

**CAMPBELLFORD & DISTRICT COMMUNITY MENTAL HEALTH  
CENTRE**

**STRATEGIC PLAN**

October 2014

## BACKGROUND

Through funding from the Central East Local Health Integration Network (CELHIN) the Campbellford and District Community Mental Health Centre provides services to adults with serious mental illness through the following programs:

1. Counselling and Treatment
2. Case Management
3. Crisis Intervention
4. Court Support and Diversion
5. Early Psychosis Intervention

## OUR CATCHMENT AREA

Primarily servicing the 12,604 residents of the Municipality of Trent Hills, the Centre serves a much larger catchment area with clients from a 40km radius of Trent Hills, which include Havelock-Belmont-Methuen, Marmora and Lake, Norwood, Stirling and Brighton.

## KEY DRIVERS FOR OUR STRATEGIC PLAN

As part of the Integrated Health Services Plan of the CELHIN the Mental Health and Addiction Strategic Aim for 2013- 16 is:

***AIM: Strengthen the system of supports for people with Mental Health and Addictions issues so they spend 15,000 more days at home in their communities by 2016.***

The Campbellford & District Community Mental Health Centre continuously strives to provide the best community mental health services, recognizing the current challenges for clients to receive seamless integrated services within their own community,

The Campbellford & District Community Mental Health Centre also strives to support the Campbellford Memorial Hospital (CMH) in the achievement of its strategic plan for 2014-2017 where service excellence through process improvement and developing strong effective community partnerships are at the forefront.

Based on information presented by the CELHIN and thorough follow up discussion of our current services and the gaps experiences by our clients and their families resulted in the following strategic goals to align with the 2014-2017 Strategic Plan of CMH.

### **STRATEGIC GOAL #1**

#### **ENSURE THE CAMPBELLFORD & DISTRICT COMMUNITY MENTAL HEALTH PROGRAM IS A SUSTAINABLE PROGRAM WITHIN THE CAMPBELLFORD MEMORIAL HOSPITAL.**

- a) Continue to expand on the Integration with Ontario Shores and NHH to bring specialized mental health resources to the CMH community.
- b) Look to alternative mental health funding sources for future program growth.

### **STRATEGIC GOAL #2**

#### **ENSURE SAFE QUALITY CARE AND SERVICE EXCELLENCE FOR OUR PATIENTS- BOTH NOW AND IN THE FUTURE.**

- a) Utilize EMHware database to its full potential, ensuring that medical questions, diagnosis through work with the client and psychiatry.
- b) Both the client and clinician will develop a structured plan where client's goals and objectives will be identified, reviewed and evaluated on a defined regular basis.

### **STRATEGIC GOAL #3**

#### **RECRUIT AND RETAIN THE BEST PEOPLE**

- a) Provide staff access to leading edge research and best practices in Mental Health and Addictions through partnership with Ontario Shores.
- b) Focus on staff development and maintain a quality environment where people want to work by offering learning opportunities both internally and externally.

### **STRATEGIC GOAL #4**

#### **SHARE THE CMH STORY WITH OUR COMMUNITY AND THE BROADER HEALTH CARE COMMUNITY.**

- a) Community education to reduce Mental Health and Stigma and raising awareness of Community supports.
- b) Lead and advocate for change in Mental Health care in small and rural communities.

### **NEXT STEPS**

An action plan with clear timelines will be developed during the fall/winter of 2014/2015. This action plan will include the identification and development of quality indicators which will be monitored during the implementation and evaluation phases of the present strategic plan.

This strategic plan will be shared with the CELHIN.