



Canadian Mental
Health Association
Thunder Bay
Mental health for all

Association canadienne
pour la santé mentale
Thunder Bay
La santé mentale pour tous



Strategic Priorities 2021 - 2024

MISSION

We are committed to supporting individual recovery and promoting mental wellness within families and communities.

VISION

An inclusive community that promotes emotional wellbeing, human dignity, and social justice where people are valued and opportunities in all aspects of life are available to everyone.

VALUES

- Client Centred Approach
- Commitment to Recovery
- Excellence Innovation and Creativity

OUR THEMATIC GOAL

We will strengthen our leadership and regional recognition as a **Recovery Oriented Service Provider** by focusing on our work force, our community partnerships, and the people we serve; with a focus on quality, performance improvement and outcome measurement. And importantly, we will provide active leadership in providing a northern health equity perspective to the development of Ontario Health Teams in our region.



OUR STRATEGIC OBJECTIVES



Recovery

We will identify and act on opportunities that will offer evidence and raise our profile and recognition as an innovative, forward thinking responsive, recovery-focused community mental health organization. We will continue to adapt and address the complex mental health care needs in our community.



Workforce

We will develop and implement a comprehensive human resource plan inclusive of recruitment, retention, professional development and succession planning. This plan will ensure a sustainable and effective workforce that will further our vision, mission and values and will meet the changing and growing needs of our community using a risk management approach.



Partnerships

We will identify and solidify key community partnerships and alliances that strengthen our relationships with addictions, Indigenous and Francophone community partners in order to meet the needs of those we serve.