

## Strategic Plan 2019-2022

### Our Vision

# Healthy People. Healthy Places.

### Our Values

#### RESPECT

We believe that respect for all people is embedded within our relationships with each other, and is reflected in our work.

#### EQUITY

We believe that all people are entitled to achieve their full health potential.

#### COLLABORATION

We believe that by working with others we can achieve the best health outcomes for all.

#### EXCELLENCE

We believe in providing the highest quality programs and services to achieve our vision.

#### ACCOUNTABILITY

We believe in being transparent and responsible to the public and our stakeholders by using ethical and sustainable organizational practices.

#### POSITIVE WORKPLACE

We believe in a work environment where our employees are valued, communicate openly, and have work-life balance.

### Our Mission

With our communities, we prevent disease and injury, and promote and protect health for all in Simcoe Muskoka.

## RELATIONSHIPS

Priority

		OBJECTIVES
GOAL 1	Foster employee relationships to achieve staff engagement and excellence.	<ol style="list-style-type: none"><li>1 Establish health unit-specific competencies for all staff.</li><li>2 Support staff to achieve required competencies.</li></ol>
GOAL 2	Foster community relationships to achieve shared outcomes.	<ol style="list-style-type: none"><li>1 Enhance relationships with community partners to address social determinants of health and improve the health of priority populations.</li></ol>
GOAL 3	Enhance the public's understanding of the role of public health.	<ol style="list-style-type: none"><li>1 Create and implement a communication strategy to increase awareness of the health unit's role.</li></ol>

## PUBLIC HEALTH STANDARDS

Priority

		OBJECTIVES
GOAL 1	Foster a culture of evidence-informed decision making.	<ol style="list-style-type: none"><li>1 Develop and implement a strategy to embed evidence-informed decision making in the health unit.</li></ol>
GOAL 2	Promote positive mental health across the lifespan.	<ol style="list-style-type: none"><li>1 Develop and implement a mental health promotion strategy.</li></ol>

## ACCOUNTABILITY & GOVERNANCE

Priority

		OBJECTIVES
GOAL 1	Enhance organizational performance management and continuous quality improvement.	<ol style="list-style-type: none"><li>1 Cultivate a culture of continuous quality improvement throughout health unit programs.</li></ol>
GOAL 2	Execute good governance practices to ensure effective functioning of the Board of Health.	<ol style="list-style-type: none"><li>1 Develop and implement structures or processes related to the Board of Health's governance responsibilities.</li><li>2 Allocate resources to reflect strategic priorities, emergencies, and emergent public health priorities.</li></ol>