

# Palliative Manitoba

## Strategic Framework 2018 - 2021

### Mission

To promote compassionate, effective care for all Manitobans touched by any life-threatening condition or bereavement, and to provide services and education complementary to the formal health care system.

### Vision

All Manitobans experiencing a life-threatening condition live well until the end of life, and that those around them are cared for in the process.

## Palliative Manitoba Priority Strategies

- **Expand Palliative Manitoba's services provincially** - Work collaboratively to introduce and/or increase accessibility of palliative services throughout the province. By 2020, palliative services will be available in 3 new communities including 1 rural and 1 northern indigenous remote community.
- **Elevate dialogue on death and dying** – Engage in activities that will result in a recognizable shift in the public's engagement in dialogue on palliative and end of life care and an increased recognition of Palliative Manitoba's role.
- **Build sustainability** - Ensure appropriate funding and people resources are in place and strategic investments made that focus on implementing core services and priority strategies.

## Priority Strategies and Objectives, 2018 - 2021

### Expand Palliative Manitoba's Services Provincially

1. Expand Palliative Manitoba's services in rural and remote areas of the province.

Action Plan	Timeframe	Lead	Status
<b><i>Identify 3 communities – at least 1 rural and 1 northern indigenous remote community – and community partners willing to collaborate.</i></b>			
- Determine 3 <sup>rd</sup> 'community'	2018	Staff	
- Develop plans and timelines for the collaborations	2019	Staff	
<b><i>Collaborate with rural palliative volunteer programs – support as required, share best practices</i></b>			
- Community discussions and needs assessments	2018	Staff	
- Develop plan and timelines	2019	Staff	

2. Increase accessibility to Palliative Manitoba's services and supports.

Action Plan	Timeframe	Lead	Status
<b><i>Expand utilization of technology</i></b>			
- Consider podcasts, video teleconferencing, flash drive usage rather than paper binders in training and other opportunities	2018	Staff	
- Research translation and interpretation options	2019	Staff	

3. Maintain relevant, quality core services

Action Plan	Timeframe	Lead	Status
- Ensure core programs and services at full capacity	2018	Staff	
- Evaluate bereavement support and volunteer visiting programs	2019	Staff	

## Elevate Dialogue on Death and Dying

### 1. Recognition of Palliative Manitoba's key role

Action Plan	Timeframe	Lead	Status
<b><i>Become a stronger voice – increase advocacy</i></b>			
- Increase understanding of how the public is responding today to death, grieving, funerals, MAID	2018	Board	
- Identify a focus for advocacy initiative.	2018/2019	Board	
- Implement advocacy initiative.	2019/2020	Staff	
<b><i>Increase collaborative efforts</i></b>			
- Strengthen relationships with Virtual Hospice and CHPCA	2018	Staff	
- Strengthen relationships with Jocelyn House and Grace Hospice	2019	Staff	

### 2. Increase promotion

Action Plan	Timeframe	Lead	Status
<b><i>Customize outreach and communications to reach diverse audiences</i></b>			
- Identify agencies and specific staff who can take a lead in building relationships – team approach	2018	Staff	
<b><i>A proactive approach to increase media presence and social media messaging</i></b>			
	2018	Staff	

## Build sustainability

### 1. Diversity of revenue streams to support long-term financial stability

Action Plan	Timeframe	Lead	Status
<b><i>Expand funding sources</i></b>			
- A realistic fundraising plan that incorporates new initiatives	2018	Staff	
- Explore opportunities of new funders and potential new Service Purchase Agreements.	2018	Staff	

<b><i>Strengthen funder relations</i></b>			
- Build stronger relationships with United Way and WRHA	2018	Staff/Board	
<b><i>Strengthen donor relations</i></b>			
	2018	Staff	

## 2. Strong board and staff team committed to strategic priorities

Action Plan	Timeframe	Lead	Status
<b><i>Utilize strategic plan as a 'strategic guide' moving forward.</i></b>			
- Introduce strategic agendas and staff reporting based on priorities. Evaluate effectiveness.	2018	Board Executive Director	
<b><i>Strong, active committees fulfilling governance responsibilities</i></b>			
- Develop Terms of Reference for Finance/Audit and Board Development/Nominating/Governance Committees and recruit members.	2018	Board	
- Update Mission, Vision, Operating Principles	2018	Board	
- Offer governance training to the Board	2018	Board	
- Develop board orientation package and process	2018	President, Executive Director	
- Succession plan for Board	2018/2019	Board Development Committee	
<b><i>Update policies</i></b>			
- Review HR policies and revise as required.	2018/2019	Board	
<b><i>Strengthen Board relationships with staff and volunteers</i></b>			
	2018	Board	