



Strategic Plan and Framework

Mission

The Health Promotion Clearinghouse is a valued resource system supporting Nova Scotia's health promoters¹ to foster healthy people and healthy communities.

Vision

By the year 2020 in Nova Scotia, we will see:

- A critical and indispensable health promotion resource system
- Empowered health promoters and reduced health inequities
- Healthy people and healthy communities

Values

The work of the Health Promotion Clearinghouse is rooted in the principles of health promotion and population health as outlined in the Ottawa Charter for Health Promotion. All of our decisions are guided by the following values:

- **Connectivity** – providing health promoters with the opportunity to connect with and learn from others; fostering collaboration and partnerships that promote health and disease prevention.
- **Integrity** – demonstrating personal and professional honesty, trustworthiness and respect in our dealings with each other and our stakeholders.
- **Excellence** – providing efficient and effective access to credible, reliable, evidence-informed information, knowledge and shared expertise; demonstrating our value as an accessible, easy-to-use, first “go to” resource system for supporting health promoters in their work.
- **Diversity** – being an inclusive forum reflecting a diversity of people, cultures and ideas.
- **Accountability** – making effective and efficient use of our resources; demonstrating a commitment to ongoing evaluation, improvement, and transparency.
- **Innovation** – *being open to new ways of providing support to our stakeholders so that our mutual and passionate goal of healthy people and healthy communities can be realized; avoiding duplication with other health promotion work.*

¹ Health promoters include those who work to promote health as defined in the Ottawa Charter, regardless of professional designation or occupational sector or whether the work is paid or voluntary.

Strategic Pillars, Goals and Outcomes

1. Planning and Evaluation

Goal

- Strengthen the value of HPC to Nova Scotia's health promoters.

Outcomes

- Enhanced responsiveness to the needs of health promoters.
- Increased collaboration and partnerships.
- Increased reach of HPC services across various sectors.

2. Information and Knowledge Exchange

Goal

- Enhance the functionality and effectiveness of HPC's information and knowledge exchange systems.

Outcomes

- Improved effectiveness of the website's search engine.
- Increased active participation and online contributions/collaboration of stakeholders.
- Improved accessibility and usability of IT components (including the HPC Website, Network & E-Bulletin).

3. Marketing and Communications

Goal

- Enhance HPC's brand recognition and visibility across Nova Scotia.

Outcomes

- Increased awareness of HPC and its work among health promoters.
- Increased awareness of HPC and its work across sectors not traditionally associated with health promotion.
- Increased number of HPC members, including those from sectors not traditionally associated with health promotion (e.g. Community Services, Environment, Justice, Education, Labour).

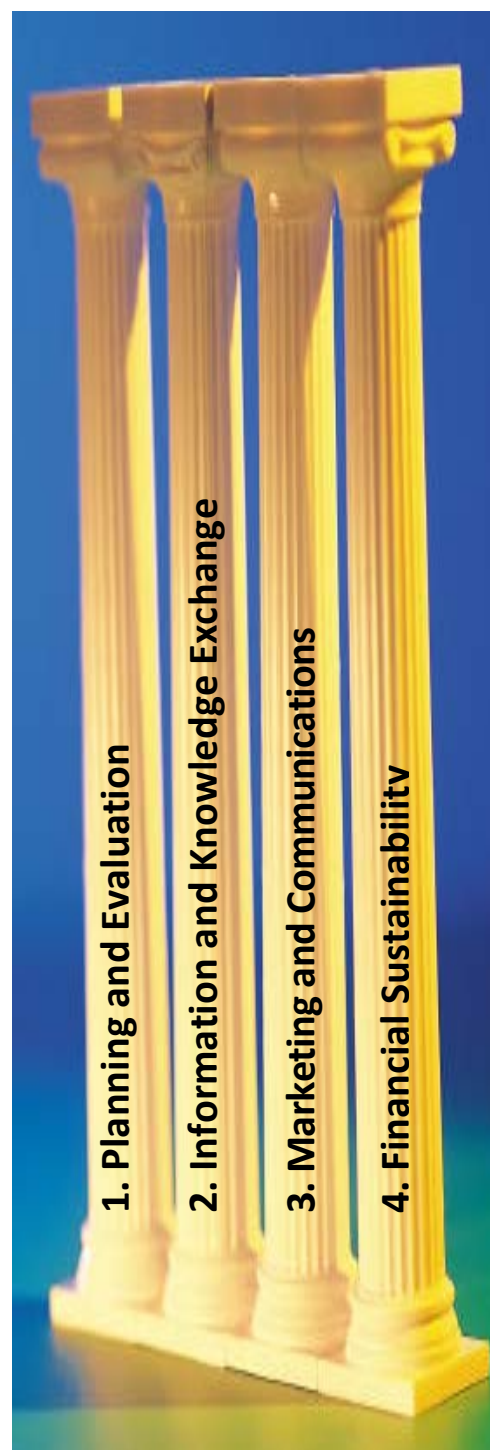
4. Financial Sustainability

Goal

- Diversify HPC's sources of revenue and membership to ensure financial stability and sustainability.

Outcomes

- Increased proportion of funding/revenue received from government departments other than HPP.
- Increased proportion of funding/revenue received from non-government sources.
- Investigating and resolving the issue of membership fee for fee for service.



Strategic Goals, Objectives, Actions and Indicators (3 Years) for Operational Planning²

	Strategic Goals and Objectives	Strategies/Actions	Success Indicators
Planning and Evaluation	<p>1. Strengthen the value of HPC to Nova Scotia's health promoters</p> <p><u>Objectives:</u></p> <ul style="list-style-type: none"> • Enhance responsiveness to the needs of health promoters • Increase collaboration and partnerships • Increase the reach of HPC services across various sectors 	<ul style="list-style-type: none"> • Develop assessment tools/measures to proactively identify the needs of health promoters and how they can best be addressed • Develop a strategy for more effectively meeting health promoters' needs • Develop an evaluation plan to regularly assess the relevance, effectiveness, and efficiency of resources and services • Enhance capacity among health promoters for meaningful multisectoral collaboration and partnerships • Enhance capacity for work on the social determinants of health • Plan, implement and evaluate collaborative and multisectoral initiatives • Ensure the multisectoral relevance of HPC's resources and services • Promote the resources and services available through HPC, ensuring widespread reach across sectors 	<ul style="list-style-type: none"> • A mechanism is in place for the proactive identification of health promoters' needs and responding to those needs • HPC records an increased number of partnerships and collaborative efforts • HPC data reveal more frequent use by an increased number of stakeholders across various sectors • Health promoters report HPC as a necessary and critical resource for their work • HPC's evaluation documents the relevance, effectiveness and efficiency of resources and services

² In addition to the strategies/actions listed above, HPC will continue to carry out all services and activities as per its contractual agreement with HPP (2009-2012). In brief, HPC will continue to provide the services outlined under its three main components: (1) Personalized Resource Support; (2) Information and Knowledge Exchange; and (3) Networking and Communications . Contact HPC to obtain a copy of its logic model.

	Strategic Goals and Objectives	Strategies/Actions	Success Indicators
Information and Knowledge Exchange	<p>2. Enhance the functionality and effectiveness of HPC's information and knowledge exchange systems</p> <p><u>Objectives:</u></p> <ul style="list-style-type: none"> ● Improve the effectiveness of the website's search engine ● Increase the active participation and online contributions/ collaboration of stakeholders ● Improve the accessibility and usability of IT components (including the HPC Website, Network & E-Bulletin) 	<ul style="list-style-type: none"> ● Redesign the HPC website to: enhance search capabilities; enable active participation and online contributions; and align with the HPC Network ● Promote the online contribution/collaboration tools available through HPC ● Reduce potential accessibility and usability barriers of the HPC Network and other IT components by using Canadian server(s). ● Prioritize the content available through HPC's information and knowledge exchange components ● Integrate the HPC and HPC Network webpages and technologies ● Review and assess the need for new and improved IT 	<ul style="list-style-type: none"> ● HPC has a new and improved website (enhanced search capabilities; enables active participation; and is aligned with the Network) ● Barriers to HPC utilization are removed by hosting IT components in Canada where possible ● HPC's IT components are integrated ● Stakeholders report being able to easily find the information they need ● HPC records an increasing number of active online stakeholders ● Users report satisfaction with the functionality and effectiveness of HPC's IT components ● A proactive plan is in place ensuring the ongoing relevance and currency of HPC's IT components

	Strategic Goals and Objectives	Strategies/Actions	Success Indicators
Marketing and Communications	<p>3. Enhance HPC's brand recognition and visibility across Nova Scotia</p> <p><u>Objectives:</u></p> <ul style="list-style-type: none"> • Increase awareness of HPC and its work among health promoters • Increase awareness of HPC and its work across sectors not traditionally associated with health promotion • Increase the number of HPC members, including those from sectors not traditionally associated with health promotion (e.g. Community Services, Environment, Justice, Education, Labour). 	<ul style="list-style-type: none"> • Investigate and resolve the need for a name and logo change • Conduct research to ensure strength and effectiveness of HPC's brand • Prepare and implement marketing strategies and products that will leverage the brand • Ensure the multisectoral relevance of HPC's resources and services • Promote the resources and services available through HPC, ensuring widespread reach across sectors. • Revitalize HPC's membership drive. • Plan, implement and evaluate initiatives of relevance to Nova Scotia's health promoters, including those not traditionally associated with the sector 	<ul style="list-style-type: none"> • The name and logo change issue has been resolved • A marketing plan is in place and being successfully implemented • Research/analysis indicates the strength and effectiveness of HPC's brand among stakeholders across various sectors • HPC (or another name) is recognized as the lead organization supporting Nova Scotia's health promotion efforts

	Strategic Goals and Objectives	Strategies/Actions	Success Indicators
Financial Sustainability	<p>4. Diversify HPC's sources of revenue and membership to ensure financial stability and sustainability</p> <p><u>Objectives:</u></p> <ul style="list-style-type: none"> • Increase the proportion of funding/revenue received from government departments other than HPP • Increase the proportion of funding/revenue received from non-government sources • Investigate and resolve the issue of membership fee and fee for service. 	<ul style="list-style-type: none"> • Prepare and implement a fundraising/development plan in consultation with Board members, as well as representatives from various government and non-governmental sectors • Discuss and explore funding/revenue opportunities and partnerships across government departments and non-government sectors (i.e. using a social determinants of health lens) • Revitalize HPC's membership drive to possibly include a fee schedule for membership • Explore the feasibility of a fee for service option (e.g. conference planning, project coordination) • Promote the resources and services available through HPC, ensuring widespread reach across sectors • Promote the resources and services available through HPC, ensuring widespread reach across sectors 	<ul style="list-style-type: none"> • A fundraising/development plan is in place and being successfully implemented • HPC's renewed membership drive is in place • The number of HPC members continues to increase across various sectors • HPC's financial reports indicate an increased proportion of revenue received from government departments other than HPP • HPC's financial reports indicate an increased proportion of revenue from non-government sources