

2024-2025

STRATEGIC PLAN

An Extension of the 2023-2024 Strategic Plan

Revised June 2024

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.

PRIORITY

Programs and Services



GOAL 1: Deliver efficient and effective programs and services.

Objective 1a: Prioritize quality improvement and reporting processes to monitor organizational and program performance.

Objective 1b: Continue to plan for and respond to infectious disease incidents and prepare for surges in activity when required.

GOAL 2: Ensure programs and services are guided by principles of health equity.

Objective 2a: Continue the resumption, catch-up, and renewal of routine public health programs and services, guided by principles of health equity.

GOAL 3: Enhance and solidify emergency preparedness mechanisms.

Objective 3a: Strengthen agency emergency response awareness and knowledge.

PRIORITY

People



GOAL 4: Support employees as they participate in the delivery of our programs and services.

Objective 4a: Develop and refresh knowledge, skills, and competencies to achieve excellence in program and service delivery.

Objective 4b: Enhance organizational culture through employee engagement.

PRIORITY

Partnerships



GOAL 5: Foster and strengthen relationships with communities and partners.

Objective 5a: Continue to renew or enhance relationships with communities and partners, including Indigenous communities.

Objective 5b: Engage, collaborate, and coordinate with health system partners in relation to mutual priorities.

PRIORITY

Future



GOAL 6: Communicate for sufficient public health funding.

Objective 6a: Communicate to the funding partners for sufficient resources that allow for effective and efficient delivery of the Ontario Public Health Standards.

GOAL 7: Plan for organizational change to optimize agency effectiveness.

Objective 7a: Develop a plan to optimize the organization of programs and services for agency effectiveness in consideration of available resources and provincial changes identified under the Strengthening Public Health initiative.