



Vision, Mission & Values: Rationale

Vision

Our Vision Statement

A British Columbia where people with ME, FM, and Long COVID are believed and supported through equitable, coordinated, evidence-informed policies, care, and services across the province, improving health, wellbeing, and quality of life.

Rationale

This vision articulates the future state the Society seeks to help create. It reflects five foundational principles:

- **Equity** – Access and quality of care and services must be equitable across demographics (geography, income, severity, and others).
- **Coordination** – A system that reduces fragmented care and inconsistent or inappropriate referrals.
- **Provincial Scope** – A commitment to people in all regions of British Columbia.
- **Evidence-Informed Systems** – Policies, care, and services grounded in best available, science-backed knowledge.
- **Quality of Life Focus** – Targeting wellbeing, safe and effective illness care and management, improved baselines and day-to-day functioning.

The phrase “believed and supported” reflects the lived experience of stigma and dismissal reported by patients and emphasizes respect and dignity as foundational to care. The references to “policies” and “services” reinforce that improvement happens



through systemic change, not solely individual acts of care. References to “wellbeing” and “quality of life” intentionally leave room for improvements outside of healthcare, such as housing and disability supports.

Mission

Our Mission Statement

To improve the health, wellbeing, and daily living of people affected by ME, FM, and Long COVID in British Columbia by developing awareness, providing support, advancing education and research, and driving system change.

Rationale

- The mission defines what the Society actively does to advance the vision. It includes five areas of action:
- **Developing Awareness** – Increasing understanding among the public, professionals, and decision-makers.
- **Providing Support** – Direct engagement with and development of resources for individuals, families, and support networks.
- **Advancing Education** – Strengthening healthcare knowledge and dissemination to relevant audiences.
- **Advancing Research** – Contributing to and shaping research priorities.
- **Driving System Change** – Influencing policies, structures, knowledge, and services for coordinated improvement.

The phrase “people affected by” intentionally includes individuals living with ME, FM, and Long COVID, as well as families and caregivers who experience significant impact.



Values

Overarching Commitment: Real-World Impact

We prioritize actions, positions and decisions that lead to tangible improvements in support, care, and quality of life for people affected by ME, FM, and Long COVID.

This overarching commitment anchors prioritization and guards against symbolic or performative initiatives. It guides the application of all other values and applies to advocacy, policy positions, research engagement, programming, and resource allocation.

Community

- **Dignity** – Being heard, believed, understood, and treated with respect is foundational to care, wellness, and quality of life.
- **Equity** – Access to policies, care, supports, and services must be equitable across demographics such as geography, income, ethnicity, and illness severity.
- **Quality of Life Outcomes** – Progress must ultimately be measured by improvements in treatment, health, daily functioning, and quality of life for those affected by ME, FM, and Long COVID.

Knowledge & Understanding

- **Awareness** – An informed public, informed institutions, and informed providers are essential to reducing stigma; streamlining diagnostic journeys; promoting better, more understanding, support and accommodations; and ensuring appropriate, effective care.
- **Evidence-Informed** – Information, tools and guidance should reflect evolving research, clinical knowledge, and lived experience.



- **Education** – Current, comprehensive knowledge among patients, caregivers, providers, and institutions is essential to improved outcomes.

Governance & Action

- **Integrity** – Evidence-based and principled decision-making are essential to value-aligned action and organizational credibility.
 - **Inclusion** – Diverse lived experiences must inform the Society's priorities and initiatives.
 - **Collaboration** – Partnerships across clinical, research, institutional, and community stakeholders and organizations enable sustainable progress.
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Strategic Alignment

Together, the Mission and Vision preserve the Society's roots in community support and engagement while reflecting a maturing role in system-level influence. They align directly with strategic priorities including improved and expanded physician education, continued advocacy, patient experience reporting, and medical research collaborations.