



CANADIAN MENTAL HEALTH ASSOCIATION  
ASSOCIATION CANADIENNE POUR LA SANTE MENTALE

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WINDSOR-ESSEX COUNTY BRANCH

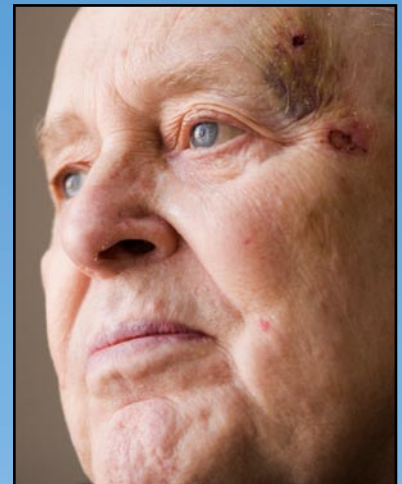
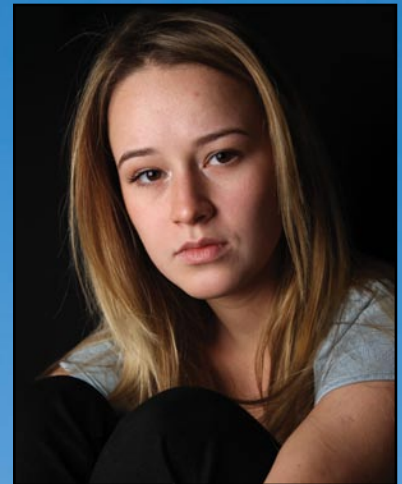
# Strategic Plan 2008-2011



Mental Health is  
Everyone's Business

Canadian Mental Health Association Windsor-Essex County Branch (CMHA-WECEB) is a not-for-profit organization that provides programs and services for those experiencing a serious mental illness in Windsor-Essex. The agency provides a broad range of services including a variety of supports for persons having a serious mental illness, integrated primary care, workplace health and prevention services; public education, coping with job loss and bereavement for both children and adults.

This strategic plan will take the agency through the next three years and focuses on enhancing current programs and services, maintaining the level of excellence that has come to be expected from CMHA-WECEB and dealing with current social and economic challenges of the mental health sector.





## Notes from our Chief Executive Officer

We are pleased to be introducing you to our agency's Strategic Plan for the next three years. This plan will take us into the year 2011 and, as you will see, there are many exciting projects and initiatives that our great team at CMHA-WECB will be focusing on.

Together with our Board of Directors, we are proud to be sharing this plan with the community. This plan was created with input from our key stakeholders which include consumers, staff, volunteers, community partners and donors. Our Board has been working on this plan since January of 2008 and the end result is a logical, value-centred roadmap for our agency. Some of the themes in the plan include:

- The most important part of our work is to continue to provide high quality services to the Windsor-Essex community and, wherever possible, improve on the delivery of programs and services.
- Continuing with our strong advocacy for consumers of mental health services.
- Positioning our branch as a leader in the field of mental health.
- Enhancing our public image and the community awareness of mental health issues.

I am proud of our organization and proud of the plan that has been created to ensure excellence and innovation for us over the next three years. You will read about our mission and values in this plan and please know that everything we do is based on these values. We take very seriously our vision of "mentally healthy people in a healthy society" and work each day to further this vision.

Our hope is that you will read this plan and learn something new about our agency and, perhaps, you will be encouraged to become more involved with us. There are a variety of ways you can join the CMHA-WECB family: you can become a volunteer, you can become a member, you can register for one of our free public education classes, you can advocate for someone in your life to get help with us or you can make a financial gift. You could, of course, do one or all of these things.

Be sure to visit our web site at [www.cmha-wecb.on.ca](http://www.cmha-wecb.on.ca) for regular updates on our progress.

Sincerely,

A handwritten signature in cursive script that reads "Pam".



## Vision:

Mentally healthy people in a healthy society.

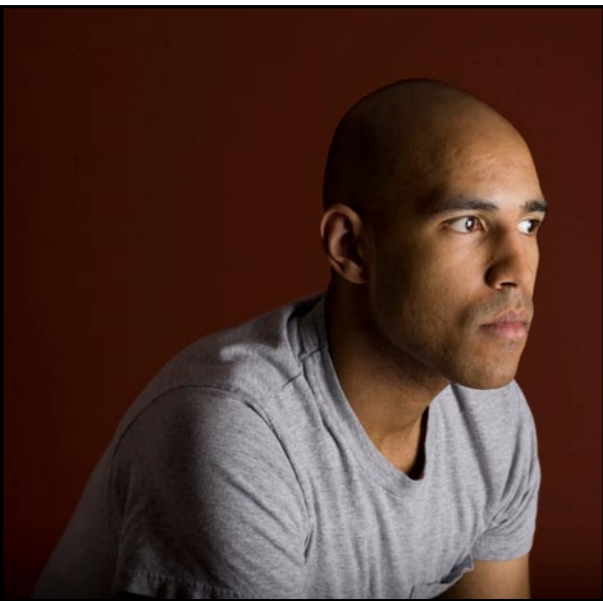
## Mission:

The mission of CMHA-WECB is to enhance and promote the mental health of all persons and support the resilience and recovery of people experiencing mental illness in our community through education, prevention, advocacy and services.

## Values:

The values of CMHA-WECB are:

- Person Centred Approach – We are committed to ensuring that the needs of the people being served are at the centre of the mental health system.
- Social Justice – We are committed to a basic sense of fairness, a respect for differences among people, and believe that every human being deserves and equal opportunity in life.
- Self Determination – We respect differences among people and the right of every individual and community to make informed choices and decisions based on individual beliefs and community norms.
- Accessibility – We are committed to services being available to those most in need, ensuring that individuals will not experience significant difficulties utilizing them. Services will be flexible and responsive to individual needs.
- Excellence – We are committed to the highest possible standards of management and operations to meet the needs and expectations of the community.
- Creativity – We encourage innovative ideas that are responsive to changing attitudes and needs in the community.
- Integrity – We must be true to our mission and values and dedicated to promoting public trust and a sense of confidence within the organization.
- Holism – We are committed to a holistic approach to health services based on the determinants of health. We recognize that a combination of physical, mental, emotional and social issues impact on the mental health of all individuals.



CMHA-WECB achieves its vision by working towards the following

## END's Statements:

1. Providing high quality services which build on natural supports that are confidential and safe and provide or link individuals to the least intrusive services to meet their needs. CMHA-WECB is committed to developing, maintaining and nurturing a culture of safety for clients, employees and visitors.
2. Providing integrated physical and mental health services to persons with a serious and persistent mental illness.
3. Identifying and striving to eliminate gaps in mental health services in Windsor and Essex County.
4. Cultivating partnerships with consumers, families, and other service providers locally, regionally, provincially and nationally in furtherance of our mission.
5. Advocating for change that will enable people with mental illness to achieve that highest quality of life possible, and to advocate for broader public policies that promote optimum mental health.
6. Building community awareness of mental health issues and to educate the community on the impact of mental illness on individuals, families, friends and society at large.
7. Positioning the CMHA-WECB as a leader in the provision of mental health services.
8. Ensuring the governance policy process supports excellence, accountability and strategic planning.

# Strategic Goals 2008 – 2011

## Goal #1 - Provide high quality services.

- Develop a strategy to improve navigation to reduce wait times and provide access to services in a timely manner.
- Develop a strategy to improve access to Griefworks program, Early Intervention, education and support for mental health services.
- Develop a strategy to address the increasing prevalence of depression and moderate mental health problems to prevent escalation to more serious mental illness.
- Develop a strategy to enhance provision of specialized programs to meet complex service needs and populations.
- Develop a strategy to address chronic disease.

## Goal #2 - Provide integrated physical and mental health services.

- Enhance integrated primary care and mental health services.

## Goal #3 - Eliminate gaps in mental health services in Windsor-Essex.

- Identify and respond to emerging needs in the community.
- Participate in CHC Program Review and implementation.
- Participate in Mental Health and Addictions Review.
- Prepare for Tier III divestment.
- Create agency-wide Aging Strategy.
- Improve accessibility for the growing diverse population in Windsor-Essex.
- Improve service delivery capability in French language.

## Goal #4 - Cultivate partnerships.

- Promote family and consumer involvement in policy development and service planning.
- Collaborate with CMHA-Lambton and CMHA, Chatham-Kent to further the common mission of CMHA.

## Goal #5 - Advocate for change.

- Encourage the development of broader public policies that promote optimum mental health.
- Develop a community relations plan to change community attitudes and make mental health a priority.

## Goal #6 - Build community awareness of mental health issues.

- Promote mental well being and diminish the stigma and discrimination with mental illness.

## Goal #7 - Position CMHA-WECB as a leader.

- Collaborate and participate in significant system planning processes and committees.
- Maintain branch reputation as a leader in integration of primary care and mental health.

## Goal #8 - Ensure governance policy process supports excellence, accountability and strategic planning.

- Review the organization's vision and set the strategic goals and objectives to achieve the vision.
- Promote a culture of continuous quality improvement and accountability.
- Commit to transparency and accountability to stakeholders and the community.
- Provide responsible financial oversight.





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