Our Strategy on a page

WELLBEING OF WOMEN

Purpose: Why we exist	The women's health charity saving and changing the lives of women, girls and babies
Vision: What is the ambition and impact we want to have	Women's lives are not limited by their gynaecological and reproductive health
Mission: How we will achieve that ambition	Led by women's voices, we improve health and wellbeing through research, education and advocacy

Guiding principle: What will guide us

🎤 **Women's Voice**

Representation is inclusive and diverse | Areas for impact informed by women

Strategic Pillars: Where we will play

🔍 Research	▶️ Education	📢 Advocacy
Enabling research excellence	Tackling taboos and reducing stigma	Influencing women's healthcare policy, guidelines and practice
Encouraging research across multiple disciplines	Championing education for all	Supporting changes in policy across wider society
Prioritising based on impact and need	Connecting people to evidence based, digestible information	Empowering women to advocate for themselves

Strategic Priorities: How we will operate within the pillars

Collaboration and Partnership with Medical Professional bodies, Corporations and other charities