

# Strategic Plan 2012-2016

## Message From the Medical Officer of Health

I am pleased to present Simcoe Muskoka District Health Unit's 2012-2016 Strategic Plan. This plan clearly articulates the agency's renewed vision, mission and values and directs our focus to four priority areas over the next five years.

Created with the input of staff, Board of Health and external stakeholders, our Strategic Plan sets a new course for our agency while integrating those core elements that support the work we do on a daily basis. Our work is guided by our agency values and three important concepts of public health practice: building and nurturing community partnerships, delivering evidence-informed practice and working towards health equity for all.

As an accredited public health agency, the Simcoe Muskoka District Health Unit delivers provincially legislated public health services and programs to residents and visitors to our area. This Strategic Plan will guide the agency as we work with our partners to improve the health and well-being of the people and communities in Simcoe and Muskoka.

*Dr. Charles Gardner*

Medical Officer of Health and Chief Executive Officer



# Strategic Directions

## Important Public Health Issues

Identify and address priority public health issues that require a coordinated and comprehensive agency response.

- By June 2012, a process is developed and used to identify priority public health issues that require a coordinated and comprehensive agency response.
- An agency wide action plan to address the identified priority issue is developed and approved within one year of being identified.
- By December 2012, a scalable business continuity plan to systematically monitor and re-align resources in order to respond to unanticipated public health issues that have the potential to disrupt programs and services is developed.

## Organizational Capacity

Enhance our knowledge, skills and practices to increase our ability to respond to community needs and optimize service delivery.

- By March 2013, core competency framework(s) is adopted by SMDHU to guide the development of a human resources strategy.
- By August 2013, a human resources strategy is identified and supporting action plan is developed, approved and operationalized.
- By December 2014, the selected core competency framework is integrated into a comprehensive human resources performance management system within a human resources strategy.
- An action plan for SMDHU to provide tools and technologies to support program and service delivery is developed, approved and operationalized by December 2013.
- By October 2013, an enhanced, agency-wide operational planning and monitoring system is used by all programs and services.
- An action plan, leveraging partnerships where possible, for agency-wide knowledge management and exchange that enhances SMDHU human resource capacity is developed, approved and operationalized by December 2015.

# Strategic Directions

## Determinants of Health

Address the factors that create inequities in overall health and improve the quality of life for populations at risk of poor health outcomes.

- Populations at risk of health inequities, that require a coordinated and comprehensive agency response, are prioritized annually.
- Populations at risk of health inequities, that require a specific service area response, are prioritized annually.
- Within one year of a priority population being identified, a determinants of health plan for action to address the critical risk conditions to meet the priority population's public health needs is developed, approved, operationalized and tracked.

## Accountability and Performance Measurement

Demonstrate efficiency and effectiveness, and enhance systems that measure and communicate progress on our priorities, programs and services.

- By February 2013, key performance indicators that demonstrate compliance with public health standards and progress on the strategic plan are identified at the agency, service area and program levels.
- By December 2015, the agency selects and implements electronic systems to collect and monitor data to report progress on key performance indicators.
- Progress on key performance indicators are systematically reported to SMDHU stakeholders and the public at least annually, or as required.

## Vision:

The people who live, work and play in Simcoe Muskoka lead healthy, fulfilling and productive lives.

## Mission:

As champions of health for all, the Simcoe Muskoka District Health Unit works with individuals, families, agencies and communities to promote and protect health, and to prevent disease and injury in our area.

## We Value:

**Excellence** in promoting and protecting health, and providing quality programs and services.

**Accountability** for our individual and collective actions and outcomes, and for the responsible and effective use of public funds and resources.

**Respect** for all people and their right to be treated fairly and with dignity.

**Working in Partnership** and collaborating with governments, agencies, communities, families and individuals.

**A Positive Working Environment** where employees are engaged, and encouraged to exchange ideas, communicate openly, be innovative, and practice work life balance.

**Equal Opportunity** for health.



**simcoe  
muskoka**  
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*Your Health Connection*