



Canadian Mental
Health Association
Fort Frances Branch

CMHA Fort Frances Branch

STRATEGIC PLAN 2019 – 2022

OUR VISION

Mental health and wellness in
all communities.

OUR MISSION

To be a leader in the provision of
advocacy, education, research,
and client centred
recovery-based services in the
Kenora-Rainy River Districts.

OUR VALUES

Collaboration
Empowerment and
self-determination
Diversity and social justice
Accountability, integrity and
transparency
Innovation

SERVICES AND PROGRAMS

- Psychogeriatric Resource Program
- District Peer Support Program
- Peer Support Drop-In Centres
- District Mental Health Services for Older Adults Program
- Education
- Case Management Program
- Court Diversion and Support Program
- Housing Program

Note: All services and programs are not available at all locations

SERVICE LOCATIONS

Fort Frances
Atikokan
Kenora
Dryden
Sioux Lookout
Red Lake

MESSAGE FROM THE BOARD CHAIR AND EXECUTIVE DIRECTOR

Hello,

The Board of Directors and staff of the Canadian Mental Health Association, Fort Frances (CMHAFF) Branch are pleased to present our 2019-2022 Strategic Plan: **Sustaining – Improving – Creating**.

This strategic plan has been created as a roadmap for CMHAFF over the next three years. It identifies and communicates the strengths we wish to uphold, the areas in which we will work to improve and where we aspire to be. It identifies the priorities and underlying principles that continue to guide CMHAFF each and every day.

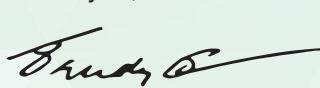
We will continue to focus on activities that enhance service quality. We are strongly committed to system transformation where the person is at the centre of their care, one which includes primary care, considers equitable access and that builds on existing successes. We will work in partnership to build needed services and improve coordination of mental health and addiction services, particularly within a broader health system. This plan provides a way for us to maintain a dialogue with our clients, their families, our health care delivery partners and our funders.

This plan was created with valuable input from our staff and community partners, as well as the clients and families that we serve. With that input, we will implement the three identified strategic priorities (**Sustain, Improve, Create**) **across three themes to our everyday activities (for our clients and their families, for our organization, and for the Districts of Rainy River and Kenora)**.

Working in close collaboration with our clients, their family members, and our community partners and funders, our Board and staff will seek to improve mental health and substance use services in the communities we serve, while mindful of the importance of cultural sensitivity.

We hope you will share in our excitement and enjoy reading our 2019-2022 Strategic Plan, **Sustaining – Improving – Creating**.

Thank you,



Trudy McCormick
President



Shiela Shaw
Executive Director

2018-19 BOARD OF DIRECTORS

Trudy McCormick, President
Fort Frances

Heather Johnson, Vice-President
Fort Frances

Aynsley McKinnon, Treasurer
Fort Frances

Linda Rajala, Secretary
Fort Frances

Loretta Mahoney
Dryden

Diane Pelletier
Kenora

Gerri Yerxa
Fort Frances

STRATEGIC PLAN 2019 – 2022



SUSTAIN

For our clients and their families; we will sustain our:

- client-centred care and recovery model
- referral and partnership focus

For our organization; we will sustain our:

- organizational culture and conscience
- staff wellness

For Rainy River and Kenora Districts; we will continue our:

- client-centred care and recovery model
- recruitment of board members with lived experience



IMPROVE

For our clients and their families; we will focus on quality improvement in:

- our response to our client population
- communication, both internal and external

For our organization; we will improve our:

- communication
- office accessibility, space and safety

For Rainy River and Kenora Districts; we will advocate for improved:

- access to psychiatric services
- partnerships with Indigenous Peoples and First Nations



CREATE

For our clients and their families; we will create:

- enhanced advocacy efforts
- educational and awareness initiatives

For our organization; we will create:

- a plan to provide for increased operational staff support
- continued opportunities for leadership growth and development
- a communication strategy to support comprehensive succession development

For Rainy River and Kenora Districts; we will participate in (and if necessary, lead) the creation of:

- Primary care strategy
- Housing strategy
- Drug use reduction strategy
- Advocacy, health promotion and education



1 in 5 Canadians experience a mental illness or addiction problem



Suicide is among the leading causes of death for young Canadians

In any given week

500,000

Canadians will miss work because of a mental health issue

Annual Economic cost of mental illness in Canada:



51 BILLION



Once depression is recognized, help can make a difference for

80%

of people who are affected allowing them to get back to their regular activities



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[www.cmhaff.ca](http://cmhaff.ca)

 Canadian Mental Health Association - Fort Frances Branch

CONTACT US:

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Programs & Services

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