

CMHA Kenora

STRATEGIC PLAN 2021-2024

OUR VISION

Mentally healthy people living with dignity in a respectful, equitable, caring, and inclusive stigma-free society.

OUR MISSION

We provide our clients with accessible and responsive, trauma informed, recovery-oriented mental health and addiction services throughout their lifespan, through treatment, rehabilitation, and support, guided and supported by our clients, family members and communities.

OUR VALUES

1. Client focused and culturally appropriate
2. Guided by the Truth and Reconciliation recommendations
3. Evidence-informed decision makers
4. Fiscally responsible and accountable to those we serve and our partners
5. Environmentally responsible
6. Empowering our staff and clients
7. Ensure safety
8. Provide holistic care
9. Be innovative



Canadian Mental
Health Association
Kenora
Mental health for all



OUR VALUES

We will:

BE CLIENT FOCUSED AND CULTURALLY APPROPRIATE: We will meet and accept our clients for who they are and where they are at with genuine empathy and care. We ensure our clients are heard and valued as we engage them in program planning, design, and delivery as well as providing guidance on system navigation and improving access to care.

BE GUIDED BY THE TRUTH AND RECONCILIATION RECOMMENDATIONS: CMHA Kenora will uphold the responsibility of its vision, values, and mission and to the health and healing calls to action outlined in the Summary of the Final Report of the Truth and Reconciliation Commission of Canada.

CONDUCT EVIDENCE INFORMED DECISION-MAKING: Decisions will be based on information from clients, family, and professional best practices, which will occur through measurement, evaluation, and collaboration.

BE FISCALLY RESPONSIBLE AND ACCOUNTABLE: Financial accountability is an essential component of our corporate duty to clients, funding bodies, and the community as a whole. We will undertake all appropriate measures to ensure that the agency is operated in a fiscally responsible manner.

BE ENVIRONMENTALLY RESPONSIBLE: We recognize that protection of the earth's resources is critical, and we will strive to fulfill our mandate in a responsible manner.

EMPOWER OUR STAFF AND CLIENTS: Everyone should have the opportunity to develop and recognize their self-worth. We will encourage personal development through self-expression, decision-making, knowledge, and respect.

ENSURE SAFETY: Every individual has the right to give and receive services in an emotionally, physically, and culturally safe environment. We will ensure that the safety of our clients, staff, and volunteers is an essential component of our service delivery and operations.

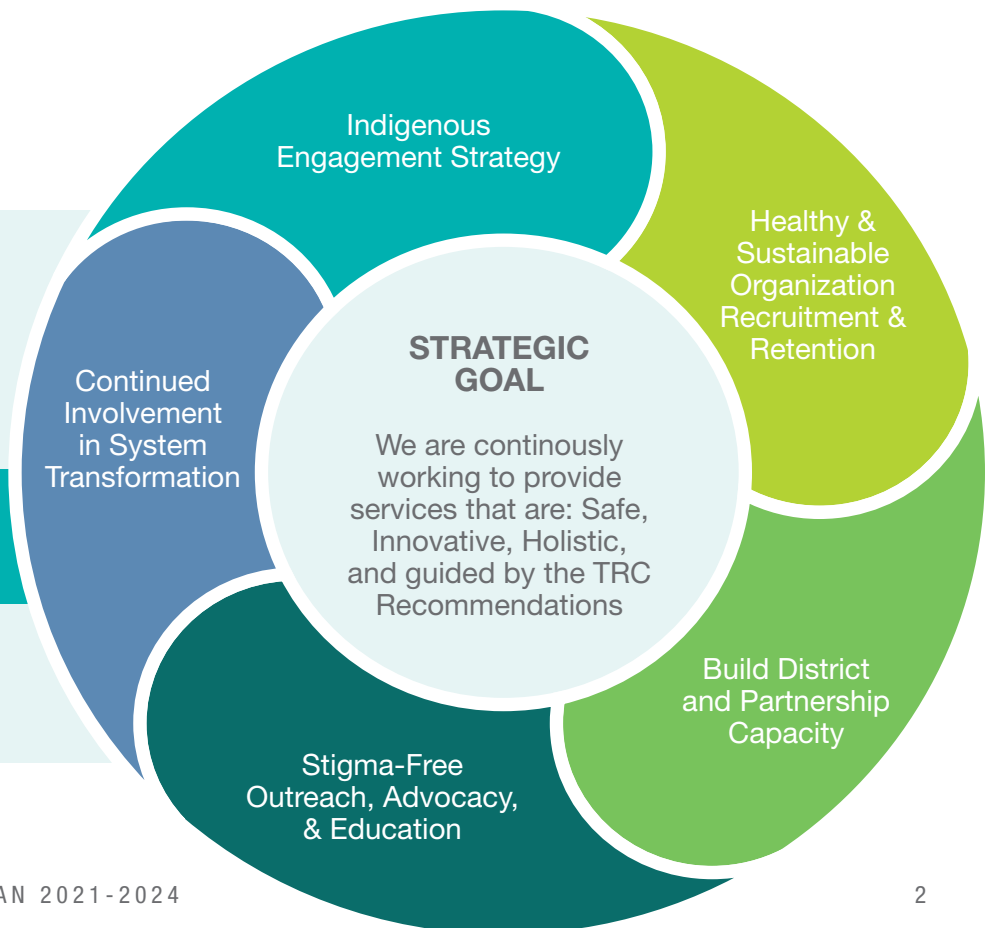
PROVIDE HOLISTIC CARE: The well-being of each person is best served when they are regarded and treated as whole beings. We will strive to acknowledge the physical, sexual, intellectual, emotional, social, spiritual and cultural characteristics and preferences of every individual.

BE INNOVATIVE: We recognize that change is constant, and we will take a leadership role in meeting this challenge by demonstrating openness to change, flexibility, and creative approaches.



OUR STRATEGIC GOAL AND DIRECTIVES

2021-2024





OUR STRATEGIC OBJECTIVES

INDIGENOUS ENGAGEMENT STRATEGY

1. We will participate in ongoing Indigenous and holistic based experiences, education, and training for CMHA Kenora staff.
2. We will entrust a CMHA Kenora staff member to co-facilitate our strategy with community organizations, and individuals as an ongoing part of their role.
3. We will work with our community partners to provide system navigation support to help clients connect with the services they need in the District or elsewhere in the region.
4. We will offer culturally appropriate services by connecting clients to organizations outside of CMHA Kenora.
5. We will develop and implement an outreach plan that through various means, will inform communities and individuals of the services CMHA Kenora and its partners provide, as well as to share and discuss ways that we can better serve our communities.

DEVELOP AND SUPPORT A HEALTHY AND SUSTAINABLE ORGANIZATION (OUR PEOPLE)

1. We will develop our peoples' skills, knowledge, talent and capacity.
2. We will develop and implement a staff recruitment and retention plan, which in part, will include a strategy to advocate for and secure more equitable funding and compensation for our people.
3. We will actively engage in succession planning for today and tomorrow. This includes the Board, senior leadership, and staff.
4. We will increase our diversity through hiring, equity, and inclusion in our work across the district.

BUILD OUR DISTRICT AND PARTNERSHIP CAPACITY

1. We will identify district priorities by location and need, then develop a plan to address these priorities by 2024.
2. We will establish funding, staffing, resource requirements for each of these district priorities.
3. We will develop and begin the implementation of a 'District Services Expansion Plan' for the period of 2022-24, which will include required funding applications and advocacy effort

OUTREACH, ADVOCACY, AND EDUCATION

1. We will continue implementing our Indigenous Engagement Strategy, beginning with a particular focus on outreach to and engaging with the First Nations communities across the full breadth of our District.
2. We will identify priority outreach and education needs, then develop and implement a plan to address those needs including funding, resources, strategies, and measures of success.
3. We will actively engage in a government relations and advocacy strategy, addressing all levels of government, municipalities across the district, provincial and federal, and aligned with CMHA Ontario and regional partners, with the intent to engage with, educate, and advocate for policy and investments that will positively impact our organization(s), our capabilities, and the people we provide services to.

CONTINUED INVOLVEMENT IN SYSTEM TRANSFORMATION

1. We will leverage being at community tables to help build better systems of mental health and addictions care, in conjunction with the broader human services, justice, and health care systems.
2. We will work with our community partners to identify, prioritize, and address services gaps across our district and the region.
3. We will advocate for those in need of mental health and addiction services and their families, as well as for continuing to build and provide the services that are needed, where they are needed.



**Canadian Mental
Health Association**
Kenora
Mental health for all

CANADIAN MENTAL HEALTH ASSOCIATION - KENORA BRANCH

 cmhak.on.ca

 Canadian Mental Health Association - Kenora Branch

 @CMHAKenora

 @cmhakenorabranch

CONTACT US:

227 Second Street South, 2nd Floor
Kenora, ON P9N1G1 Canada
Phone: (807) 468-1838
Email: office@cmhak.on.ca

