



Canadian Mental
Health Association
Mental health for all



CMHA-PEI Division
Strategic Plan 2022-2027

Every Day Mental Health



April 2022

MESSAGE FROM THE BOARD PRESIDENT

Our strategic plan focuses on the further development of quality programs across Prince Edward Island. It includes a commitment to the ongoing education and personal development of our staff. We need to build strong partnerships with community organizations and with government to ensure a seamless transition for our clients between services. It speaks to fueling creativity and ensuring excellence in all we do by cultivating a diverse, inclusive and nurturing environment and recognizes our responsibility to advocate for programs and services that will add value to the mental health community.

Our strategic plan sets a path forward based on a strong set of values, a sense of purpose, and a commitment to be accountable to you, our clients, our funders and our community.

We are excited to have our roadmap for the next five years. It will take all of us to realize this commitment and continue to make an impact. We appreciate our leadership, staff, volunteer Board members, and many partners who help to positively impact the mental health of individuals and communities. Together, we want to achieve *Every Day Mental Health*.

Sincerely,

Cecil Villard

President, Board of Directors

Canadian Mental Health Association PEI Division

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Our Vision

Every day CMHA-PEI positively impacts the mental health of individuals and communities

Our Purpose

We collaborate to promote and support the mental health of individuals and communities

Living Our Values

- Inclusive:** We are welcoming to all and value the voice of those who have experienced mental illness.
- Proactive:** We focus on action, innovation, and forward thinking to address and improve mental health.
- Compassionate:** We are compassionate, empathetic and caring in all that we do.
- Steadfast:** We have long advocated for mental health in PEI and remain as committed as ever to this task.
- Collaborative:** We partner to address unmet needs and inequities, and value respect and dignity for everyone.

RECOVERY

Focusing on our individual strengths

Support the individual's recovery by offering respect and opportunities for everyone in the community.

- Grow our unique, community-based clubhouse model
- Expand access to the necessary services and supports for individuals wherever they are in their recovery
- Grow and advocate for opportunities for clients to access appropriate housing and relevant wrap around supports across the province
- Expand access to lived experience support and resources in the community

PROMOTION

Empowering the mental health of individuals and communities

Educate people about mental health and create greater awareness of mental well-being.

- Grow awareness about mental health that positively contributes to stigma reduction
- Advocate on behalf of good mental health for all
- Collaborate to reach youth to support mental health promotion and early intervention

SUSTAINABILITY

Cultivating a healthy organization for generations to come

Value our people so we can have the greatest impact on the mental health of individuals and communities every day.

- Build and grow a strong team-oriented and supported culture
- Grow our culture focused on evidence and continuous improvement
- Establish and sustain a financial model that ensures the health and stability of the organization
- Optimize the potential for CMHA-PEI to positively impact mental health in PEI

INTRODUCTION

For more than 60 years, the Canadian Mental Health Association (CMHA) PEI Division has been supporting individuals with their mental health and empowering the mental well-being of communities across the province. CMHA-PEI has long been an advocate of good mental health for all.

The organization is led by a leadership team, working with passionate and dedicated staff and volunteers, and is governed by a volunteer Board of Directors made up of community leaders. CMHA-PEI is a key partner, working with individuals, non-profit organizations, health, education and government, to help support the mental health needs of diverse communities across PEI.

The Board and leadership felt it was time to develop a new roadmap for the next five years. Staff and external stakeholders provided valuable feedback to support the development of the plan, and the timing was perfectly aligned with the launch of the new five-year strategic plan for CMHA National.

CMHA-PEI's new **2022-2027 Strategic Plan: Every Day Mental Health** is built based on our core values of inclusive, proactive, compassionate, steadfast, and collaborative.

CMHA-PEI's purpose is to **collaborate to promote and support the mental health of individuals and communities**. To effectively carry out this role, CMHA-PEI has identified three core priorities:

Recovery – Focusing on our individual strengths

Promotion – Empowering the mental health of individuals and communities

Sustainability – Cultivating a healthy organization for generations to come

CMHA-PEI will continue to grow and strengthen our reach in the community, directly and through partners. This is done with the individual at the centre of all decisions and actions and the recognition that every day is important when it comes to mental health. CMHA-PEI will work towards our vision of: **Every day CMHA-PEI positively impacts the mental health of individuals and communities.**



OUR PURPOSE

We collaborate to promote and support the mental health of individuals and communities

Living Our Values

Inclusive: We are welcoming to all and value the voice of those who have experienced mental illness.

Proactive: We focus on action, innovation, and forward thinking to address and improve mental health.

Compassionate: We are compassionate, empathetic and caring in all that we do.

Steadfast: We have long advocated for mental health in PEI and remain as committed as ever to this task.

Collaborative: We partner to address unmet needs and inequities, and value respect and dignity for everyone.

Focusing On What We Do Best



Every day CMHA-PEI positively impacts the mental health of individuals and communities

OUR VISION

RECOVERY

Focusing on our individual strengths

Support the individual's recovery by offering respect and opportunities for everyone.

PROMOTION

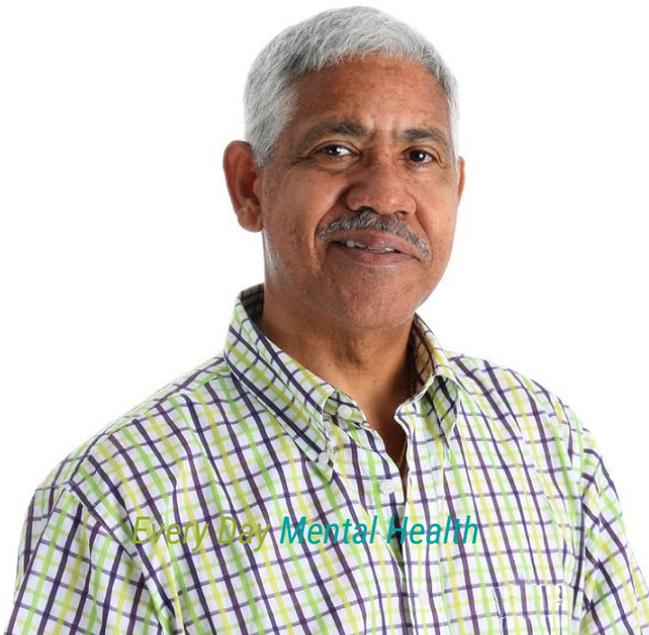
Empowering the mental health of individuals and communities

Educate people about mental health and create greater awareness of mental well-being.

SUSTAINABILITY

Cultivating a healthy organization for generations to come

Value our people so we can have the greatest impact on the mental health of individuals and communities every day.



Every Day Mental Health





RECOVERY:

Focusing on our individual strengths

Support the individual's recovery by offering respect and opportunities for everyone

Our priority strategies:

1.1 Grow our unique, community-based clubhouse model

- 1.1.1 Evaluate the effectiveness of the internationally accredited clubhouse model to ensure responsiveness to the diverse needs of our communities
- 1.1.2 Grow membership in all clubhouse locations through continuous improvement and alignment with community needs
- 1.1.3 Explore and develop options to expand the program in eastern PEI

1.2 Expand access to the necessary services and supports for individuals wherever they are in their recovery

- 1.2.1 Better integrate CMHA-PEI services and supports to meet the needs of our clients
- 1.2.2 Enhance collaboration to build connections with other mental health services

1.3 Grow and advocate for opportunities for clients to access appropriate housing and relevant wrap-around supports across the province

- 1.3.1 Access supports for clients to ease the transition to housing
- 1.3.2 Ensure appropriate human resources and financial capacity for the long-term sustainability of existing and new housing programs
- 1.3.3 Expand opportunities for supportive housing that meet the unique needs of western and eastern PEI
- 1.3.4 Partner to expand the housing continuum across the province and advocate for improved housing options for clients

1.4 Expand access to lived experience support and resources in the community

- 1.4.1 Expand our peer support model across the province so everyone has the opportunity to access lived experience support in the community
- 1.4.2 Support the development and growth of grassroots community-based self-help/support groups
- 1.4.3 Provide access to resources and tools through CMHA's Learning, Training and Support Hub to support individuals and communities



PROMOTION:

Empowering the mental health of individuals and communities

Educate people about mental health and create greater awareness of mental well-being

Our priority strategies:

2.1 **Grow awareness about mental health that positively contributes to stigma reduction**

- 2.1.1 Create inspiring messaging that can be shared by all
- 2.1.2 Continue to build awareness through events, activities and strong partnerships in the community
- 2.1.3 Build capacity in the community and in workplaces through educational presentations and partnerships
- 2.1.4 Continue to expand and increase access to mental health promotion resources and tools

2.2 **Advocate on behalf of good mental health for all**

- 2.2.1 Continue to advocate on behalf of the needs of individual clients
- 2.2.2 Grow relationships with funding partners to ensure CMHA-PEI can best meet client needs through impactful and sustainable programs, services and supports
- 2.2.3 Advocate to ensure unmet mental health needs and inequities are addressed

2.3 **Collaborate to reach youth to support mental health promotion and early intervention**

- 2.3.1 Develop partnerships to address opportunities to reach youth and families and advocate for their needs
- 2.3.2 Expand and grow strategic and sustainable programming



SUSTAINABILITY:

Cultivating a healthy organization for generations to come

Value our people so we can have the greatest impact on the mental health of individuals and communities every day

Our priority strategies:

3.1 Build and grow a strong, team-oriented and supported culture

- 3.1.1 Cultivate a supportive environment for our team that embraces our diversity and cultural uniqueness
- 3.1.2 Appropriately resource the organization to effectively carry out our purpose as an organization and build capacity to support CMHA-PEI's leadership role in the community
- 3.1.3 Strengthen our human resources approaches and effective management to support and sustain our growing organization
- 3.1.4 Encourage and support growth and development opportunities for talent

3.2 Grow our culture focused on evidence and continuous improvement

- 3.2.1 Implement periodic evaluations of programs and services and develop a proactive approach to data collection
- 3.2.2 Enhance community and client engagement to help inform decisions
- 3.2.3 Develop and modernize internal processes, data management, and use of technology

3.3 Establish and sustain a financial model that ensures the health and stability of the organization

- 3.3.1 Secure multi-year funding to support the long-term sustainability of essential programs
- 3.3.2 Formalize multi-year capital planning budgets
- 3.3.3 Grow revenue and strategic partnership opportunities
- 3.3.4 Establish a successful planned giving program within the next five years

3.4 Optimize the potential for CMHA-PEI to positively impact mental health in PEI

- 3.4.1 Enhance our marketing by creating a greater understanding of what CMHA-PEI has to offer and growing our presence on social media
- 3.4.2 Strategically report to stakeholders on CMHA-PEI programs and services and the impact on individuals and communities
- 3.4.3 Continue to build and grow relationships with the Province of PEI, the federal government, and other partners
- 3.4.4 Strengthen board governance and oversight of the strategic direction of CMHA-PEI
- 3.4.5 Leverage opportunities to align and work with CMHA National



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



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