



Canadian Mental  
Health Association  
Saskatchewan  
*Mental health for all*

# OUR TIME IS NOW

Saskatchewan  
Strategic Plan  
2022-2026



# STRATEGIC DIRECTION



## Vision

“  
A Canada where  
mental health is a  
universal human right  
”

## Mission

Promoting the rights of people experiencing mental illness to achieve their full potential and supporting mental health and well-being across all our diverse Saskatchewan communities



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# OUR PURPOSE

People in Saskatchewan can rely on CMHA to

## ***Promote mental health and well-being for everyone by***

- Fighting to reduce the stigma of mental illness and promoting inclusion
- Providing tools and educational resources to help the public understand mental health issues
- Providing programming and services to schools, communities, and individuals
- Advocating for timely, adequate, and accessible mental health and addictions services



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# VALUES



## **Advocacy**

We embrace and amplify the diverse voices of people with mental health issues



## **Promote Diversity and Inclusion**

We focus on mental health issues of all people



## **Safety**

We provide a welcoming, non-judgmental, and psychologically safe space for those seeking support



## **Social Wellbeing**

We support the social determinants of health (e.g. housing, justice, contributing to mental health)



## **Work Collaboratively**

We nurture mutually beneficial partnerships working to move the issues of mental health forward



## **Evidence-Based**

We use evidence to inform our work and to innovate



## **Transparency and Accountability**

We are transparent and accountable to our funders, partners, and those we serve



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# NURTURE A HEALTHY CULTURE

*Nurture a healthy organizational culture to provide psychologically safe workplaces that fosters a culture where everyone feels included*

## Goals



1. **A pervasive spirit of collaboration:** to continue to build on collaboration between branches and divisions across Canada
2. **Two-way communication and team-building:** encourage generosity in supporting others; through sharing resources, collaboration, and listening to understand those who are speaking
3. **A mentally healthy workplace for everyone at CMHA:** encourage all branches to adopt a psychological health and safety policy with annual refresher training
4. **A commitment to anti-discrimination:** actively embody established policies and create inclusive workspaces that support employees, volunteers and recipients of services
5. **A commitment to truth and reconciliation:** examine all of the Truth and Reconciliation Commission calls to action to determine where CMHA can actively work with Indigenous people to participate in the process of reconciliation



# ENSURE SUPPORT IN EVERY COMMUNITY

*Work to ensure every person at every stage of life in Saskatchewan has access to community-based mental health programs, services, and resources*

## Goals



1. **Mental health promotion strategies for everyone in every setting:** develop a technology strategy (including social media engagement) to increase access to needed services
2. **Every door as a front door:** increase capacity for system navigation to link individuals to needed services without unneeded complexity
3. **Equitable access:** increase capacity at division and branch levels to understand and develop the support different communities and cultures are needing
4. **Roots in the community:** hear the voices of participants to ensure that the programming reflects the needs of the communities



# LEAD SOCIAL AND SYSTEMS CHANGE

*Lead a movement for social and systems change that includes all people in Saskatchewan and values mental health as much as physical health*

## Goals



1. **A commitment to Indigenous mental health equity:** work with Indigenous people to advocate for equitable access to services
2. **A catalyst for the mental health sector:** to be a strong community voice for those who require assistance to advocate for themselves for policy change and the advancement of mental health services
3. **Collaborate and advocate with Governments:** to collaborate with Indigenous, provincial/territorial and municipal governments to address mental health priorities, policy changes, and increase funding to improve mental health services
4. **Maintain a strong public voice:** use all media platforms to develop a strategy to continue to be the dominant credible voice in mental health awareness, services, and advocacy



## Strategic Direction #4

# BE WELL-KNOWN AND WIDELY AVAILABLE

*Be Saskatchewan's go-to source for mental  
health and well-being*

## Goals



1. **Coordinated marketing communications:** increasing donor stewardship through developing an innovative marketing strategy
2. **An up-to-the-minute digital presence:** bringing a consistent message that is accurate and timely throughout all traditional and social media platforms
3. **Use a consistent, recognizable brand:** increase awareness through consistent use of brand values across all public platforms and with all divisions and branches in Saskatchewan
4. **Strategic Partnerships:** develop a plan that identifies opportunities to work with other organizations that align with CMHA's values to move the needle on mental health faster and further



# MODERNIZE OUR STRUCTURE

*Provide a cohesive direction within the Saskatchewan offices to ensure an aligned, consistent, and harmonized approach*

## Goals



1. **Licensing agreements:** to provide a clear and consistent understanding of the rights and obligations for autonomous branches in Saskatchewan
2. **Standards of excellence:** to ensure a high level of consistent and quality experiences for those who interact with CMHA Saskatchewan
3. **Predictable planning:** to align planning, programming, continuity, and direction with the National office to bring consistency and stability across Canada
4. **Transparent, harmonized measurement:** to use an evidence-based approach for measuring outcomes, experiences, and programming in service of our diverse clients and communities