



**Canadian Mental
Health Association**
Northern BC
Mental health for all

CMHA of Northern BC
Strengthening Our Collective Impact
Strategic Plan
2021-2026

Canadian Mental Health Association of Northern BC is a charitable organization in operation since 1963. We are a proud member of CMHA BC Division and CMHA National.

Our vision: A Canada where mental health is a universal human right.

Our mission: As a branch member of a nation-wide leader and champion for mental health, CMHA of Northern BC works to ensure that all people in Canada experience good mental health and well being

Our beliefs/values: To embrace the voice of people with mental health and addiction issues with compassion, empathy and caring

To promote inclusion at all levels and recognize a diverse range of mental health approaches.

To promote collaborative work that is innovate and action oriented

To influence the social determinants of health and seek health equity with all approaches (e.g. housing, justice, environment)

To focus on the mental health and addiction needs of all age groups

To embrace evidence based research to inform our work

To be transparent and accountable in all our work

Our core functions: We fulfill our mission by:

Building capacity Strengthening the capacity of individuals, families, professionals, organizations and communities to address mental health and addiction needs.

Providing services Providing services and supports that maintain and improve mental health and community integration, build resilience and support recovery from mental illness and addiction.

Reduction of stigma ensuring a public presence that educates and supports the community to understand the reality of mental illness and addiction and avoid embracing stereotypes that can increase stigma and reduce health.

Developing Resources Building the financial and human resources and partnerships required to address mental health and addiction needs.

Our three broad goals are to strengthen CMHA services in Northern BC, achieve a high professional standard as an employer and advocate and ensure Mental Health and Addiction services that meet best standard practices at all levels of care.

Our Approach:

We will be successful by:

- Engaging broadly with all individuals and groups involved with CMHA - from the consumers who utilize our services to the staff that deliver our programs to the individuals who represent our interests in government (civic, provincial and national)
- Collaborating and building partnerships
- Being rigorous in our attachment to sound practices at all levels of our operations
- Acting swiftly when change is required
- Ensuring balance in all aspects of our operations
- Creating momentum for necessary change
- Honoring the contributions of all
- Keeping what works

Our landscape

Our main office is located in Prince George BC, which is a community that is 105 years old, and CMHA Prince George has played a vital role in services in Prince George since inception in 1963. We also have a satellite office in Quesnel BC which was incorporated in 1981. We also serve the entire Northern Health Region with services like Bounce Back, Confident Parents, and our education programming.

We are dealing with many significant issues in our community and throughout the North including the result of years of boom and bust currently resulting in a downturn in our economy that is slowly turning around. We are also heavily impacted by the opioid crisis and the significant issues with homelessness. The additional layer of Covid 19 that began in March of 2020 and will likely continue until 2022 will have a significant impact on our people, our health, our communities and our economy. The environment and issues related to unresolved land claims are also significant contributors to our landscape. Surrounding all of these issues is a population of people known for their resiliency combined with a culture that is now embracing an increased respect for our indigenous population and an understanding that mental illness can impact any of us. For the first time we have a Minister of Mental Health and Addictions - we have a majority government that will provide some stability over the next 4 years as we take direction through covid 19 and all our other challenges.

It is a time of growth in our field which is exciting and challenging. But it also comes at a time of greatest needs particularly as Covid and the opioid crisis deepen. We have an opportunity for significant growth while also ensuring that we maintain the health of our organization and the people we rely on to provide the services and support our clients.

Massive human-caused ecological changes, such as climate change, affect the health of communities across the globe. These health effects have a disproportionate impact on structurally disadvantaged populations, often exacerbating existing inequities. We are committed to ensuring that we consider the environmental impacts with all our decisions and processes in order to work towards health equity.

Outcome 1 – Strengthening CMHA services in Northern BC

CMHA will have a meaningful presence throughout the Northern Health region.

Why is this important?

Services in the North tend to be less available and with less options than our southern neighbors. We believe that people are entitled to the same level of health care wherever they live in the province.

Key Initiatives and Metrics:

- Ensure participation in key mental health and public health policy initiatives
 - meeting with local leaders on a bi-annual basis
 - utilizing social media such as facebook, CMHA web page and twitter.
 - Promoting policy initiatives that lead to northern equity
- Ensure our name and media presence is indicative of our service throughout the north
 - Name change completed
 - Increase our social media presence throughout the north
 - Expand our peer support presence throughout the north
 - Expand our educational services (in person and virtual)
- Ensure a solid fund raising and grant writing position for the agency
 - Seek out funding that will support the aims of northern communities either within satellite offices or in broad based services
- Continue to support preventative and early intervention practices with CMHA and others
 - Bounce Back and Bounce Back for Youth
 - Confident Parents Thriving Kids
 - Deliver Living Life to the Full regularly
- Strengthen our message by including consumer stories in our reporting,
 - Gather stories of strength where possible and ethical to do so

Outcome 2 – Achieve a high professional standard as an employer

We will strive to be the role model for what we teach

Why is this important?

We must lead the way as an employer that ensures support for the individual we employ regardless of whether any illnesses or disability impact physical health, mental health, spiritual health, social health, sexual health, environmental health etc. We are committed to the whole person.

Key Initiatives and Metrics:

- Ensure diversity and inclusion throughout employment and volunteering practices
 - Increase our diversity hires by 20% seeking representation from different cultures, ethnicities, orientations, ages, abilities etc
- Ensure all operation manuals are completed and being utilized
- Ensure all computer files are streamlined and easily accessible
- Ensure annualized employment analysis in keeping with direction from BC Division
 - Guarding Minds and other tools for assessment
- Ensure all people's involved in service delivery at CMHA have input into the operations and evaluation of programming and processes.
 - Development of an Innovation Team
 - Evaluation of all support, education and employee recognition processes
- Conduct a thorough program analysis of all programs to determine resources required.
 - Determine how to ensure our stars are known to the community
 - Develop corrective action plans for programs that may be struggling
 - Complete the analysis by the end of 2021/22 fiscal year
 - Implement all corrective action plans by the end of strategic plan in 2025.
- Complete and implement a successful succession plan for ED replacement by 2023

Outcome 3 - Mental health and addiction services that meet best standard practices at all levels of care

To ensure that the work we do and the work and initiatives we support meet best practice standards and ensure that residents of the north are entitled to the same level of care as all BC residents.

Why is this important?

People are entitled to well researched supports and interventions and are provided with the best possible care available.

Key Initiatives and Metrics:

- Incorporation of appropriate and suitable technology uses in our service delivery
 - Advocate for increased broad band and cell phone services throughout the north
 - Increase our on line services for all appropriate interventions and education
- Ensuring focus of recovery in all aspects of our work
 - Ensure all materials and interventions are recovery focused rather than illness focused
 - Ensure all practices encourage client independence and healthy growth
- Ensuring anti-stigma work is demonstrated throughout all our programming and practices
 - Utilizing client stories to support our message.
 - Ensuring our visual and oral representations are inclusive of all potential groups
- Ensuring we deliver what we stand for
 - Utilize Input Health statistics to evaluate goal achievement
 - Seek input from clients on how services impacted their lives
 - Identify and reduce any disparities in our programming and operations
- Ensuring a focus of Mental Health as a Universal Human Right
 - Balance of needs and programming for the 20% of the population impacted by chronic mental illness versus 80% of those who might benefit from more early intervention, education and prevention work
- Ensuring a Health Equity lens at all times
 - Our programming will clearly identify the ways that our policies impact with climate change and where inequities can occur as a result given that our population will be more adversely impacted than others. We will ensure that we identify this inequity and strategize to mitigate the impact.