

# MATERNAL MENTAL HEALTH MANDATE COMMITTEE

## STRATEGIC PLAN

2017-2018

This strategic plan has been developed by the Maternal Mental Health Mandate Committee of MCAN (MaternityCare Consumers of Alberta Network) in order to provide a structured approach to the goals and objectives of the Committee over the next two years.

February 9, 2017

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## CHAIRWOMAN'S MESSAGE

This plan was developed by the members of the Committee and is supported by the Board of Directors of MCAN, setting the course for our work in 2017 and beyond. It is the Committee's inceptive Strategic Plan and outlines our initial goals and objectives. It will guide us in our work, ensuring we stay committed to the tasks we have outlined so that we may, at a future date, update the plan and be able to measure our successes with the performance measures set out in the plan. While the plan lays out the Committee's goals, objectives and strategies over the next two years, and we will continue to work to undertake those strategies to meet stated objectives and goals to achieve our mission, I view the following as priorities for 2017:

- Establish our Committee as an integral part of MCAN
- Develop a resource database for mental health information
- Establish working relationships with various organizations that would further the goals of the Committee

Monique Durette  
Chairwoman

## ORGANIZATIONAL BACKGROUND

The Maternal Mental Health Mandate Committee developed this Strategic Plan to guide our programs and operations, and development of our budgets, in the coming years.

The Committee was formed as part of MCAN's goals of developing its Mandates and is comprised of one Board Member as the Committee Chair, several Regional Leaders, and other volunteers, who all joined after expressing interest in the Mandate topic - Maternal Mental Health.

As of the date of writing this Strategic Plan, the Members of the Committee are as follows:

<b>MONIQUE DURETTE</b> • Treasurer of MCAN, Committee Chair (Airdrie/Calgary Area)	<b>NICOLE HILL</b> • Regional Leader (Edmonton)	<b>JULIA DIETTE LYNX</b> • Regional Leader (Bow Valley)	<b>AMANDA MATWIE</b> • Regional Leader (Lethbridge/Medicine Hat)
<b>MISTI LEE MCFARLANE</b> • Regional Leader (Edmonton)	<b>STEPHANIE CAPYK</b> • Volunteer Member of Committee (Peace River)	<b>KATARINA SEMANCIKOVA</b> • Volunteer Member of Committee (Fort McMurray)	

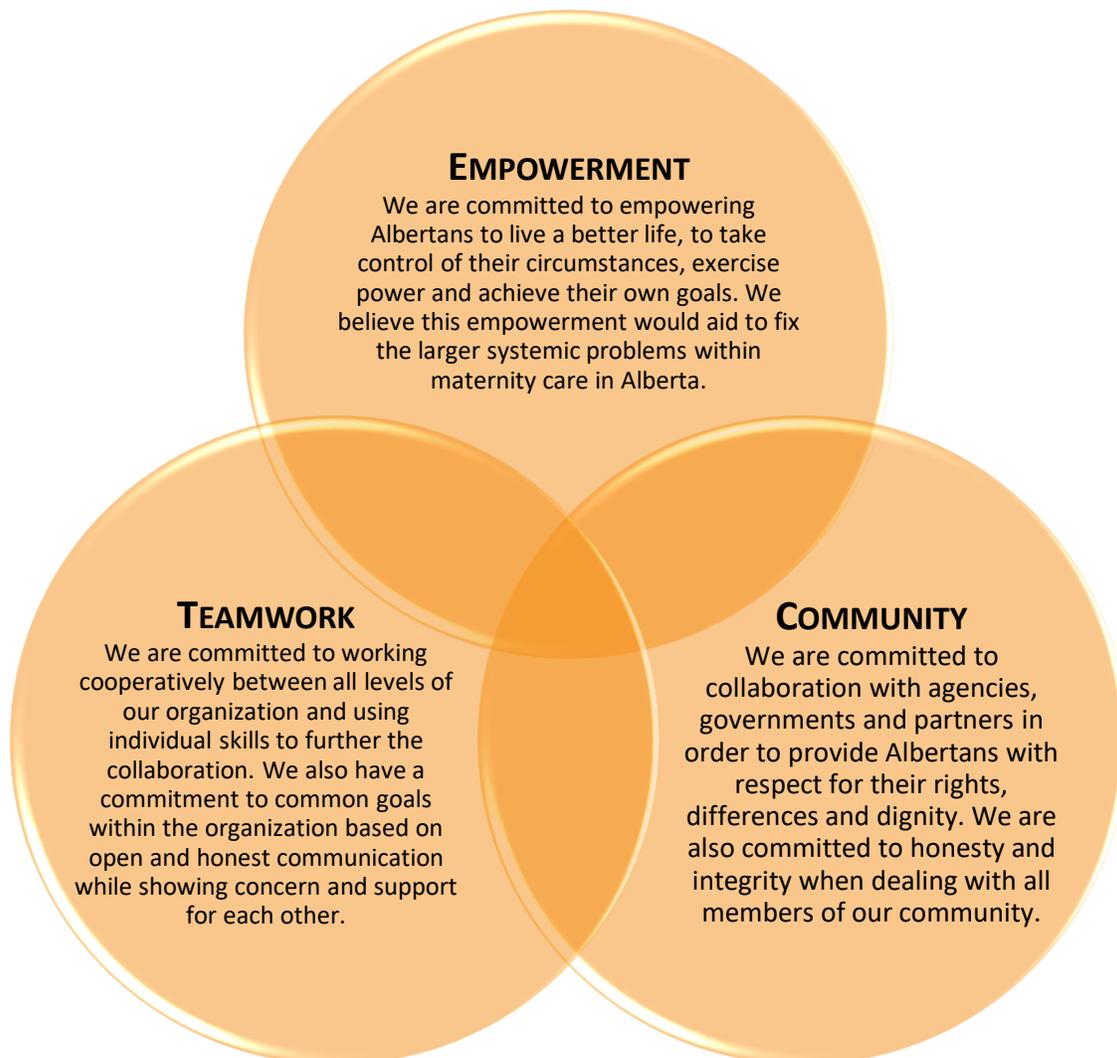
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## MISSION

To advocate for mental health services, support, and education related to all stages of maternity care in Alberta.

## CORE VALUES

In pursuing our mission, the Maternal Mental Health Mandate Committee is committed to the following values:



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## MATRIX OF STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS

In developing this Strategic Plan, we have taken into consideration the environment in which we operate. We have considered our Committee's strengths, weaknesses, opportunities, and threats.

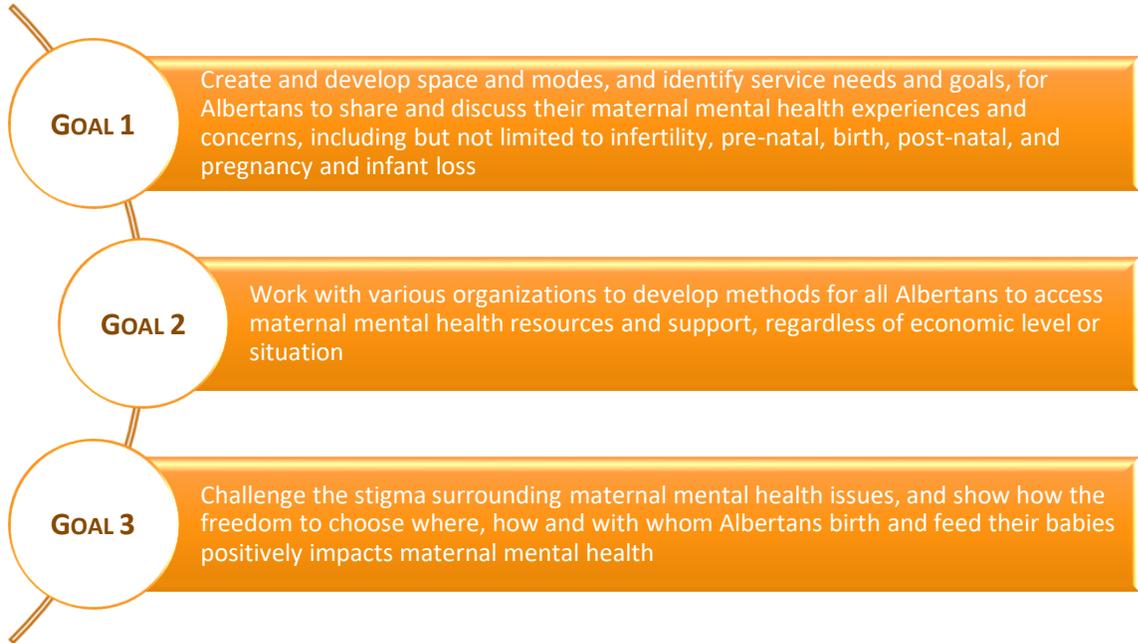
The Committee's goals, objectives, and strategies in this plan are designed to take advantage of the opportunities presented to the Committee by using its strengths, recognizing and, where possible, addressing its weaknesses, making appropriate use of such opportunities and addressing and minimizing its threats.



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## GOALS, OBJECTIVES AND STRATEGIES

This Strategic Plan sets forth goals, objectives and strategies to achieve our mission. Specifically, we have established the following three overarching goals:



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**GOAL 1**

Create and develop space and modes, and identify service needs and goals, for Albertans to share and discuss their maternal mental health experiences and concerns, including but not limited to infertility, pre-natal, birth, post-natal, and pregnancy and infant loss

Provide women with means to share and discuss maternal mental health experiences and concerns

Create monthly blog post, featuring content from Committee members, guests, and all Albertans who wish to submit a post

Create bi-monthly vlog series featuring stories from Committee members, guests, and all Albertans who wish to share in this format

Create bi-monthly podcasts to share knowledge from Committee members and guest speakers

Collaborate with Alberta Angel Dresses to ensure all families experiencing infant loss have access to the services provided by AAD, regardless of birth location

Contact hospitals and birth centres not currently registered for the program to encourage them to sign up and provide this free service to Albertans

Share posts from Alberta Angel Dresses through social media formats to ensure that all Albertans are aware of this free service

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**GOAL 2**

Work with various organizations to develop methods for all Albertans to access maternal mental health resources, regardless of economic level or situation

Develop and maintain online database of all available maternal mental health resources and support in all Regions

Contact all Regional Leaders to get assistance with little or unknown public and private resources to add to database

Browse internet sites and AHS sites for public and private information about resources that can be added to database

Contact and collaborate with private service providers and other non-profit organizations to create a network of resources and upload information to database

Create working relationships with other organizations that can mutually benefit from collaboration

Ask members or Regional Leaders to connect with or meet with necessary individuals from other organizations and maintain working relationships

Communicate with and ensure that all MLAs and relevant government bodies are aware of the Committee and the work it is doing

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**GOAL 3**

Challenge the stigma surrounding maternal mental health issues, and show how the freedom to choose where, how and with whom Albertans birth and feed their babies positively impacts maternal mental health

Bring awareness to the public about maternal mental health matters

With permission, share in social media the experiences and stories of women who have come forward under Goal 1

Seek funding for a future media campaign to spotlight maternal mental health issues

Encourage members and followers to share public social media posts relative to maternal mental health issues

Collaborate with other Mandate Committees, thereby raising awareness of the issues and making the issues mainstream

Receive updates from other Committees and take action, where applicable, to further each Committee's goals

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## PROGRESS AND PERFORMANCE: ACCOMPLISHMENTS AND PROGRESS MEASURES AND PERFORMANCE MEASURES AND INDICATORS

We will monitor our progress with respect to meeting our goals and objectives over the next two years, relying on a combination of specific accomplishments and progress measures, both qualitative and quantitative.

Accomplishments and progress measures (i) represent specific actions that result in progress towards certain goals, and (ii) are built into our subsequent plans.

Qualitative measures include review of social media activity relative to posts specific to the Committee's Mandate, as well as feedback from the membership base.

Quantitative measures include an objective assessment of our ability to achieve results.

As this new Committee gains more experience, and with guidance from MCAN's Board of Directors, we will continue to seek additional ways - both qualitative and quantitative - to measure our accomplishments and progress in achieving our mission.