

# Dementia Society Strategic Plan – 2022 to 2025



The  
**Dementia  
Society**  
Ottawa and Renfrew County



La  
**Société de la  
démence**  
Ottawa et comté de Renfrew

## Our Vision

*Here, no one faces dementia alone. Our community is one where people affected by dementia are valued, supported and included.*

## Our Mission

*We provide compassionate support, tailored coaching and practical education for everyone impacted by dementia while building a dementia inclusive community.*

## Our Values

**Excellence:** *We deliver industry-leading dementia-specific programs and services based on evidence and best practice. We are committed to excellence in everything we do.*

**Courage:** *We are informed and inspired by people affected by dementia and work tirelessly to design and implement bold and innovative improvements for living with dementia.*

**Compassion:** *Through mutual respect and compassion, we build enduring, trusted connections with all clients, partners and our community.*

**Inclusion:** *We value and reflect the diversity of our community, working together to achieve more.*

# Strategic Objectives

## 1.0 Promote access to a broadened range of high-quality programs & services.

- 1.1 Develop regional client navigation roadmap and system navigation tools.
- 1.2 Expand respite and caregiver support services.
- 1.3 Explore innovative delivery models that improve access and reflect evidence-based practice.

## 2.0 Improve the client journey - Together.

- 2.1 Position the Dementia Society as a regional leader in practical knowledge related to dementia and brain health.
- 2.2 Support clients to age well in their homes, and to live well with dementia in all care settings.
- 2.3 Incorporate needs and perspectives of people living with dementia and their caregivers into programs and services.
- 2.4 Build positive working relationships with key stakeholders to influence system change.

## 3.0 Increase public awareness & education.

- 3.1 Increase awareness of dementia and the importance of brain health within the region.
- 3.2 Build a more dementia inclusive community with community partners and reduce the stigma associated with dementia.
- 3.3 Build greater awareness of the Dementia Society's programs and services and its value among clients, stakeholders and the public.

## 4.0 Build organizational capacity & infrastructure.

- 4.1 Define and build a positive, entrepreneurial, and engaged culture.
- 4.2 Fully implement the Dementia Society's innovative hybrid model of operations.
- 4.3 Strengthen and streamline marketing and communications efforts.
- 4.4 Build financially sustainable operations with timely and insightful analysis and reporting.