



The **PATH** to  
**HEALTHY LIVING**

Strategic Plan  
**2012-2014**

**ML** BUREAU DE SANTÉ DE  
MIDDLESEX-LONDON  
HEALTH UNIT  
[www.healthunit.com](http://www.healthunit.com)



## Strategic Planning Update

*The Middlesex-London Health Unit's strategic planning initiative gained momentum in 2011, when a detailed survey and consultation sessions were held with staff, community partners and clients. Through this engagement process, the Health Unit asked how it could build on its strengths, improve how it works and what its future areas of focus should be.*

*The information and insights gained through this collaborative process were compiled into a report which contained recommendations for the future direction of the Health Unit and its programs and services. The result is a three-year strategic plan focusing on improving the community's health, making access to programs and services easier through the use of online tools and social media, and improving internal processes at the Health Unit. Already, there is an increased emphasis on programs that focus on healthy eating, physical activity and the health implications of poverty, education and access to services. Work is also underway on the redevelopment of the Health Unit website and integrating social media platforms into its design.*

*The goal is for the Health Unit to improve how it can reach and serve the community and also, to make it easier for the community to access Health Unit programs and services.*

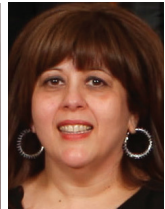
*This document outlines the work done so far, and what lies ahead. The Health Unit is grateful to the community, the partners and the members of the public who provided their feedback, ideas, and input during this process.*

*Sincerely,*

*Dr. Graham Pollett and Viola Poletes-Montgomery*

*Left Pic: Dr. Graham Pollett, Medical Officer of Health*

*Right Pic: Viola Poletes-Montgomery, Chair, Middlesex-London Board of Health*





## The Engagement Process

### *Who Participated?*

1,385 clients and community members	147 Health Unit staff
50 Health Unit volunteers	76 partner organizations
8 Board of Health members	Over 30 Focus Groups

### **What You Said:**

- ① Those most vulnerable in our communities deserve the Health Unit's full attention.
- ② The Health Unit should increase the public's awareness of its programs and services.
- ③ There are opportunities to increase communication and collaboration across our services, and with the community.
- ④ Our highly-qualified and caring staff are our greatest asset.

### **What We Did?**

The Health Unit created 6 Strategic Achievement Groups to address the identified areas of focus:

① *Physical Activity & Healthy Eating Group*

② *Health Inequities Reduction Group*

③ *Enhanced Communication Strategies Group*

④ *Technology Enabled Services Improvement Group*

⑤ *Supportive Facilities Planning Group*

⑥ *Organizational Health & Vitality Group*



## Physical Activity and Healthy Eating Group

*“Creating environments that support healthy eating and physical activity!”*



### Over the next 3 years we will:

- ✓ *Increase the number of opportunities for physical activity where you live, work, learn and play*
- ✓ *Provide more opportunities for youth and vulnerable families to improve healthy cooking skills*
- ✓ *Advocate for key decisions and policies that make it easier for families to purchase and consume more fruits and vegetables, and engage in physical activity*

## Reducing Health Inequities Group

*“Serving those who need us most”*



### Over the next 3 years we will:

- ✓ *Review and tailor our services to ensure they are as accessible as possible to all members of the community*
- ✓ *Dedicate staff to work with community partners to support disadvantaged individuals and families*
- ✓ *Support and educate our staff to focus their work on priority populations (i.e. those who need services the most)*



## *Enhanced Communication Strategies Group*

*"Keeping you informed and aware of our services and emerging health issues"*



### **Over the next 3 years we will:**

- ✓ *Redevelop and improve the Health Unit's website (ready by March 2013)*
- ✓ *Engage and interact with community members and audiences through increased use of Social Media tools (starting January 2013)*

## *Technology Enabled Services Improvements Group*

*"Using technology to efficiently meet changing community needs"*



### **Over the next 3 years we will:**

- ✓ *Provide more coordinated service, and keep your information safer by upgrading to electronic recordkeeping systems*
- ✓ *Improve our efficiency and internal communications with a new Intranet platform (ready by January 2013)*



## **Supportive Facilities Planning Group**

*“Providing services in the right places across Middlesex-London”*



### **Over the next 3 years we will:**

- ✓ *Ensure our staff have the tools to effectively collaborate and communicate wherever they work*
- ✓ *Work with community partners to develop a long-term Facilities Plan in order to support service delivery in the right location for our growing community*

## **Organizational Health & Vitality Group**

*“MLHU... the best place to work... providing excellent public health services”*



### **Over the next 3 years we will:**

- ✓ *Enhance leadership and organizational culture*
- ✓ *Improve communication and coordination between our programs*



## Get Involved!

If you would like to learn more about the Health Unit's plan for 2012-2014 please visit [www.healthunit.com](http://www.healthunit.com) or send us an email at [health@mlhu.on.ca](mailto:health@mlhu.on.ca).

The Middlesex-London Health Unit is grateful for the suggestions, feedback and input received over the course of its Strategic Planning process. Your participation enabled the development of a plan which will improve program and service delivery for years to come.



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