



Canadian Mental
Health Association
Toronto
Mental health for all

Belonging & Hope

STRATEGIC PLAN 2022 – 2026



Vision

Mentally healthy people in a healthy society.



Mission

We improve the mental health of all with services, advocacy and leadership that create belonging and hope.

Strategic Directions



Leading System Transformation



Leading Client and Family Service Innovation



Leading Client Outcomes and Metrics



Leading Ourselves



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Leading System Transformation

CMHA Toronto will relentlessly pursue a mental health and addictions system of care that is accessible to all and offers effective support and treatment along the entire continuum from mental health promotion to mental illness and addictions prevention to treatment.

Guided by this Direction Statement, CMHA Toronto will:

Goals for Leading System Transformation

- Champion anti-racist, anti-oppression and decolonizing practices in the broader MH&A system while actively working to incorporate them within CMHA Toronto.
- Champion mental health promotion and mental illness and addictions prevention in the broader MH&A system.
- Increase the public's and decisionmakers' understanding of the role of community mental health and addictions
- Maximize our research and academic expertise to support system transformation



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Leading Client and Family Service Innovation

CMHA Toronto will respond to the evolving needs of our clients, their families and communities by providing collaborative, innovative, integrated, trauma-informed and evidence-based services to facilitate mental health and recovery.

Guided by this Direction Statement, CMHA Toronto will:

Goals for Leading Client and Family Service Innovation

- Expand our mental health and addictions services to be culturally responsive and meet the psychological distress, therapy counselling, and social recreation needs of Torontonians.
- Enhance and expand our digital capabilities to provide online access and digital service delivery as a standard offering to clients and families.
- Ensure our programming (promotion, prevention and treatment) addresses the social determinants of health.
- Develop clear pathways that help clients and their families move to different supports as their needs change. These pathways will articulate the connection between CMHA Toronto's services and with the broader health and social support networks.



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Leading Client Outcomes and Metrics

CMHA Toronto will leverage data and our expertise in research and quality improvement to lead system transformation, improve service outcomes, reduce health inequities, and promote recovery and positive mental health for clients and their families.

Guided by this Direction Statement, CMHA Toronto will:

Goals for Leading Client Outcomes and Metrics

- Lead research which identifies service gaps, evaluates service innovations and increases understanding of the role and outcomes of community mental health and addiction services
- Lead the development of performance measures which will support service improvements and system transformation within the community mental health sector
- Drive quality improvement and planning initiatives within Ontario Health Teams to integrate and transform mental health care
- Leverage data and technology and increase staff capacity in quality improvement methods to drive integrated care and service excellence





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Leading Ourselves

CMHA Toronto will continuously improve organizational excellence by supporting and developing our people while empowering them with the tools and processes needed to effectively respond to clients and their families.

Guided by this Direction Statement, CMHA Toronto will:

Goals for Leading Ourselves

- Implement strategies to attract, engage and develop staff to build a high performing organization that implements anti-racism, anti-oppression and decolonization practices.
- Build an even more diverse and skilled leadership team who champions agility and adaptability so that the organization is able to embrace transformational change.
- Develop strategic communications and CMHA Toronto brand presence to widen reach and impact.
- Modernize and standardize our core organizational functions to ensure that business processes and information technology systems maximize organizational impact.
- Increase our use of business and program data to make optimal organizational decisions.
- Diversify revenue sources to widen reach and impact

