



# Strategic Plan 2021-2023



# Strategic Framework 2021-2023





# Strategic Plan 2021-2023: Vision, Mission and Goals



## Mission

We accelerate the spread of innovations and best practices in palliative care to improve the quality of life for people affected by serious illnesses.



## Guiding Principles

### Our work:

- Is person- and family-centred
- Is informed by evidence
- Responds to emerging needs and opportunities
- Achieves collective impact through partnerships and networks
- Engages people with lived experiences

### Core Areas

#### Conversations that Matter



#### Palliative Approach to Care



#### Compassionate Communities



### Core Goals

**GOAL 1:** Promote effective conversations and processes that help people get care consistent with their wishes.

**GOAL 2:** Enable enhanced access to a palliative approach in all care settings.

**GOAL 3:** Inspire and partner with communities to provide emotional, practical and spiritual supports close to home.

### Enabling Goals

**GOAL A:** Embed evaluation and research-based activities in all our work.

**GOAL B:** Ensure the BC Centre for Palliative Care is a high performance, sustainable organization.



## Vision

People affected by serious illnesses have the best possible quality of life, supported by care that reflects their goals and wishes.

# Strategic Plan 2021-2023: Goals and Strategies

## Conversations that Matter



### **Goal 1: Promote effective conversations and processes that help people get care consistent with their wishes.**

1. Engage the public in the development of user-friendly, culturally appropriate resources that promote awareness and engagement in Advance Care Planning.
2. Work with Indigenous people to co-develop conversation resources and processes that embrace Indigenous values and approaches.
3. Support community partners to deliver Advance Care Planning conversation and information sessions tailored to the needs of the diverse population in BC.
4. With health system networks, enhance integration of Serious Illness Conversations into providers' practice and care processes.
5. With provincial and national partners, expand the reach and sustainability of Advance Care Planning and Serious Illness Conversations initiatives.

## Palliative approach to care



### **Goal 2: Enable enhanced access to a palliative approach in all care settings.**

1. Design and implement a coordinated provincial approach to increase access and uptake of palliative education and practice supports for health care providers.
2. Create educational resources for health care providers to address current gaps.
3. Use innovative learning and mentorship models to expand inter-professional networks and enhance palliative care competency.
4. Expand the existing competency framework to include a wider range of health care disciplines.
5. Lead and engage in initiatives that integrate the palliative approach to care throughout the patient and family journey.

## Compassionate Communities



### **Goal 3: Inspire and partner with communities to provide emotional, practical and spiritual supports close to home.**

1. Inform, inspire and partner with community-based organizations to champion Compassionate Community initiatives across BC.
2. Equip community-based organizations with knowledge, skills and resources to create supportive networks and programs closer to home.
3. Build and expand a network of Compassionate Community champions to facilitate peer support and exchange of learning and resources.
4. Enhance public awareness of palliative care services and community support resources.



### **Enabling Goal A: Embed evaluation and research-based activities in all our work.**

1. Adapt and pilot promising innovations.
2. Identify, adapt, scale and spread sustainable best practices.
3. Support evaluation of outcomes and impact of interventions.
4. Broaden and advance relationships with experts, researchers, and innovators.
5. Inform the development of evidence-informed policy.
6. Foster continuous learning and responsiveness.



### **Enabling Goal B: Ensure the BC Centre for Palliative Care is a high performance, sustainable organization.**

1. Diversify funding sources.
2. Invest in staff professional development and wellbeing.
3. Optimize the use of external expertise and guidance to inform our work.
4. Invest in internal infrastructure, virtual technology, communications, and policies to ensure operational excellence.
5. Align our work with provincial and national health priorities.