



STRATEGIC DIRECTIONS

2021-2024

APPROVED MAY 2021

OUR VISION

Healthy communities for all.

OUR PURPOSE

Working primarily in British Columbia, we support multi-sectoral groups to build their capacity to create healthy communities.

OUR MANDATE

We implement the Healthy Communities approach – community engagement, multi-sector collaboration, political commitment, healthy public policy, and asset-based community development.

OUR VALUES

Equity: *everyone contributes what they can and gets what they need, knowing that abilities and needs are different*

Integrity: *we work in the public interest with honesty, intentionality and compassion*

Learning: *we create opportunities to develop and share knowledge*

Respect: *we honour the strengths, assets and approaches communities bring to this work*

Service: *we place communities first and meet them “where they are at”*

BCHC 2021-2024 PRIORITIES & GOALS

<p>ADVANCE COMMUNITIES' CAPACITY TO ACT.</p>	<p>Goal 1: Communities ¹ are supported with the tools, resources, and approaches they need to identify, evaluate, and measure healthy community goals.</p>
	<p>Goal 2: Communities are provided with integrated community planning and public-health expertise, resources, and models that enhance knowledge and support effective action.</p>
<p>EXPAND RELATIONSHIPS AND STRENGTHEN DIVERSE PARTNERSHIPS.</p>	<p>Goal 1: Relationships are solidified with organizations and focused on improving the wellbeing and quality of life in communities.</p>
	<p>Goal 2: Partnerships are developed and maintained with First Nation health Authorities, Health Authorities and local governments.</p>
<p>ENHANCE ORGANIZATIONAL INNOVATION AND EFFECTIVENESS.</p>	<p>Goal 1: Financial sources are diversified.</p>
	<p>Goal 2: All BCHC policies, practices, and models exemplify organizational values².</p>
	<p>Goal 3: Learning and knowledge-development plans are timely and focused.</p>

¹ BC Healthy Communities identifies 'communities' as: First Nation Health Authorities; Indigenous governments; Health Authorities, local governments; and non-profit organizations.

² Includes operations and governance.