

Canadian Mental Health Association
Nova Scotia Division

Strategic Plan 2015-2018 (last updated: June 28, 2016 TW; July 4, 2016 PM)

VISION OF CMHA (NATIONAL)

Mentally healthy people in a healthy society.

MISSION OF CMHA-NS

To provide Provincial leadership, for and on behalf of Nova Scotians, in:

- mental health education (promotion, awareness and training);
- mental health-related injury/disease prevention (suicide prevention); and
- innovative and strategic mental health pilot projects

To Support mental health recovery through:

- Supporting resilience;
- Population-based Advocacy; and
- Provision of mental health promotion, injury disease prevention leadership throughout Nova Scotia

GUIDING PRINCIPLES OF CMHA-NS

- CMHA-NS strives to build capacity at a community level to improve the mental health of Nova Scotians
- CMHA-NS recognizes the cultural diversity of Nova Scotians
- CMHA-NS values and respects the voice of Nova Scotians, the work and expertise of our branches, coalitions, community partners and employees
- CMHA-NS employs the use of research and evaluation to inform its practice. We evaluate what we do and use results to shift, direct and change what we are doing to better meet the needs of Nova Scotians
- CMHA-NS supports *Resilience and Trauma Informed Care approaches and safe messaging practices*
- CMHA-NS acts as a resource and advisor to government mental health concerns of Nova Scotians; as well as provides policy and program development advise

STRATEGIC GOALS, OBJECTIVES AND STRATEGIES

As we define goals and strategies for this plan over the next three to five years, it is important to note that the CMHA-NS Division plays a critical role in the mental health care continuum. CMHA-NS does not provide front-line treatment or care services for individuals dealing with mental illness nor do we provide funding for individuals or communities. CMHA-NS is responsible for the provision of mental health awareness, education and training in Nova Scotia. CMHA-NS aims to help prevent mental illness and support the maintenance of mental health recovery to support the quality of life of Nova Scotians and to by prevent additional burden on the health care system.

STRATEGIC GOALS (2015-2018)

CMHA-NS Division's strategic goals are aligned with CMHA National three strategic goals¹, which are:

1. **Strengthening Our Voice:** Building critical links and relationships with multiple sectors and partners, internally and externally to CMHA, in support of the mental health of Nova Scotians.
2. **Ensuring Quality Services:** To provide quality and timely, evidence-based mental & addictions health promotion – injury disease prevention awareness, education and training to support the mental health and wellness of all Nova Scotians.
3. **Enhancing Organizational Health:** Taking leadership to piloting innovative mental health & addictions health promotion, injury disease prevention initiative in Nova Scotia.

To achieve the goals CMHA-NS Division will provide leadership support for the following objectives:

Strengthening Our Voice: Building critical links and relationships with multiple sectors and partners, internally and externally to CMHA, in support of the mental health of Nova Scotians.

01. Create a sense of unity between all levels of CMHA
02. Explore opportunities and areas for alignment of the strategic directions and governance frameworks between all levels of CMHA (National, Atlantic, Division, Branches)
03. Clarify the roles and responsibilities of all levels of CMHA (National, Division, Branches)
04. Build a multi-faceted vibrant and interactive public and media relations strategy that increases a mental health and wellness platform
05. Improve organizational capacity to provide informed critical appraisal of policies and practices based on CMHA's consultative processes, including diverse segments of the population

¹ The National Strategic Plan also describes strategic directions and measurable impacts for each goal area.

06. Improve organizational capacity to provide informed critical appraisal of policies and practices based on CMHA's consultative processes, including diverse segments of the population
07. Building critical links and relationships with multiple sectors and partners, internally and externally to CMHA, in support of the mental health of Nova Scotians

The following actions will occur in 2016-2017 to support CMHA NS' Strategic Goal 1 and Objectives:

- CMHA Atlantic ED will meet quarterly to explore opportunities for greater operational synergies and alignment of programming and practices (O1, O2 & O7)
- CMHA NS Division review of Board – ED governance model, roles, responsibility and accountability (O1 & O3)
- Review of Division – Branch structure, roles, responsibility (O2 & O3)
- Revise Division – Branch Agreements to align with National – Division and the strategic vision and goals and CMHA NS Division's long-term vision, mission, goals and objectives (O1, O2, O3, O5)
- Implementation of the CMHA NS Communication Plan (O4, O5, O6 & O7)
- Develop CMHA NS Business Sustainability Plan in collaboration with our branches and in consultation with partner groups, agencies, organizations (O5, O6 & O7)
- Develop new 5 year CMHA NS CAST Program strategic plan in consultation with provincial partners and stakeholders (O5, O6 & O7)
- SEAK Phase III Project's partnership and collaboration with other Public Health Agency of Canada funded project to leverage the capacity development opportunities through on-going partnership with the Atlantic Summer Learning Institute (O1, O5, O6 & O7)
- Explore avenues for collective fundraising and joint government funding to support the collective work of CMHAs in Nova Scotia and Atlantic Canada (O1, O2 & O3)

Ensuring Quality Services: To provide quality and timely, evidence-based mental & addictions health promotion – injury disease prevention awareness, education and training to support the mental health and wellness of all Nova Scotians.

02.1. CMHA NS Division establishes education and training as a distinct program and resource priority.

02.2. Develop Atlantic standards for SEL curriculum in NS schools.

02.3. Renew and strengthen CMHA NS CAST Program with alignment provincial partners' directions and national and international best practice frameworks for community based suicide prevention.

02.4. Improve psychological health and safety in NS workplaces.

02.5. Develop education and training competency based standards and guidelines to ensure the standardized delivery of education and training programs

The following actions will occur in 2016-2017 to support CMHA NS' Strategic Goal 2 and Objectives:

- Enhance use of technology (websites, facebook, twitter, etc.,) to raise awareness about issues that impact the mental health and wellness of Nova Scotians
- Explore means to hire additional skilled education and training staff to support the CMHA NS Education and Training Program (02.1, 02.2, 02.4 & 02.5)
- Train volunteers to provide awareness and education support in Nova Scotia (02.1)
- SEAK Project Phase III Atlantic Interprovincial development of SEL education –training capacity development model (02.2 & 02.5)
- Continue to develop evidence based education and training modules that reflect the interest and needs of Nova Scotians to gain concurrent mental and addictions health promotion – injury disease prevention knowledge and skills (02.1, 02.2, 02.3, 02.4 & 02.5)
- Collaborative with those implementing SEL training programs to support the provision of SEL support for diverse populations and settings in Nova Scotia (02.2 & 02.5)
- Collaborate with National and Regional and Provincial CMHAs to develop psychological health and safety education and training capacity of CMHA NS staff to provide leadership education and training support to workplace in NS (02.1, 02.4 & 02.5)
- Develop, implement and evaluate upstream mental health promotion – injury disease prevention education and training to compliment the existing postvention education and trainings (Suicide Talk, Safe Talk and ASIST)
- Take leadership to piloting innovative mental health & addictions health promotion, injury disease prevention initiative in Nova Scotia (02.1, 02.2, 02.3, 02.4 & 02.5)

Enhancing Organizational Health: To develop sustainability approach for CMHA NS

03.1 Secure a diverse range of committed core funding sources

03.2 Create a fundraising department dedicated to securing funds to support day-to-day operational needs

of CMHA NS

The following actions will occur in 2016-2017 to support CMHA NS' Strategic Goal 3 and Objectives:

- Implement Building Working Groups', Board approved action plan (03.1 & 03.2)
- Hire Business Summer Student to engage CMHA NS and Branches in the facilitated development of sustainability business plan (03.1)
- Develop a CMHA NS sustainability business plan (03.1)

- Create Atlantic CMHA partnerships to provide mental health education and training programs to such groups as the Maritime Junior A Hockey League teams (Talk Now Program), Aboriginal Community-based SEL (partnership Atlantic CMHAs & McGill University), GAPS Programs (NS), Community-based SEL (NS), Justice System Mental Health Program (NL), Mental Health Works Program, to generate a variety of diverse revenue streams to support the CMHAs core operations (03.1 & 03.2)
- Support the creation of adhoc working groups to address fund-raising - revenue generating events (03.2)
- In collaboration with the CMHA NS board create working groups to support the work in each of the 3 strategic goals (03.1 & 03.2)