



Hong Fook Mental Health Association Strategic Plan 2018-2021

OUR MISSION	HONG FOOK MENTAL HEALTH ASSOCIATION IS DEDICATED TO IMPROVING THE LIVES OF ASIAN AND OTHER COMMUNITIES		
OUR VISION	Championing Culturally Competent Care		
OUR VALUES	<ul style="list-style-type: none"> <li style="width: 33%; text-align: center;">• Innovative <li style="width: 33%; text-align: center;">• Person-Centred <li style="width: 33%; text-align: center;">• Equitable <li style="width: 33%; text-align: center;">• Accountable <li style="width: 33%; text-align: center;">• Culturally Competent <li style="width: 33%; text-align: center;">• Empowered 		
OUR STRATEGIC THEMES	AWARENESS, PRECEPTION & BRAND	CULTURAL COMPETENCY	QUALITY-BASED CARE
OUR STRATEGIC GOALS	HFMHA will expand our presence and share information and resources to better serve the communities and individuals within Toronto and surrounding areas.	HFMHA will be identified as the Centre of Excellence for culturally competent care.	HFMHA will transform the client experience through a relentless focus on person-centred care, quality, safety and service.
OUR STRATEGIC OBJECTIVES	<ul style="list-style-type: none"> • Revisit and finalize the marketing strategy to increase awareness & visibility of HFMHA • Optimize HFMHA's brand to reflect HFMHA's mission, vision, and values • Develop an outreach strategy to increase the reach of HFMHA and its services to the Asian community • Expand our reach to other targeted population groups, such as transition youth, international students, and lone seniors, as potential service users 	<ul style="list-style-type: none"> • Codify language and culturally specific knowledge and create an evidence-based resource centre • Develop a cultural competency education toolkit • Form/refresh partnerships with other service providers to build capacity for culturally competent service • Demonstrate the value of providing culturally competent service for population health 	<ul style="list-style-type: none"> • Cultivate a quality and metric-focused culture in the organization • Complete the Accreditation Primer process with pass score • Develop streamlined service delivery across two organizations
OUR MEASURES	<ul style="list-style-type: none"> • Marketing strategy reviewed and in place • Brand impacts reflecting mission, vision, and values demonstrated • Outreach strategies and programs developed for transition youth, international students, and lone seniors 	<ul style="list-style-type: none"> • Cultural Competency Resource Centre developed • Partnerships developed each year • Value of culturally competent care demonstrated through increased client and family cultural competency satisfaction scores 	<ul style="list-style-type: none"> • Quality and Safety Scorecard developed • Accreditation Primer completed and pass core attained • Streamlined services/referrals developed between HFMHA and NPLC for mental health and primary care patients