

Palliative Manitoba

Strategic Framework 2023 - 2027

Mission

Palliative Manitoba aims to ease the suffering of the dying, bereaved and caregivers through supportive services and education.

Vision

People throughout Manitoba are connected with information and support when facing death or grief.

Palliative Manitoba Priority Strategies

- **Expand palliative services provincially** – create partnerships with Regional Health Authorities and community organizations throughout Manitoba; leverage technology to enhance education program delivery; re-establish pre-pandemic core services capacity and partnerships
- **Elevate dialogue on death and dying** – work collaboratively to promote change in palliative care priorities at a government level; increase promotion
- **Build sustainability** – diversify revenue streams: 40th Anniversary Endowment Fund; growth of the Compassionate Companies Partnership Program; explore regular, stable provincial funding; strong board and staff team: a focus on HR capacity; strong governance
- **Focus on equity, diversity and inclusion** – increase knowledge of EDI; engage in effective, respectful interactions with Indigenous leadership and communities

Priority #1: Expand Palliative Services Provincially

Objective 1: Create partnerships with Regional Health Authorities			
Action Plan	Timeframe	Lead	Outcomes
1. Better understand how Palliative Manitoba fits into Shared Health’s provincial strategy.	2023	Jennifer, Board	Board education Engagement in Working Groups
Objective 2: Create partnerships with community organizations throughout Manitoba			
Action Plan	Timeframe	Lead	Outcomes
1. Identify and prioritize populations PM would like to work with to expand services.	June 2023	Jennifer, Staff	Prioritized list
2. Reach out, engage and work with community organizations that serve the identified populations	Dec. 2023	Jennifer, Staff	2 to 3 partnerships identified
3. Partnerships engaged and work underway to strengthen these relationships	Dec. 2024	Jennifer, Staff	Successful program delivery to new populations
Objective 3: Leverage technology to enhance education program delivery			
Action Plan	Timeframe	Lead	Outcomes
1. Research interactive e-learning technology platforms and associated costs	2023	Jennifer, Staff	Platform identified
2. Seek grants to cover costs of the technology as well as staff training	2024	Jennifer, Staff	Grant received, technology in place
3. Implementation, staff training and launch of the e-learning training hub	2025	Jennifer, Staff	Fully functioning e-learning training hub

Objective 4: Re-establish pre-pandemic core service capacity and partnerships

Action Plan	Timeframe	Lead	Outcomes
1. Re-evaluating the resource library, determine long-term feasibility of the library	2024	Jennifer, Staff	Resources to ensure library stays relevant.
2. Implement a pilot No One Dies Alone (NODA) initiative. Assess to determine future.	End of 2024	Jennifer, Staff	Decision on future of NODA.

Priority #2: Elevate Dialogue on Death and Dying

Objective 1: Work collaboratively to promote change in palliative care priorities at a government level

Action Plan	Timeframe	Lead	Outcomes
1. Work with the Canadian Cancer Society to determine level of interest for a provincial initiative based on the Quality End-of-Life Care Coalition of Canada’s (QELCCC) Blueprint for Action.	2023	Jennifer, Board	Develop a cohesive palliative care advocacy group
2. Develop a plan for PM’s role based on results.	2024	Jennifer, Board	Having a plan for PM’s role on the group.

Objective 2: Increase promotion

Action Plan	Timeframe	Lead	Outcomes
1. Continue to grow PM’s online presence. Increase collaborative opportunities to add resources, podcasts, etc. to the website.	2022, ongoing	Jennifer, Staff	A dedicated page to palliative care resources
2. Develop an Instagram account.	2024	Jennifer, Staff	Have an Instagram account to reach more individuals

Priority #3: Build Sustainability: Diversify Revenue Streams

Objective 1: 40th Anniversary Endowment Fund			
Action Plan	Timeframe	Lead	Outcomes
1. Launch the Endowment Fund	2023	Lindsay	Successful kickoff
2. Continue to promote and grow the Endowment Fund	2024 - 2025	Lindsay, Board	Growth of fund meets projections
Objective 2: Growth of the Compassionate Companies Partnership Program			
Action Plan	Timeframe	Lead	Outcomes
1. Launch and grow this program	2023 - 2025	Lindsay, Jennifer, and Board	5 new corporate partners by 2025
Objective 3: Explore regular, stable provincial funding			
Action Plan	Timeframe	Lead	Outcomes
1. Begin the process to seek provincial funding	2024	Jennifer, Bd.	A proposal is developed to submit to Manitoba Health
2. Come to the table with a viable plan to consolidate volunteer programs across Manitoba	2027	Jennifer,	Palliative volunteer services in Manitoba are coordinated by Palliative Manitoba

Priority #4: Build Sustainability: Strong Board and Staff Team

Objective 1: A focus on HR capacity			
Action Plan	Timeframe	Lead	Outcomes
1. Develop a business continuity plan to ensure backup strategies in place for all key staff positions.	2023	Jennifer, Board	Business Continuity Plan
2. Complete job analysis and review of all job descriptions	2023	Jennifer, Staff	Updated job descriptions
3. Increase administrative capacity	2023	Jennifer, Staff	Increase in administrative support
4. Invest in advanced training and support for program staff and volunteers	Ongoing	Jennifer, Staff	Training Plan and Budget
Objective 2: Strong governance			
Action Plan	Timeframe	Lead	Outcomes
1. Review and revision of Bylaws. Discussion and decision specific to membership.	2023	Board	Approve Revised Bylaws AGM Sept. 2023
2. Board education – Roberts Rules, Shared Health	2023	Board	2 Board Education opportunities
3. Board succession plan with a focus on diversity	2023 ongoing	Board	Indigenous and rural board members

Priority #5: Focus on Equity, Diversity and Inclusion

Objective 1: Increase knowledge of EDI			
Action Plan	Timeframe	Lead	Outcomes
1. Attend Chamber workshops, share learnings	2023, ongoing	Jennifer, Staff	Increases organizational knowledge
2. Develop an EDI Framework	2024	Jennifer,	Documented EDI

Approved October 27, 2022

		Board	Framework
3. Initiate a proactive approach to requesting demographic information <ul style="list-style-type: none"> ○ at end of service ○ as part of evaluative practices 	2022 2024	Jennifer, Staff	Ability to analyze data to track diversity and program alignment
Objective 2: Engage in effective, respectful interactions with Indigenous leadership and communities			
Action Plan	Timeframe	Lead	Outcomes
1. Be intentional when exploring relationships and partnerships	2022, ongoing	Jennifer, Staff, Board	Increased Indigenous engagement