug policy.</p> <p>Educate and empower communities in Australia and internationally to advocate for positive change in the current drug law framework.</p> <p>Identify and engage key opinion leaders who can assist in reframing community and government attitudes through compelling arguments for prevention, early intervention and reducing stigma.</p>	<p>Develop and support the frontline workforce through professional, quality training based on the health and social needs of the community.</p> <p>Improve health professionals understanding of the issues around drug use, and the benefits of specialised training.</p> <p>Share new knowledge and innovative approaches to harm minimisation with health care professionals working in the AOD sector.</p> <p>Develop a range of information materials and utilise targeted digital channels enabling people who use drugs, their friends, family and health workers to make informed choices, especially young Australians.</p>	<p>Translate research to inform evidence-based policies and actions.</p> <p>Leverage awareness of Penington Institute's research publications as major contributions to the health debate.</p> <p>Improve Penington Institute's reputation for thought leadership, credibility, authority and independence</p>	<p>Improve advocacy to potential donors.</p> <p>Focus on appropriate, significant grant opportunities.</p> <p>Explore alternative donation and finance models.</p> <p>Focus on governance, and financial risk management</p> <p>Attract, develop and retain quality people</p>
Strategic Shifts	Comprehensive and influential stakeholder engagement and management processes targeting legislators, policy makers and key opinion leaders.	Influencing people within the community to make better choices around health and safety regarding drug use.	Differentiating and enhancing Penington Institute's independent, authoritative and non-partisan reputation.	Penington Institute positioned as an organisation whose potential sponsors and funders value and support financially.
Measures of Success	<p>Public discourse that contributes to a societal rethink on how to successfully manage drug use.</p> <p>Drugs are managed according to their risk including decriminalisation of personal drug use and regulated access.</p>	Contribute to increased health literacy and capacity for individuals to make informed decisions.	Penington Institute is recognised as Australia's independent voice on drug policy.	Audit results; increased and diversified revenue streams; investment returns; performance and retention; and volunteer capacity.