



Families Outside  
Strategic Plan  
2023 – 2026

### Our Purpose (Why we exist)

To improve outcomes for children and families affected by imprisonment, creating and promoting opportunities for families to uphold and defend their rights.

### Our Strategy (Where we are going)

To be Global Experts and Thought Leaders, leading the direction of Policy and Practice and driving Excellence in Support and Information to families.

### Our Strategic Aims (Where we will focus)

#### Expertise & Thought Leadership

We will be global experts in raising awareness of the impact of imprisonment, driving improvement and innovation in family support.

#### Influencing Policy & Practice

We will be thought leaders, influencing and changing policy and practice to effect positive change and equity for all families affected by imprisonment.

#### Support & Information Service Excellence

We will be global leaders in providing excellence in family support to ensure human rights are upheld and defended.

### Our Strategic Pillars (The Enablers)

#### Family Engagement

Communication Fundraising Technology People

**Families Outside** is the only national organisation working exclusively on behalf of families affected by imprisonment in Scotland. Our **Vision** is for all children and families affected by imprisonment to be treated with justice and fairness so that they can live lives free from stigma and disadvantage.

'Families' are **self-defined**, with no specific family structure, relationship, blood connection, or location (other than anticipated, current, or recent placement of the so-defined family member in a Scottish prison) required for people to receive support. Families may or may not wish to continue contact with the person held in prison and are eligible for our support regardless.

To achieve our **Strategic Aims**, our work focuses on:

- **Short-term change** via Immediate support to address the emotional, financial, and physical impact of imprisonment on the families left behind
- **Medium-term change** through increased awareness amongst universal services, key professionals, and interest groups likely to be in contact with families
- **Long-term change** through improvement of policy and practice

Our high-level **Strategic Objectives** are therefore to:

- Build our offering of support, particularly family to family support
- Change the narrative in Scotland around the stigma of a family member's imprisonment, recognising the detrimental impact this has on the children and families we support, on their likelihood to seek support, and on wider policy and practice
- Improve our training offer to lawyers and the judiciary, embedding an awareness of the UN Convention on the Rights of the Child and its implications in adult criminal courts
- Embed an awareness throughout practice and decision-making of the impact of imprisonment on the children and families left behind
- Promote a Scotland in which the rights of children and families affected by imprisonment are embedded and upheld, and the right supports are in place for them

Our **Values** underpin all of this work, namely:

- We demonstrate the **Integrity** to be honest, inclusive, respectful, and consistent, acting in the wider best interest of the families we support.
- We foster, build, and value **Expertise** to ensure families access the best possible support, information, and practice.
- We exercise the **Tenacity** to push for the positive change families deserve.
- We are genuine in our **Compassion** to respect and value the worth of every individual.

