



## **CCHS STRATEGIC PLAN (2006 – 2011)**

The following Strategic Plan is presented for adoption by the Centre's Board of Directors for the period 2006-2011. This plan attempts to balance access to services with existing fiscal constraints and our goal to ensure quality services.

### *Long-Term Direction*

The Vision, Mission and Value statement set the long-term direction of the organization. The Centre developed the following Vision Mission and Value statements as part of the 1994-95 and 2001-2004 Strategic Planning Process. The Vision Mission and Values were confirmed in 2003. We continue to affirm the World Health Organization's definition of Health in partnership with our provincial and national organizations.

"Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity." (*World Health Organization, 1948*)

### ***Vision***

At Carlington Community & Health Services, we strive to build healthy inclusive communities through:

- High Quality Programs and Services
- Satisfied Empowered Clients
- Community Ownership and Support
- Trained, Professional, Engaged Staff
- Committed Volunteers
- Welcoming Space

### ***Mission***

We are committed to the well being of our community. We promote, through a supportive environment, social, economic, physical, mental and environmental health

### ***Values***

We believe that:

- All people have the right to the essential conditions and resources for good health: peace, shelter, education, food, income, social justice, equity and a healthy environment
- Justice and dignity are rights of all people regardless of gender, race, culture, age, social-economic status, sexual orientation, religion, marital status, ability or health condition
- Women and children are two historically disadvantaged groups in society; we work to increase their choices and autonomy through challenging and changing systems and attitudes that perpetuate poverty, injustice or violence against women and children
- The promotion of good health involves a focus on the whole person
- We are directed by the communities we serve

- In building and supporting a healthy community, we focus on mutual respect, teamwork and collaboration

### **Strategic Directions (2006 - 2011)**

**Our strategic directions are built upon the World Health Organization definition of health, the “determinants of health” and our Vision, Mission and Values. These elements support the directions we have put forth for the next five years.**

#### **Service Directions**

##### **1. Promote Healthy living for Individuals and Communities through:**

- 1.1. Prevention and treatment of chronic disease.
- 1.2. Seniors programs and services with special emphasis on the frail elderly.

##### **2. Support Families through:**

- 2.1. A continuum of community based programming for children and youth with attention to the 6-12 age gap in services.
- 2.2. Promote healthy and safe living environments.

##### **3. Improve Accessibility to Services by:**

- 3.1. Recognizing and removing barriers to programs and services.<sup>1</sup>
- 3.2. Improving integration of services across programs and disciplines supporting both a multidisciplinary and a holistic approach to the work we do.
- 3.3. Expanding medical services and implementing primary care based on best practice guidelines.<sup>2</sup>

#### **Policy Directions**

##### **4. To advocate on behalf of the Centre and the communities we serve through:**

- 4.1. Achieving status under the French Language Services Act.
- 4.2. Enhancing and supporting diversity on the Board and among our staff.

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<sup>1</sup> - For example, francophones, newcomers, people living in poverty, and people with mental illness

<sup>2</sup> - For example, extended hours and On-Call/Telephone Health Advisory Service (THAS)

- 4.3. Supporting the Community Health Centre model within the Local Health Integrated Network (LHIN).
- 4.4. Promoting community capacity building by supporting the determinants of health.<sup>3</sup>
- 4.5. Promoting and supporting the health of our community partnerships across our sector and the community.
- 4.6. Supporting the community and the work we do with our political representatives especially through advocacy for improved social housing, child benefits, and improved public transportation.
- 4.7. Achieving full accreditation from Community Organizational Health Inc.<sup>4</sup>

### **Centre Development Directions**

#### **5. Support the recruitment and retention of staff through:**

- 5.1. Enhancing the diversity of the Centre.
- 5.2. Increasing sustainable funding and support for Centre programs and services.<sup>5</sup>
- 5.3. Enhancing health and wellness opportunities.
- 5.4. Enhancing training and development.
- 5.5. Supporting the administrative staff and services of the Centre.
- 5.6. Re-establishing volunteer coordination.

#### **6. Work to ensure adequate space for Centre programs and services through**

- 6.1. An extension to our building and negotiating appropriate service space across the community.

#### **7. Work to increase the profile of the Centre through**

- 7.1. Enhanced public relations, strengthening partnerships, and increasing the profile of the Centre citywide.

#### **8. Improve internal communication through**

- 8.1. Developing effective meeting strategies.
- 8.2. Keeping both Board and staff apprised of progress in achieving our strategic directions.

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*3 - For example, healthy family environments, environmental health and affordable housing.*

*4 - Community Organizational Health Inc is the accreditation bureau for CHCs across Ontario*

*5 - For example, public relations support and assistance with proposal writing*

