

2016–2019

Excellence, Innovation and Impact: The Strategic Plan



Canadian Mental
Health Association
York and South Simcoe
Mental health for all

Welcome to CMHA York Region and South Simcoe

Since 1984, our team of staff, volunteers and donors has supported mental health and the recovery from mental illness and addictions. We believe in innovation to support the CMHA nation-wide vision of ***Mental Health for All***. We create transformational impact by focussing our resources to implement the changes that make the most difference for our clients, their families and our community.

PROGRAMS AND SERVICES



Excellence, Innovation and Impact

Building on the foundation established in our previous three year strategic plan, “Providing Great Care in Great Communities,” this plan continues to invest where we can address the most critical and emerging needs.

It is anchored in a culture of **quality**, powered by our values and **proactive** in its approach to improving health systems integration and collaboration.

In developing this strategy

- we looked at emerging and best practices from around the world
- we listened to our clients, families and people with lived experience
- we engaged our health service and community partners
- we reached out to our donors, stakeholders and friends, and
- we surveyed, explored and engaged with our staff and volunteers

What was remarkable is that each voice was strongly aligned to focus on our youth, our families and to embrace new and meaningful ways reach our underserved communities.

Mental Health and Addictions Service Coordination Council

A community approach for better care
for the residents of York Region





Transformational
Impact

#1

Every family
and caregiver
receives the
services
they need.

#2

We will be
the trusted resource
for youth struggling
with mental health
and addictions.

#3

We will be
the most culturally
competent team
in York Region
and South Simcoe.

Every family and caregiver receives the services they need:

100 family members from Chinese, Farsi, Russian, Italian and Tamil speaking communities will attend our highly valued Family and Caregiver Education Program delivered in their preferred language with culturally appropriate curriculum.

A minimum of **40** caregivers with a loved one experiencing a severe and persistent mental illness will access evidence based specialized clinical counselling.

Supporting bereavement, trauma and healing for **50** loved ones who lose someone to death by suicide.



CMHA will be the trusted resource for youth struggling with mental health and addictions:

30% more youth served! Expanding access to Youth Wellness Workshops and MOBYSS through partnerships with high schools, municipalities and cultural communities.

CMHA will be the most culturally competent team in York Region and South Simcoe:

CMHA will be a leading agency in building and sustaining high performing and inclusive teams. CMHA will increase our inclusion score from good, 80%, to great, 90%, with a staff and board reflecting the communities that we serve.

CMHA will adapt and expand service delivery to our Top 5 language communities and continue to strengthen and partner with our Indigenous and refugee communities.

18 action learning projects that add value to our community.



How We Get There: Organizational Values



CLIENT AND FAMILY CENTRED

Through partnership, accountability and action



CULTURALLY COMPETENT

To provide the best service and work experience



INNOVATION

To bring value to our community



TEAM VALUES

Trust, Respect,
Communication
and Teamwork



Our 3 Year Roadmap

Year 1	Year 2	Year 3
<p>Build and sustain a culture of high performance and inclusion:</p> <ul style="list-style-type: none"> • Cultural Competency • Trauma Informed • Health and Wellness 	<p>Launch Family and Caregiver Education Program to the top 5 language communities in York Region and South Simcoe.</p>	<p>Offer families in need specialized clinical counselling, suicide bereavement supports and cognitive behaviour therapy coaching.</p>
<p>Establish a network of client and family advisors for all policy and program related decision making</p>	<p>Develop a family/ caregiver specific workbook for Bounce Back and Living Life to the Full.</p>	<p>Over 30 family members and clients are engaged in all policy and programming decisions.</p>
<p>Develop a family/ caregiver involvement policy and framework.</p>	<ul style="list-style-type: none"> • Youth outreach and engagement project • Institutionalize youth as a culture knowledge • Enhance our brand for youth 	<p>A fully developed communications strategy that works to end stigma and build community capacity.</p>
<p>Adapt service delivery to the Farsi, Tamil, Russian, Italian and Chinese speaking communities. Develop and adapt supports for refugees.</p>	<p>Development and training for staff through action learning and leading talent management strategies.</p>	<p>The Service Coordination Council has worked collaboratively to improve integration and service:</p> <ul style="list-style-type: none"> • Transitional Aged Youth • Transition from hospital to community • MH&A services for those living in affordable or housing with supports • Integrated access that includes alignment with Rapid Response and Issues Resolution table.
<p>Strengthen relationships, collaborate and support on and off reserve Aboriginals residing in York Region and South Simcoe.</p>		
<p>Establish and grow a collaborative fundraising and sustainable growth strategy.</p>	<p>Focus on removing internal barriers, dealing with inefficiencies to improve quality and performance.</p>	<p>Accreditation with Exemplary Standing for another 4 years.</p>
<p>Continue to lead and support the work of the MH&A Service Coordination Council.</p>	<p>Be proficient in a safety culture that focuses on learning and quality improvement.</p>	

Mental Health Education and Training

Continue to bring vital knowledge and useful tools for prevention, early intervention and health promotion.

Offer 250 courses and workshops to the general public, volunteer organizations and corporations.

They include:

- Mental Health First Aid Basic
- Mental Health First Aid for Adults who interact with Youth
- Mental Health Works
- Living Life to the Full
- Responding with Respect Series (ranging from 8 hours to 1 hour)
 - Mental Health Basics
 - Mental Health Problems
 - Make Wellness a Priority
 - Resilient Minds in Tough Times
 - Adapting to Challenges
 - Seniors and Depression
 - Teens and Mental Health
- Workplace Wellness Series (ranging from 8 hours to 1 hour)
 - Workplace Mental Health – Senior Management
 - Workplace Mental Health – Supervisors
 - Workplace Mental Health – Staff

For more information or to book a course, visit our website at www.cmha-yr.on.ca/community-education/workshops-courses or contact Sharon at sdefuria@cmha-yr.on.ca or 1.866.345.0183, Ext. 2204.



**Mental Health
First Aid** CANADA



**LIVING LIFE
TO THE FULL**
helping you to help yourself

**Responding
WITH Respect**

Get Involved

Volunteer and build new skills,
meet new people and learn about mental health.

Make a donation
and invest in programs that make a difference to you.



www.ridedonthide.com



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Our funders

Our many generous
and committed donors
and volunteers

