

Reflecting Back, Moving Forward

A Strategic plan for cmha saskatchewan division



# Our Vision, Mission and Values

* Our vision: defines the overall outcome that we are working towards.
* Our mission: describes our purpose and unique contributions.
* Our key values and principles: the key beliefs and principles that underlie our thinking and actions.

## Our Vision

Mentally healthy people in a healthy society.

## Our Mission

The Canadian Mental Health Association (Saskatchewan Division) Inc. is a volunteer-based organization which works in partnership with communities and CMHA National, to support and promote the rights of persons with mental illness to maximize their full potential; and promote and enhance the mental health and well-being of all members of the community.

## Our core functions

We fulfill our mission by:

Building capacity Strengthening the capacity of individuals, families, professionals, organizations and communities to address mental health needs.

Influencing policy Influencing the design and implementation of policies and services related to mental health.

Providing services Provide services and supports that maintain and improve mental health, build resilience and support recovery from mental illness in the community.

Developing resources Build the financial, human resources and partnerships required to address mental health needs.

## Our key values and principles

* ADVOCACY – embracing the voice of people with mental health issues
* PROMOTING INCLUSION -- focusing on mental health issues of **all** people.
* WORKING COLLABORATIVELY – nurturing mutually beneficial partnerships with CMHA nationally, provincially and with CMHA branches as well as other mental health and disability groups and organizations working to move the issues of mental wellness forward.
* SOCIAL WELLBEING – influencing the social determinants of health (e.g. housing, justice, contributing to mental health.
* EVIDENCE BASED – using evidence to inform our work and to innovate
* TRANSPARENT AND ACCOUNTABLE to our funders, partners and those we serve.

**CMHA Saskatchewan Division’s new strategic plan creates a set of expectations for the organization over the next three years. To deliver our programs and services more effectively and to raise awareness and appreciation of the value of CMHA, we must first recognize our organizational challenges.**

**In the next three years, CMHA Saskatchewan Division will work to:**

* **Enhance client linkages to appropriate services**
* **Strengthen community relationships**
* **Enrich CMHA Saskatchewan Division and the Regional Coalition**
* **Strengthen economic stability/organizational health**

## PRIORITY 1 – enhance client linkages to appropriate services

Strategic Initiatives

* **Improve visibility and access to services** – ensure that what we do is known to our clients and stakeholders.
* Increase use of technology to enhance awareness and visibility of our services.
* Use innovation and best practices to advance services to clients and linkages to other services.
* **Strengthen referrals of clients to other services** if not provided by CMHA – “Stop the no”.
* Advocate for the development of a comprehensive, user-friendly, web-based resource list – enable clients to self-select services.
* Strengthen linkages with partnerships
* Keep on trend -- innovate

## priority 2 – strengthen community relationships

**Strategic Initiatives**

* **Build a strong relationship with the new Saskatchewan Health Authority**
* Communicate and inform branches regarding work being done
* Keep front and centre – partner
* One voice to the Health Authority
* Use evidence to move advocacy forward.
* **Enhance Community connections (with targeted groups)**
* Metis/Indigenous connections
* Continue to develop and enhance targeted community partnerships
* **Advance System Advocacy**
* Advocate for mental health needs with influential stakeholders
* Continue efforts to end systemic discrimination
* Continue with work currently being done in advocacy (i.e. DISC/SAID)

## priority 3 – enrich CMHA Saskatchewan Division and the regional coalition

**Strategic Initiatives**

* **Strengthen the Regional Coalition**
* Consistent peer support standards and values
* Enhance branch communication and collaboration – strengthen the CMHA provincial team
* **Enhance linkages with CMHA National**
* Appropriate alignment with and leveraging of national resources
* Participation on appropriate CMHA National committees

## PRIORITY 4 - STRENGTHEN ECONOMIC STABILITY/ORGANIZATIONAL HEALTH

**Strategic Initiatives**

* **Economic Stability**
* Maintain and expand current funding relationships
* Actively search out new funding opportunities and solicit new donors
* Capture and demonstrate measurable outcomes to support funding requests
* Continue to advocate for parity of funding between mental health and physical health