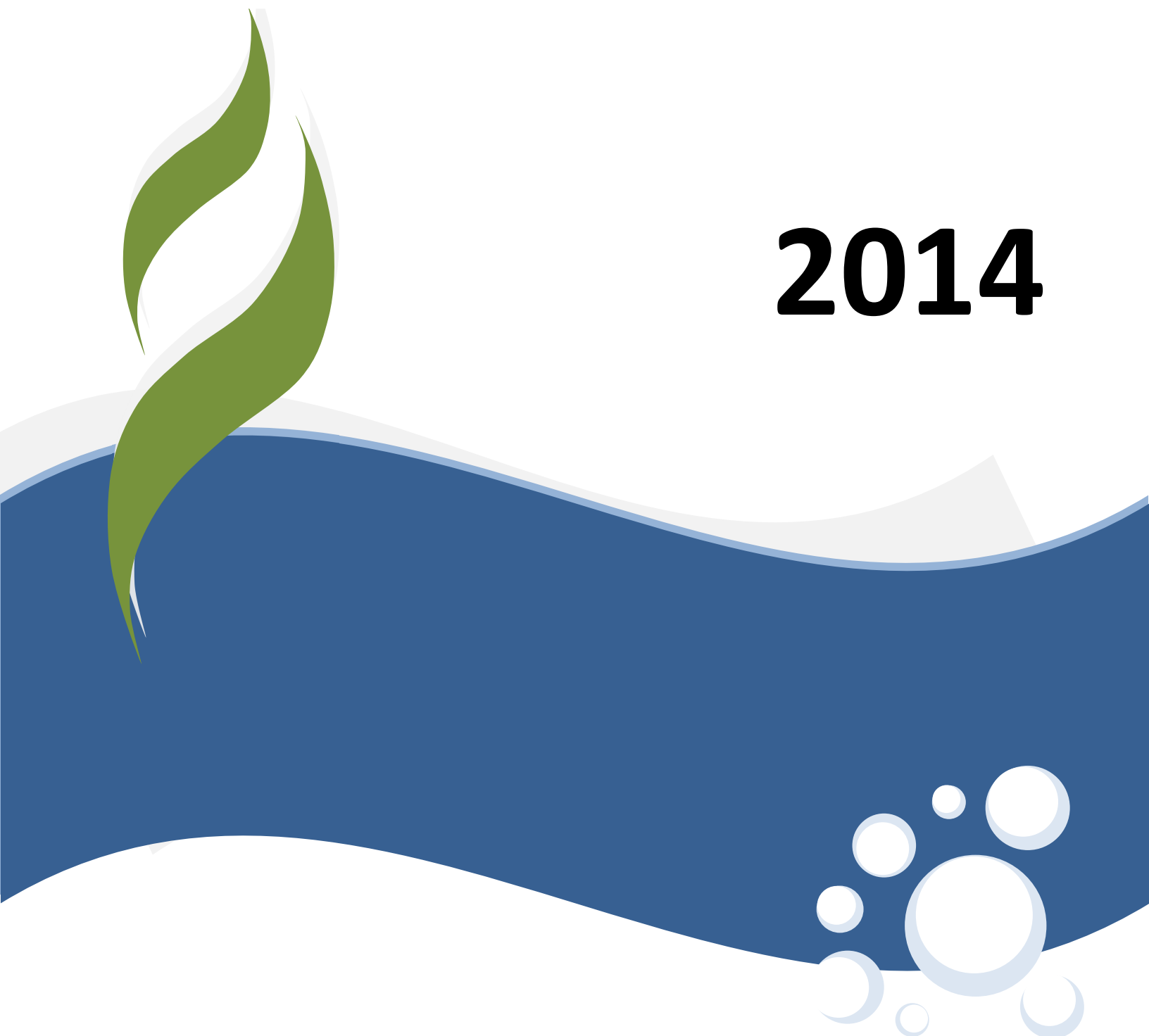


CHILLIWACK HEALTHIER COMMUNITY STRATEGIC ACTION PLAN

2014



The 2014 Chilliwack Healthier Community Strategic Action Plan

GOALS-OBJECTIVES-POTENTIAL ACTIONS- MEASURES OF SUCCESS

Goals

Goals identified in the Plan are intended to be broad and enduring, while the objectives and proposed action items are more near-term and flexible. While the Plan focuses on strategies that should not require new financial resources, some action items may require the sharing of existing resources or the reallocation of resources to projects that the community sets as priorities.

Objectives

Objectives are defined as concrete attainments that further the goal and that can be achieved by following a certain number of steps. The SMART criteria are used to guide the setting of the Plan's objectives, therefore care has been taken to ensure that each objective is: Specific, Measurable, Achievable, Result-based and Time-bound.

Potential Actions

Potential actions are defined as "places to start". The potential actions listed in the Plan have come from a variety of sources – the forums, the partnership and the network of service providers and community members that are engaged in contributing to a healthier Chilliwack – and are fluid: they will be taken up, added to, or addressed according to need and ability to take them forward.

Measures of Success

Measures of success report on the progress of the objectives.

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OVERALL INTENT OF GOALS

INTENT

Improve individual and community health outcomes by addressing the community's most pressing social issues, in particular homelessness, crime, mental health and addictions, and other priority health needs affecting people of all ages and stages of life.

1. Optimize community resources to address issues of highest priority as defined by the community, utilizing existing resources to ensure the most efficient use of available funds (amongst agencies).
2. Support, promote and facilitate increased collaboration amongst public safety, health, and social service providers to increase effectiveness in service delivery by minimizing duplication and identifying gaps.
3. Increase awareness of resources amongst service providers and in the community, both those who use and need the services, and those who are supporting and assisting people who might need services (family members, caregivers or other agencies that don't provide services).
4. Improve accessibility for all community members by reducing barriers and ensuring that all those who seek assistance are provided with the support they need to access it.
5. Prevent the emergence of health and social issues through activities that promote healthy human development and improve the safety and security of community members of all ages and stages of life.
6. Provide feedback to stakeholders, and the community, on the impacts of programs and resources available in Chilliwack through the collection and analysis of qualitative and quantitative data, and the dissemination of summaries and reports.

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GOAL 1

Goal 1

Optimize community resources to address issues of highest priority as identified by the community, utilizing existing resources to ensure the most efficient use of available funds (amongst agencies).

Objective 1

Compile and disseminate a report comparing the costs and benefits of emergency vs preventative services

Potential Actions

- CHC areas of interest Homelessness and Affordable Housing, i.e. homelessness: costs of services for a homeless individual vs the costs associated for housing that same individual

Objective 2

Identify opportunities to encourage combining funding to address shared interests

Potential Actions

- Forward information on funding opportunities to partners and network members, encourage / guide potential partnerships

Objective 3

Continue to review the issues of highest priority through ongoing engagement of the broader community

Potential Actions

- Utilize the annual open house to assess priority community issues, and ensure they align with ongoing CHC projects
- Utilize website to get feedback on the community's highest priority issues

Measures of Success

Objective 1

- Completion and dissemination of report
- Feedback from recipients

Objective 2

- Number of partnerships that have combined efforts in order to acquire funding to meet common interests

Objective 3

- Feedback from annual open house
- Feedback through website

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GOAL 2

Goal 2

Support, promote and facilitate increased collaboration amongst public safety, health, and social service providers to increase effectiveness in service delivery by minimizing duplication and identifying gaps.

Objective 1

Establish four Task Teams

Potential Actions

- Follow up with, elaborate and move forward outcomes of 2014 CHC Forum Series

Objective 2

Develop a tool or tools to assist and increase understanding among stakeholders of the available programs, and how they are accessed and linked to one another

N.B. This objective also addresses Goal 4

Potential Actions

- Form a task team (Mapping Connections, Navigating Pathways) to develop a tool to help service providers direct clients to the resources they need

Measures of Success

Objective 1

- Establishment of four teams
- Results of the work of the teams

Objective 2

- Development of the tool
- Dissemination of the tool, use of the tool, feedback regarding use of the tool

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Goal 3

Increase awareness of resources amongst service providers and in the community, both those who use and need the services, and those who are supporting and assisting people who might need services (family members, caregivers or other agencies that don't provide services).

Objective 1

Expand the "Every Door is the Right Door" initiative to include CHC partners, to ensure we address CHC areas of interest.

Potential actions

- Collaborate with CYC to receive training on how to deliver EDRD.
- Describe and offer EDRD to partners
- Deliver the training sessions to partners who request it.

Objective 2

Increase service provider awareness of resources, providers and programs.

Potential actions

- Continue spotlight, guest presentations and agency updates at monthly meetings.
- Construct and promote website that provides links to resource lists (CYC, CCS, info Chilliwack and BC211).
- Deliver networking events for service providers and community members.

Measures of Success

Objective 1

- Number of training sessions delivered
- Feedback from training sessions
- Periodic follow-up with participants - feedback from admin support staff re: ability to help and direct clients

Objective 2

- CHC M&M strategy

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Goal 4

Improve accessibility for all community members by reducing barriers and ensuring that all those who seek assistance are provided with the support they need to access it.

Objective 1

Identify and seek ways to support the development and implementation of one-stop-shop initiatives.

Potential Actions

- Support, participate in the development of, a Services Hub.

Objective 2

Address homelessness as a barrier in the treatment of individuals with mental health and or substance use issues.

Potential Actions

- Establish low barrier housing in Chilliwack

Measures of Success

Objective 1

- Determination of ways CHC can support one-stop-shop initiatives

Objective 2

- Establishment of Low Barrier Housing

GOAL 4

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Goal 5

Prevent the emergence of health and social issues through activities that support healthy human development and improve the safety and security of community members of all ages and stages of life.

Objective 1

Build community understanding and support of CHC's key areas of interest.

Potential Actions

- Public Safety – educate regarding steps increase personal safety, and, promote community building (neighborhood connections)
- Promote the work and successes of CHC and other agencies

Objective 2

Support the optimization of primary health care services to community members.

Potential Actions

- Provide an avenue for organizations to discuss challenges their clients face when accessing primary health care services
- Promote programs and activities that improve access and attachment to primary care providers

Objective 3

Engage community in Mental Health literacy and its impact on well-being

Potential Actions

- Support and participate in Youth as Gatekeepers program
- Promote mental health school-based events

Objective 4

Develop community awareness of the impact of early learning and literacy in the development of children

Potential Actions

- Support and participate in public awareness events (Community Ready, Set, Learn Fairs)
- Promote early learning and literacy school-based events

Measures of Success

Objective 1

- Development and delivery of Public Safety Workshops
- Promote availability of safety workshops to be delivered on request
- Implementation of CHC Communications and Promotions Strategy

Objective 2

- Access to primary health care services topics discussed at monthly networking event
- Promotion of programs and activities that improve access and attachment to primary care providers on CHC website

Objective 3

- Participation in Sexual Exploitation, Sexual Health, Online Safety – Youth as Gatekeepers
- Promotion of MH school based events

Objective 4

- Participation in and promotion of literacy / education / early learning events

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Goal 6

Provide feedback to stakeholders, and the community, on the impacts of programs and resources available in Chilliwack through the collection and analysis of qualitative and quantitative data, and the dissemination of summaries and reports.

Objective 1

Conduct measurement and monitoring on CHC activities and projects.

Potential Actions

- Report current status of CHC projects at monthly networking event.
- Hold annual open house, reporting progress of CHC work.

Objective 2

Ensure partner expectations of outcomes are met.

Potential Actions

- Hold annual “Year in Review” at December business meeting.
- Conduct annual Survey of CHC partners.

Objective 3

Carry out activities to gauge service providers’ awareness and familiarity of local resources and programs.

Potential Actions

- Request participants of monthly networking event complete evaluation forms
- Use one networking event to conduct electronic poll to gauge service providers’ awareness of local resources.

Objective 4

Compile data from wider community regarding awareness of services and resources.

Potential Actions

- Provide report that collects data and results from recent surveys and census.

Measures of Success

Objective 1

- Poster of current state of CHC projects up at every monthly event
- Hold May Open House

Objective 2

- Annual Year in Review for partners at the December business meeting
- Annual Survey of CHC Partners conducted

Objective 3

- Evaluation forms distributed to, and completed by, participants of monthly networking events
- One networking event includes electronic polling to gauge level of awareness of service providers of resources available

Objective 4

- Community-wide report compiled and accessible on CHC website