



Community Care Durham
Supporting People, Strengthening Community

Strategic Plan **2018 – 2023**

SUMMARY

In the fall of 2017, Community Care Durham (CCD) embarked on a refresh of its Strategic Plan. As stakeholder input is essential to this process, CCD held four Focus Group sessions including internal and external participants, such as clients and caregivers, staff, volunteers, community partners and peer agencies, hospitals, municipal and regional government representation, and funding bodies. In addition, a thorough scan of the external environment was completed.

Stakeholders were asked to provide their perspectives on what they identified as CCD's unique strengths, what CCD could do to improve services to clients and their caregivers, and how CCD could become a better community partner within the home and community support sector. Information from these sessions was used to refine CCD's Vision, Mission and Values to retain the rich traditions of its past, while incorporating the ideal future vision.

VISION

Communities where people are enabled to maximize their independence and thrive where they choose to live.

MISSION

Supporting People, Strengthening Community™

With coordinated networks of volunteers and staff, enrich the well-being and quality of life for people who choose to live at home.

VALUES

We believe in:

- Treating one another with **Respect**, including **Respect** for the diverse nature of our communities
- Delivering **Compassionate** care
- Providing services in a way that upholds the **Dignity** of those we serve
- Supporting people so they can continue to live **Independently and Safely** at home
- Ensuring that we act with **Integrity** in all of our relationships, our services and our Mission
- Creating solutions that are **Responsive and Adaptive** to the needs of our clients and their caregivers
- Providing an environment for staff and volunteers that is **Supportive and Safe**

Our Focus Groups also helped us to identify seven major themes that formed the foundation of our efforts - our Strategic Directions - for the next five years.

Strategic Direction #1

Provide coordinated access and a 'one stop shopping' experience for clients and caregivers by integrating the provision of our services and supports. Following this, initiate the process of introducing more collaborative approaches with other agencies for service provision to our clients and their caregivers.

Strategic Direction #2

Address the holistic and psychosocial needs of clients and caregivers in the delivery and scope of the services/supports that we provide.

Strategic Direction #3

In partnership with other agencies, assist caregivers in supporting their family member by linking them to education, training and support networks.



Strategic Direction #4

Develop and execute year-round, innovative strategies for volunteer recruitment, utilization and retention that are volunteer-centered, making CCD the "Volunteer Agency of Choice".

Strategic Direction #5

Create partnerships and collaborate with other organizations so CCD can focus on its strengths, reduce risk and build capacity within the services/supports we provide, while also reducing system duplication.

Strategic Direction #6

Increase awareness and sensitivity amongst staff and volunteers in all areas including diversity, ageist language, and stigmatization of mental health issues.

Strategic Direction #7

Establish formal measures of accountability that measure quality, performance, risk and client satisfaction.