

# 2020 STRATEGIC FRAMEWORK



**Mission:**  
Wellington-Dufferin-Guelph Public Health uses an innovative approach to deliver evidence-informed programs and services to meet the distinctive needs of our communities.

## STRATEGIC PRIORITY: GET READY FOR CHANGE

### SERVICE DELIVERY

**Key Activities:**

1. Adapt services to improve client experience.
2. Ensure services are delivered in an integrated manner that considers our role in the broader sector.
3. Expand digitalization of the services we provide.

**Outcomes:**

- Appropriate client access and greater client satisfaction.
- A shift in focus from “how can we fix it ourselves?” to “how can the system best address it?”
- Increased accessibility and efficiency.

### SYSTEM TRANSFORMATION

**Key Activities:**

1. SLT to conduct group conversations with each program about our role in the system transformation.
2. Develop plans and update processes for all administrative areas and IT systems.
3. Have everyone ask themselves “how am I getting ready for change?”

**Outcomes:**

- Greater engagement and understanding of what to expect and what we should be doing.
- Updated documentation, a new ERP system, and administrative readiness.
- Enhanced capacity for change agency-wide.

### KNOWLEDGE BROKER

**Key Activities:**

1. Collect, analyze, interpret and disseminate population health data.
2. Integrate evidence into policy development and decision-making with the broader public sector.
3. Measure impact and effectiveness of community interventions.

**Outcomes:**

- Establish ourselves as experts on public health issues in our communities.
- See our programs and services meeting community needs.
- We understand what is working.

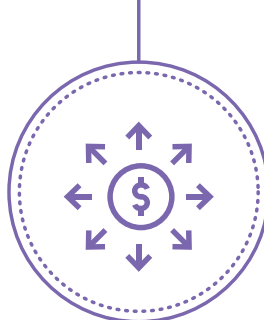
### GUIDING VALUES:



FLEXIBILITY



COLLABORATION



VALUE FOR MONEY



INTEGRITY



EQUITY