

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 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.