



Saskatchewan
Strategic Plan
2022-2026

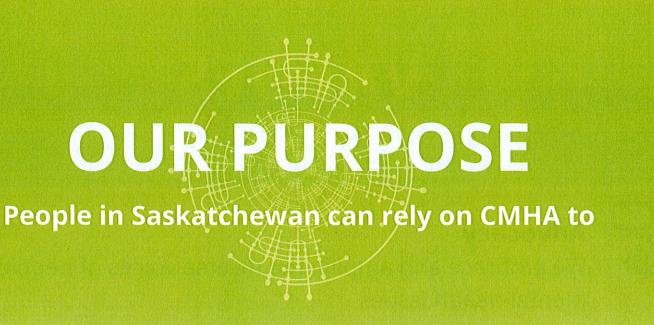
STRATEGIC DERECTION

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

Health Association Saskatchewan Mental health for all



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







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 Accountablilty

We are transparent and accountable to our funders,
partners, and those we serve
Canadian Mental
Health Association

Saskatchewan

Mental health for all

NURTURE.A HEALTHY CULTURE

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



- 1. A pervasive spirit of collaboration: to continue to build on collaboration between branches and divisions across Canada
- 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



- 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



- 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

BEWELL-KNOWN AND WIDELY AVAILABLE

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



- 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



- 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