



There is no health...



...without mental health!

**Canadian Mental Health Association
Newfoundland and Labrador Division**

**Strategic Plan
2008-2011**

June 16, 2008



Newfoundland and Labrador Division

Strategic Plan 2008-2011

A Brief Summary

Our Vision

The people of Newfoundland and Labrador will have good mental health and well-being through advocacy, education, information and excellence in service delivery.

Our Mission

By Spring 2011, CMHA-NL will have designed and implemented certain **advocacy, public education, information and organizational initiatives**, and contributed to **program and service delivery changes**, to support improvements in the mental health and well-being of the people of Newfoundland and Labrador.

Our Values

Respect	Each person provides opportunities to others to express their opinions in an open and supportive environment when conducting the work of CMHA-NL
Accountability	Each person is accountable for the actions taken in their work that contribute to the goals of CMHA-NL
Diversity	Each person is respected for their individual circumstances and what they can offer to society and the work of CMHA-NL
Knowledge	Each person is recognized for the education, skills and life experience that they bring to the work of CMHA-NL
Compassion	Each person is caring and considerate of all persons in society especially those with mental health issues and mental illness
Excellence	Each person uses his or her knowledge to strive for the best outcome in the actions taken in their work for and on behalf of CMHA-NL

Strategic Direction 1

CMHA-NL will improve its governance and management systems.

This will include defining role(s) for board members, defining the working relationship(s) between the board, board members, executive director and staff, reviewing HR management practices including compensation, and succession planning.

Strategic Direction 2

CMHA-NL will enhance its advocacy program.

This will include defining priorities (e.g. stigma, design and delivery of mental health programs and services), strengthening relations with other community organizations that support improvements in mental health services in the province, undertaking research, preparing communications support, and measuring success.

Strategic Direction 3

CMHA-NL will expand its presence throughout the province.

This will include developing a strategy paper, identifying resources and undertaking implementation subject to the availability of resources.

Strategic Direction 4

CMHA-NL will engage and support mental health consumers with specific consumer-oriented initiatives to support individuals and their families with mental health issues and mental illness

This will involve developing a strategy paper, undertaking consultations, identifying resources and the implementation of specific initiatives subject to the availability of resources.