



This Strategic Plan will provide direction to the work of the Health Unit for the years 2013-2018. The previous Health Unit Strategic Plan, *Moving Upstream 2006-2012*, recognized the importance of looking at the underlying factors that influence health and health behaviours and was grounded in a commitment to continuous quality improvement and the principles of organizational excellence.

Moving Upstream 2013-2018 builds on the foundation of the previous plan. The plan consists of 3 key components:

- 1. Health Unit Identity**, consisting of mission, vision and value statements.
- 2. External Strategic Direction** identifying health goals and program strategies that will impact on the underlying factors that influence health and health behaviours in order to achieve key health outcomes.
- 3. Internal Strategic Direction**, identifying key accountability and organizational goals and strategies that are necessary to achieve organizational excellence.

Health Unit Identity

Mission Statement: To promote and protect the health of people who live, learn, work and play in Leeds, Grenville and Lanark through public health leadership, services, communication and community collaboration.

Values: The following value statements will guide the behaviour of all staff in the delivery of programs and services, as well as the internal functioning of the Health Unit:

- ◇ Integrity: To act ethically, honestly, and reliably.

Community

Vision

Statement:

† Healthy people in healthy communities.

Acknowledgements

- ◇ Respect: To interact with professionalism and sincerity, with our diverse community.
- ◇ Caring: To serve with compassion, dedication and empathy.
- ◇ Accountability: To accept responsibility for our decisions and actions.
- ◇ Fairness: To challenge injustice and inequity, by acting with courage and reason.
- ◇ Quality: To strive for excellence through continuous learning and improvement.
- ◇ Client-Centred Service: To deliver responsive, accessible, and effective programs and services, in collaboration with our community.
- ◇ Healthy Workplace Environment: To create an organizational culture that supports professional growth, while maintaining a healthy balance between work and personal life.