

CK Public Health Strategic Plan

2023-2027

There is confidence born from facing an extreme challenge.

It is with this confidence that CK Public Health anticipates taking on this new strategic plan. The COVID-19 pandemic tested the community of Chatham-Kent; demanding us all to be nimble and collaborative in ways we never have before. As a result, CK Public Health has realized an expanded role as a proactive community leader and positive health influencer.

The Chatham-Kent community needed time to heal and process the layers of trauma caused by this global event. In addition, CK Public Health as an organization has had to consider trends in public health transformation, limited resources and the rise of health misinformation. These are elements that we as an organization do not face alone. They represent complex system changes that require a collective response. Recognizing this need, our process in developing this strategic plan included engagement with key interest-holders, including external and internal partners and staff. Taking this collaborative and human-centred approach to strategic planning allowed us to leverage community insight, and embed inclusivity into our end product.

As CK Public Health emerges from this challenging time and looks ahead to a shifting landscape this strategic plan represents an opportunity to set a strong direction for CK Public Health and the pivotal role that the organization will play within the Chatham-Kent community. We are excited by the breadth, depth and resilience the plan can create within our organization and the community at large as CK Public Health further embraces its role as a leader, guide and ally.



Mission



Vision



Values



Everyone in Chatham-Kent has the opportunity to reach optimal health and a high quality of life.



Working with and for the community to deliver evidence informed, equity-focused programs and services that protect and promote the health of all Chatham-Kent residents.



Leadership

We guide, support and empower community members, partners and our team members to take action on important public health issues.

Adaptive

We adapt our public health practice to respond to emerging community needs using an evidence informed approach.

Trust and Respect

We treat everyone with empathy and kindness. We understand that trust is earned over time, and we are committed to the journey.

Knowledge

We are a trusted source of knowledge and we are the community's first choice when seeking public health information.

Collaboration

We work together to solve problems and achieve shared goals. We create strong and lasting relationships built on effective teamwork, open communication and meaningful engagement.

Inclusion

We foster a welcoming environment to ensure everyone feels accepted and safe.

Strategic Directions

Emerging from the strategic planning process are five strategic directions. These directions articulate where we would like to go over the next five years. These directions provide us with a flexible platform to achieve our organizational goals and adjust to ever-changing community needs.

2023-2027

Deliver quality programs and services to address health inequities

We will deliver quality, meaningful and equitable programs and services, incorporating social determinants of health and health status data.



Demonstrate accountability and value of public health work

We will strengthen our commitment to delivering measurable results and meeting service expectations.



Utilize knowledge to mobilize the community

We will model an evidence-informed approach and leverage data to improve community health. We recognize that data alone is not enough. Our knowledge must tell a compelling story and inspire community action.



Elevate public health as a priority

We will encourage our community to consider public health in all-decision-making. We believe that community organizations have a key role to play in promoting and maintaining community health, and we want to work together to achieve our shared goals.



Strengthen our organizational capacity and culture

We will strengthen our organization from the inside-out. To this end, we are investing in strategies that prioritize building stronger relationships among staff and leadership to ensure that we remain a healthy and vibrant organization.





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We will deliver quality, meaningful and equitable programs and services, incorporating social determinants of health and health status data.

Objectives:

- Use local data to adapt programs and services
- Implement and maintain best practices to strengthen socio-demographic data collection process across programs to inform programming
- Strengthen the integration of health equity into planning and program delivery

Year 1 Deliverables:

- Implement community engagement and language service policies, land acknowledgement guidelines, welcoming physical spaces
- Establish an inventory of population health assessment indicators for all program areas
- Develop a best practice guidance document for consistent socio-demographic data collection



Demonstrate accountability and value of public health work

We will strengthen our commitment to delivering measurable results and meeting service expectations.

Objectives:

- Establish a program planning and evaluation framework
- Enhance capacity to measure and improve service quality

Year 1 Deliverables:

- Launch program planning & evaluation guide
- Implement an electronic medical record



Utilize knowledge to mobilize the community

We will model an evidence- informed approach and leverage data to improve community health. We recognize that data alone is not enough. Our knowledge must tell a compelling story and inspire community action.

Objectives:

- Inform the public and community partners of relevant and current population health information
- Develop a knowledge exchange plan to publicly disseminate population health assessment indicators, and a library of population health information products.

Year 1 Deliverables:

- Update population health indicators and health status information on CK Public Health website



Elevate public health as a priority

We will encourage our community to consider public health in all-decision-making. We believe that community organizations have a key role to play in promoting and maintaining community health, and we want to work together to achieve our shared goals.

Objectives:

- Promote community awareness of public health work and its importance
- Proactively collaborate with municipal divisions and community partners to advance planning and policy development for healthy social, built and natural environments

Year 1 Deliverables:

- Identify mechanisms within municipal structure to leverage CK Public Health input and influence



Strengthen our organizational capacity and culture

We will strengthen our organization from the inside- out. To this end, we are investing in strategies that prioritize building stronger relationships among staff and leadership to ensure that we remain a healthy and vibrant organization.

Objectives:

- Invest in staff well-being and development
- Ensure teams are well informed and connected
- Support effective interdisciplinary teamwork

Year 1 Deliverables:

- Develop internal communications plan
- Complete training for Indigenous and Francophone cultural competency, effective teamwork, respect and accountability
- Re-launch of staff wellness committee (ckphYOU)