

Canadian Mental Health Association, Alberta Division
Strategic Plan | 2022-2025

Strengthening Our Collective Impact

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Canadian Mental
Health Association
Alberta
Mental health for all

Canadian Mental Health Association, Alberta Division Strategic Plan | 2022-2025

Strengthening Our Collective Impact

The Canadian Mental Health Association (CMHA), Alberta Division's 2022-2025 Strategic Plan outlines the goals guiding our organization's work. We remain committed to a mentally healthy Alberta through strengthened capacity for support, mental health advocacy and social change. CMHA, Alberta Division will continue mental health advocacy in our Province as we navigate changing environments and challenges. An updated focus within the plan includes creating opportunities and collective action with CMHA regions, Divisions and National offices, continually working towards improving the Federation's relationships through collaboration.

Vision | Mentally healthy people in a healthy society.

Mission | A nationwide voluntary organization that promotes the mental health of all and supports people experiencing mental illness.

Strengthen capacity to support mentally healthy Albertans	Be a catalyst for a mental health social movement
We advocate for a “mental health informed” Alberta that promotes equity, reduces stigma, and creates pathways to accessible services in all communities.	Support the advancement of Albertans’ mental health and wellness.
Build mental health capacity across Alberta’s rural and remote communities, including indigenous communities.	Foster cross-ministry and cross-sector working relationships for mental health.
Advance psychologically healthy and safe workplaces by building the capabilities of Psychological Health and Safety Workplace Advisors.	Build on current activities to capitalize on growing public and government support for advancing mental health outcomes.
	Advance information gathering and sharing, knowledge translation, and research.
Be healthy and adaptive in a dynamic environment	Strengthen our federation and provincial impact
Continuous improvement is required for long-term success, resiliency, and vitality in a complex and dynamic environment.	CMHA, Alberta Division will collaborate, complement, and create opportunities with CMHA Regions in Alberta.
Continuously improve governance policies and operations in alignment with strategic directions.	Continually work towards improving the federation relationships through collaboration and updated agreements.
	Engage CMHA National in ways that are mutually beneficial and reciprocal.
	Further relationships with other provincial Divisions to both share and benefit from one another.

Strengthen capacity to support mentally healthy Albertans

We advocate for a “mental health informed” Alberta that promotes equity, reduces stigma, and creates pathways to accessible services in all communities.

- Our focus is on mental wellness, recovery, and resilience for all Albertans.
- Action through government relations, projects with provincial scope, advocacy, and stakeholder engagement.

Build mental health capacity across Alberta’s rural and remote communities, including Indigenous communities

- Improved mental health outcomes in Alberta’s rural and remote communities, on post-secondary campuses, and in workplaces.
- Heightened awareness and value of the CMHA brand in Alberta.

Advance psychologically healthy and safe workplaces by building the capabilities of Psychological Health and Safety Workplace Advisors.

Be a catalyst for a mental health social movement

Support the advancement of Albertans’ mental health and wellness.

- This is achieved through a matrix of opportunities, including government relations, media engagement, cross-sector involvement, partnerships, and collaborations.
- We complement and create opportunities to magnify the reach of this social movement.
- Our focus is on mental wellness, recovery, and resilience for all Albertans.

Foster cross-ministry and cross-sector working relationships for mental health.

Build on current activities to capitalize on growing public and government support for advancing mental health outcomes.

Advance information gathering and sharing, knowledge translation, and research.

Be healthy and adaptive in a dynamic environment

Continuous improvement is required for long-term success, resiliency, and vitality in a complex and dynamic environment.

- To support the greater CMHA ecosystem, CMHA, Alberta Division must be healthy, supportive, and adaptive.
- Our focus is on mental wellness, recovery, and resilience for all Albertans.

Continuously improve governance policies and operations in alignment with strategic directions.

- The CMHA ecosystem has greater overall resilience and effectiveness because of continuous improvements in collaborative management, operations, and governance.

Strengthen our federation and provincial impact

CMHA, Alberta Division will collaborate, complement, and create opportunities with CMHA Regions in Alberta.

- Through collective action, our goal is to shape resilient and responsive mental health systems in Alberta.
- Collaborating on opportunities for CMHA regional service delivery.
- Assist with projects of provincial scope.

Continually work towards improving the federation relationships through collaboration and updated agreements.

Engage CMHA National in ways that are mutually beneficial and reciprocal.

Further relationships with other provincial Divisions to both share and benefit from one another.