

**barod**



**WE ARE  
READY**

**BUILDING A BETTER BAROD**



## INTRODUCTION

Covid-19 has been the greatest challenge for society in a generation. Millions fallen sick, hundreds of thousands of lives lost, governments struggling to manage the disease and the devastating impact on economies. The pandemic has had a disproportionate impact on the poor, the sick and those from vulnerable communities.

It has highlighted the health and social inequities of society and this includes people who use drugs and alcohol. Barod works with some of the most disadvantaged and marginalised groups of society and there is no doubt that Covid-19 has made their lives more difficult. It is important we speak up for the people who use our services and ensure that their voice is heard.

This is Barod's new strategic statement for 2021 onwards. Rather than developing a fixed time, linear strategy document, we wanted to create something that was more dynamic and responsive and served as a guiding focus, a 'to be' rather than a 'to do' list.

# VALUES

Everything at Barod starts from our values. They underpin our behaviours and actions, they form the cornerstone of the organisation and the fabric of our culture.

We recently completed an exercise where staff could indicate which of Barod's values were the most important to them and what needed to be added to our values in light of the Covid-19 pandemic. From that exercise we have refreshed our values.

**Barod's four values are:**

## INTEGRITY



Being realistic, genuine, trustworthy and fair. Doing what you say you will do, being consistent and reliable and having strong moral and ethical principles.

## EMPATHY



Being 'in tune' with the feelings of others. Listening to understand and appreciating other people's unique experiences and being non judgmental.

## POSITIVE ATTITUDE



Being open and enthusiastic to change and innovation. Having unconditional positive regard. Focusing on the solution not the problem. A belief that we can learn and do better.

## ADAPTABILITY



To be able to respond and adjust to changing circumstances. To be resilient and flexible to meet the needs of people who use our services. To recognise the need to accommodate different styles and approaches to both working practices and service design.



# PEOPLE

## People who use our services

The primary purpose of Barod is to support people who use substances, to reduce harm and maximise resilience. We want to ensure people who use our service are offered individual tailored support to meet their needs. What we identified in the peer led review as part of the 'Lessons Learned' survey, was that there was an opportunity to offer a more blended approach to how we engage with individuals. However, what was clear was that face to face services were essential and crucial.

Barod believes that everyone is unique and equal and that given the opportunity and support, people can make a difference in their lives and those of their loved ones. Barod commits to continue to be curious and innovative in service development and design. We always seek out and explore new ways of working, based on harm reduction principles. We take a human rights-based approach to people who use drugs and alcohol.



## People who work for Barod

As part of learning lessons from the Covid-19 pandemic, we recognise the need to develop more flexible and agile working practices for our staff. This will allow people to maintain a stronger work/life balance and be more adaptable to the needs of people who use our service. We also recognise that we need to continue to invest in our staff, offering a diverse range of learning opportunities both in person and on-line.

What has, and continues to be important, is listening to and working with colleagues across the organisation, communicating clearly and appropriately and offering a range of ways to have their voice heard. As we know this allows challenge, growth and continuous improvement to our services and as a caring employer.



INVESTORS  
IN PEOPLE

Gold  
Until 2022

## People who volunteer for Barod

Volunteering at Barod is a learning experience of working in the substance misuse sector. Volunteers will be offered full training and support package to enable them to get the best out of their volunteering experience at Barod. For Barod, volunteers provide extra capacity to reach more people, they bring ideas and experience to help improve our services. We particularly welcome volunteers with lived experience, people who have used services or supported someone using services, which can bring unique and valued insight.

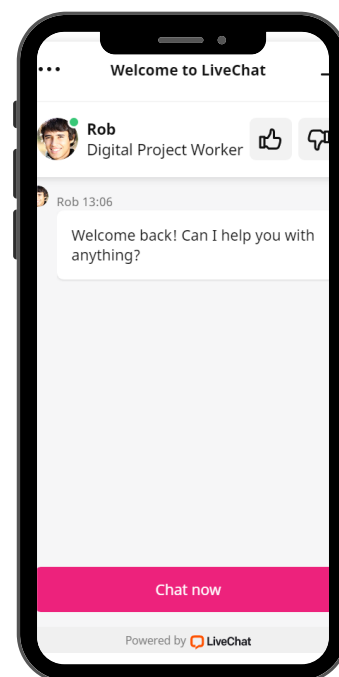


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## Communications & Connections

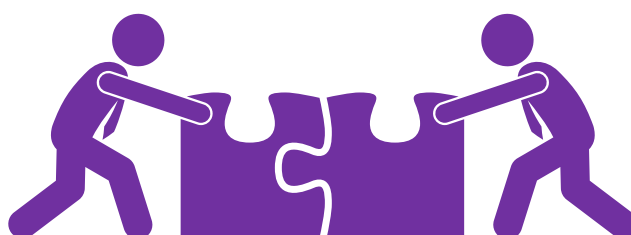
In 2019 we recognised that we needed to improve our communications to share information widely and connect with people who use our services. To do this in a consistent and creative way we needed to invest in a Communications Lead. Since then, we have developed a live webchat service, several campaigns and regular information sharing on all social media platforms.

Connecting with people who would not ordinarily be part of the service is key to enabling us to make our reach as wide and diverse as possible.



## Collaboration and Partnerships

Working collaboratively is part of Barod's DNA. Whether it is with our trusted consortium partners, Area Planning Boards, Welsh Government, Health services or people who use our services, we always invest the necessary time, energy and commitment to make them work. We will continue to work with our partners, to make new connections with other organisations in housing, mental health, community development and criminal justice services here in Wales and beyond.



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## Campaigning



The substance use field is ever changing, whether that be to do with drug trends, best practice or changes to legislation. We aim to stay ahead of the curve, be dynamic and be a trusted and relevant source of information, to increase awareness and education relating to substance use. It is also a priority of ours to be responsive to ongoing issues in both a timely and pragmatic manner.

Campaigning allows us to raise awareness of certain issues and celebrate the achievements of those that have sought our support. We aim to reduce barriers to access our services, by raising our profile within the wider population. We can, and do, challenge stereotypes and stigma, something that many people who use drugs or alcohol face daily and can hinder their journey towards recovery. Barod aims to deliver effective campaigns which will result in a variety of outcomes, from positively affecting someone reaching out for support for the first time, to helping shape progressive change.

Stay safe.  
Carry  
Naloxone.

## Resilience and development in a post Covid world

The Covid-19 pandemic has been incredibly difficult for all services in the social care and health sectors, but it has however offered some opportunities to develop more flexible, responsive and innovative ways of working. We at Barod are committed to continue our learning from the pandemic, not to simply return to the way we were before, but to ensure the lessons learned remain and become part of the future for Barod and the people we serve.

**PEER-LED  
COVID-19  
IMPACT  
SURVEY**

# OUR TOP PRIORITIES

**To continue delivering our services and explore new opportunities, whether as a sole provider or with our consortium partners**



- Meet all contractual requirements for commissioned services
- Explore new opportunities
- Develop proposals for specifications that fit with our expertise and values
- Ensure we maintain and build on our strategic alliances and seek out opportunities for collaboration

**Maintaining and improving our Key Performance Indicators and other outcome measures – to ensure that we are providing excellent services when and where they are needed**

- Ensure we have systems in place to enable swift access to services
- Ensure we are collecting and reporting accurate and timely data
- Ensure staff are supported and appropriately skilled to deliver evidence-based interventions
- Ensure that we have the infrastructure to support seamless service delivery



**Providing a framework for agile working and broader access to services**



- Implement a new Agile Working Policy
- Build on a culture of trust and confidence to support agile working
- Ensure there is flexibility to broaden opportunities to access services
- Have in place monitoring systems to support agile working practices

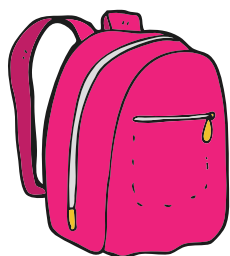
# OUR TOP PRIORITIES

## Establishing a blended offer of support options including face to face, online and telephone support

- Ensure there is a system in place to offer people a choice of support at point of access and beyond
- Staff are skilled in working via different mediums, e.g. online
- Assess service users digital awareness and offer appropriate support to improve digital literacy
- Ensure we have the infrastructure to accommodate and a blended service offering



## Continue to offer a range of innovative interventions and approaches



- Offer all people who use our services dry blood spot testing
- Provide a range of services on an outreach basis
- Establish a pilot drug checking service
- Develop a click and collect service for naloxone and needle exchange
- Showcasing "mock" safer consumption rooms and other innovative harm reduction initiatives

## Using new technology to support service delivery

- Build on Barod's innovative live webchat service
- Develop Barod App's for staff and people who use our services
- Continue to expand online groups and activities
- Develop opportunities for online self help



## Ensure staff wellbeing is at the heart of what we do



- Provide psychologically safe environments
- Build on the wellbeing strategy
- Support the wellbeing champions
- Ensure staff are recognised for their work



# OUR TOP PRIORITIES

## Continue to collaborate with partners across the sector and those related to our sector and beyond

- Continue to be part of DACW
- Ensure we advocate for closer integration with substance misuse health colleagues
- Build on partnerships with colleagues in mental health and housing support services
- Build on existing partnerships with research partners and universities



## Maintaining a culture of learning and continuous improvement



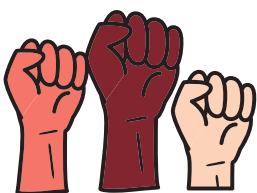
- Maintain a culture of continuous improvement – Plan, do, check and adapt
- Maintain our gold Investors in People award
- Offer a diverse range of learning opportunities under the umbrella of Barod's People Strategy
- Work with Welsh Government to establish and a workforce development framework for substance misuse in Wales

## Recognise the impact of climate change and work to minimise Barods impact on the environment

- Establish a framework to work towards a set of environmental goals
- Recruit environmental champions across the organisation
- Agree a range of indicators to measure and monitor our impact on the environment
- Work towards a recognised environmental sustainability award



## Equality, Diversity and Inclusion (EDI)



- Identify an EDI Lead for the organisation.
- Sign the 'Zero Racism Wales' Pledge as an organisation and encourage staff to do this as individuals.
- Ensure we have an EDI policy that is fit for purpose
- Publicise our commitment to tackling racism and discrimination
- Comply with Welsh Government's new "Race Equality Action Plan"



**#WEAREBAROD**

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