

Alzheimer *Society*
THUNDER BAY

Strategic Plan

2014-2017

Leadership and Innovation

Growth

Engagement

Alzheimer Society of Thunder Bay

Strategic Plan for 2014-2017

Message from the President and Executive Director

Laraine Tapak, President and Alison Denton, Executive Director

Awareness of the Alzheimer's disease and other dementias has had a significant impact on the growth of the Alzheimer Society of Thunder Bay. The increased number of clients and the demand for our services to provide education and training and support for persons with dementia and their partners in care has meant that our Strategic Plan for 2014-2017 must be focused on quality improvement and sustainable growth through strong and diversified models for revenue generation and the development of partnerships with other service providers.

We are a credible and integral health service provider with a commitment to enhancing the quality of life for persons with dementia and their partners in care. We do this by remaining by the side of people with dementia and their families as they navigate the dementia journey, and we strive to increase the capacity of other health service providers through education and knowledge translation.

We are committed to working alongside our Alzheimer Society partners within the Federation. The 2009 Federation agreement, signed by all Alzheimer Societies in Ontario, acknowledged the strength of working together and included the following statement:

“The Federation Parties (all local Societies and ASO) will participate in the development, achievement and approval of the ASiO Federation Agreement strategic plan. The purpose of the strategic plan is to provide a province-wide, cohesive framework that guides the Federation Parties in achieving the ASiO Federation mission. The development, monitoring and implementation of the ASiO strategic plan will be based on the ASiO Federation core values. The Federation Parties will contribute to the achievement of the ASiO Federation strategic plan and align their own plans with it.”

This strategic plan has been developed through the engagement of the Board and Staff of the Alzheimer Society of Thunder Bay. We have collectively outlined our vision for 2017 and we have also ensured that we are aligned with the Strategic Directions of the Northwest Local Health Integration Network and the Strategic Plan of the Alzheimer Society of Ontario.

Our Vision

A world without Alzheimer's disease and other dementias achieved together

Our Mission

To alleviate the personal and social consequences of Alzheimer's disease and other dementias and to promote research

Our Values

Respect, Accountability, Leadership and Collaboration

A Vision for the Alzheimer Society of Thunder Bay in 2017

In 2014 there are over 3,850 people living with Alzheimer's disease or other dementia in Northwestern Ontario. Within the district of Thunder Bay we estimate that there are over 2,600 people living with the disease. Evidence suggests that for each person living with dementia as many as 12 other people are also affected. We expect these tragic numbers to increase by 19% by 2020, and we must strive to meet the growing demand for our services and ensure sustainability.

Our vision for 2017 is that we increase awareness of brain health and dementia in our community; that we continue to meet the demand for service and provide standardized, quality programming for persons living with dementia and their partners in care with a focus on self-management and living well. That we deliver training and education that is evidence-based with the intent of increasing the quality of life of people living with dementia and increasing the capacity of health service providers to care. We will remain committed to continuous quality improvement and ensure our decision making focussed on our clients.

The Alzheimer Society of Thunder Bay will continue to be there, by the side of people affected by dementia throughout their journey, and person-centred care, collaboration and community engagement will become integral to the way we operate.

We will have increased people's knowledge and understanding about Alzheimer's disease and other dementias. We will have informed and worked with our stakeholders to make dementia a priority in our community. We will have kept our community informed about the latest in dementia research and supported our clients in their interests and potential engagement in local investigative studies.

Recognizing that the demand for dementia services continues to increase at a rate well beyond the capacity of the Alzheimer Society, we will have sought new partnerships, projects and practices to ensure we remain current, relevant and available.

To support this vision in becoming a reality, we've identified three strategic directions for 2014-2017:

1. LEADERSHIP AND INNOVATION: LEADING THE WAY IN DEMENTIA CARE AND BRAIN HEALTH

2. GROWTH: QUALITY IMPROVEMENT THROUGH PARTNERSHIP AND COLLABORATION

3. ENGAGEMENT: CONNECTING WITH OUR COMMUNITY TO MAXIMIZE PUBLIC AWARENESS AND DEMENTIA ADVOCACY

ENABLED BY:

- Sustained Revenue Generation to meet the needs of the 2014-2017 Strategic Plan
- Passionate and skilled governors, volunteers and staff

Alzheimer Society of Thunder Bay Strategic Plan 2014-2017

Strategic Directions	Objectives	Outcomes
<p><i>1. LEADING THE WAY IN DEMENTIA CARE AND BRAIN HEALTH</i></p> <p><i>(Programs and Services)</i></p>	1.1 Promote Brain Health and Healthy Aging, and the importance of Early Diagnosis	1.1.1 Increased awareness and understanding of Alzheimer's disease and other dementias and Alzheimer Society services among baby boomers.
	1.2 Provide support and education to persons with dementia and their partners in care throughout the dementia journey.	1.2.1 Increased opportunities for persons with dementia and families to access programs and resources to support living well with dementia
	1.3 Increase knowledge and capacity of Health Service Providers and Partners in Care to support persons with dementia throughout their journey	1.3.1 Increased understanding and capacity of health service providers to provide care for persons with dementia. 1.3.2 Increased opportunity for knowledge translation and exchange
	1.4 Enhance capacity for dementia research.	1.4.1 Increase participation in and awareness of Medical and Psycho-social research initiatives and opportunities 1.4.2 Engagement of the research community locally in dementia related research.
<p><i>2. QUALITY IMPROVEMENT THROUGH PARTNERSHIP AND COLLABORATION</i></p> <p><i>(Collaboration)</i></p>	2.1 Drive growth in consistent, high-quality community services for people throughout the dementia journey through strong partnerships and community connections.	2.1.1 Demonstrated service excellence through Alzheimer Society standardized or approved programs provided by ASTB 2.1.2 Participation in new evidence-based programs and initiatives
	2.2 Promote an organizational culture of continuous improvement	2.2.1 Strong governance and operational policies and procedures

	2.3 Ensure that governance and operational decisions are evidence-based, sustainable and client centred.	2.3.1 Enhanced capacity to make decisions and translate knowledge. 2.3.2 Engagement of research community in the work of the Alzheimer Society
	2.5 Explore and initiate opportunities for integration, collaboration partnership and research through ASO, other CSS and the NW LHIN	2.5.1 Increased opportunities for service delivery across district of Thunder Bay 2.5.2 Increased organizational effectiveness and operational efficiencies
3. CONNECTING WITH OUR COMMUNITY TO MAXIMIZE PUBLIC AWARENESS AND DEMENTIA ADVOCACY	3.1 Mobilize community to be a compelling voice on dementia	3.1.1 Community actively engaged in government positions and actions on dementia related issues.
<i>(Awareness)</i>	3.2 Increase public awareness of dementia, brain health and dementia care.	3.2.1 Increased awareness of risks of dementia, early warning signs and preventative measures
	3.3 Increase public support of the Alzheimer Society	3.3.1 Increased fundraising support and volunteer engagement
	3.4 Increase awareness of and communication with Alzheimer Society of Ontario and other Local Societies	3.4.1 Increased awareness, understanding and satisfaction with all AS communication processes and outputs

Enabled by:

➤ **FUND DEVELOPMENT: Sustained Revenue Growth to meet the needs of the 2014-2017 Strategic Plan**

Objectives	Outcomes
4.1 Increase and diversify revenue streams to achieve sustainability and meet future demand for service and research.	4.1.1 Engage existing and future donors in new and exciting ways to give through the Alzheimer Society of Thunder Bay.
	4.1.2 Active and engaged individuals and groups wishing to hold 3 rd Party events in support in support of ASTB
	4.1.3 Growth in participants, sponsors and volunteers for signature events and campaigns – Walk for Memories, Coffee Break and Rendezvous
4.2 Create a donor-centred culture.	4.1.2 Enhance donor development and stewardship, and recognition

➤ **PEOPLE: Passionate and skilled governors, volunteers and staff**

Objectives	Outcomes
5.1 Recruit and retain a strong and passionate volunteer Board of Directors with a focus on improving quality of life for persons with dementia	5.1.1 A strong, committed and passionate Board of Directors
	5.1.2. Board members are champions of organization
5.2 Engage and support volunteers	5.2.1 A strong and motivated volunteer base to support all services, events and administration.
5.3 Recruit, retain and appreciate skilled and dedicated staff	5.2.1A highly skilled and trained workforce to meet the demand for service.