



Strategic Plan: 2019 - 2022

Caring for Canadians at the end of their lives

A Strategic Plan for Hospice Palliative Care in Canada

Approved by the Canadian Hospice Palliative Care Association on: December 13, 2018





Vision Statement

“That all Canadians have access to quality hospice palliative care.”

Mission Statement

CHPCA is the national leader in the pursuit of quality hospice palliative care in Canada through: public policy, education, knowledge translation, awareness, and collaboration.

Key Strategies

Goal 1:

Lead in the advancement of hospice palliative care policy across Canada

- 1.1** Advocate with all levels of government to promote and advance quality hospice palliative care policy
- 1.2** Promote policy work including advancement of the national framework (this includes Bill C-277 *Framework on Palliative Care in Canada Act*)
- 1.3** Encourage national and provincial alignment regarding policy work
- 1.4** Engage with partnerships including the Quality End-of-Life Care Coalition of Canada to facilitate connections and networking
- 1.5** Collaborate with hospice palliative care organizations internationally to improve hospice palliative care shared knowledge
- 1.6** Increase branding and communications to position CHPCA as a leader in the health care field

Goal 2:

Promote awareness and learning opportunities in quality hospice palliative care for diverse audiences across all sectors in Canada

- 2.1** Promote access to learning opportunities and resources
- 2.2** Identify and address gaps to underserved segments including those marginalized and living in rural and remote Canada
- 2.3** Maintain collaborative relationships with Provincial/Territorial hospice palliative care associations in order to promote best practice and ideas between provinces
- 2.4** Facilitate networking, referrals and mentorship within the hospice palliative care community
- 2.5** Maximize multiple strategies to promote access to hospice palliative care and Advance Care Planning

Goal 3:

Increase CHPCA's capacity to achieve our goals and meet the needs of the association's members and the public

- 3.1** Increase and build the capacity and sustainability of CHPCA
- 3.2** Enhance the ability to recruit and retain talented people through transitions
- 3.3** Continue to find innovative ways to ensure financial diversification and sustainability
- 3.4** Increase alignment of systems, approaches, and operations between CHPCA and provincial associations. This will increase capacity and effectiveness of the provincial associations and CHPCA.