

# Strategic Plan 2019-2024



Canadian Mental Health Association  
Lambton Kent  
Mental health for all

Association canadienne pour la santé mentale  
Filiiale de Lambton Kent  
La santé mentale pour tous

## VISION

Mentally healthy people in a healthy society.

## MISSION

As a leader and champion for mental health, CMHA Lambton Kent provides services and facilitates access to the resources people require to maintain and improve mental health. Our efforts promote community integration, build resilience, and support recovery from mental illness and addictions.

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### CLIENT AND FAMILY CENTRED CARE

To develop a comprehensive mental health and addictions system that supports the diverse needs of our clients and their families.

1

- We will leverage and accelerate the work of the consumer and family advisory panel to create a culture of client and family centered care.
- We will develop engagement strategies for underserved groups, including rural and youth engagement strategies, and refresh our Indigenous peoples' engagement strategy.
- We will undertake a review of our capacity and readiness to embed enhanced peer support within CMHA.

### METRICS

- Client and family surveys
- Consumer and family advisory panel minutes
- Staff diversity training
- Target group engagement strategies undertaken
- Staff deployment
- Target group clients served
- Peer support multi-year plan



### LEADERSHIP

To become a leader in transforming the mental health and addictions system into a comprehensive, client-focused system that provides the right services at the right time and in the right place.

2

- We will undertake, in consultation with partners and stakeholders, a mental health and addictions needs assessment and multi-year plan for Sarnia/Lambton and Chatham-Kent.
- Develop a multi-year plan to become competent in addictions services.

### METRICS

- Mental health and addiction services multi-year implementation plan
- Addictions competency multi-year plan



### COMMUNICATION

To increase awareness about mental health and work to reduce the stigma associated with mental health and addictions; and to advocate for strong, community-based mental health and addictions services.

3

- We will implement a multi-year communications strategy.
- We will leverage our communications strategy to engage the communities to join CMHA in advocating for robust community mental health and addictions services.

### METRICS

- Social media analytics
- Traditional media analytics
- Bi-annual newsletter
- Stakeholder feedback surveys



### QUALITY

To be transparent in our decision-making and ensure that the services we deliver are aligned with our vision, mission, and values; and to recognize the contributions our employees make, and work to maintain a supportive environment that makes us an employer of choice.

4

- We continue to evaluate our services and programs utilizing the quadruple aim approach.
- We will continue to ensure that we are an employer of choice.

### METRICS

- Staff satisfaction surveys
- Staff retention
- Program evaluation results