

Our New Strategic Direction 2018-2021 Re-Vitalize, Re-Focus, Re- Energize

AAMH is pleased to announce our exciting new strategic direction. We are embracing the opportunity to deepen our alignment with our provincial partner networks. Our focus is to effect change in Alberta’s addiction & mental health system through active participation, collaborative energy and efforts.

Our priorities of focus are: **Advocacy through Engagement, Collaboration and Consultation, Communication and Organizational Excellence.**

Vision: *Improve addictions and mental health care and outcomes by engaging stakeholders in identifying meaningful, evidence-based opportunities for transformational change.*

Mandate: *We will work to ensure the mental health system reflects best practice and is responsive. We will unify and strengthen the voices of mental health communities. We will advocate for mental health issues to be prominent on health and social policy agendas.*

Our strength lies in the collective expertise, knowledge and passion of our members, partners and families. A strong shared voice ensures mental health and addictions are a provincial priority.

<p style="text-align: center;">Advocacy Through Engagement</p> <p style="text-align: center;">“Unify and Strengthen voices of addictions and mental health communities and supportive programs”</p>	<ul style="list-style-type: none"> ➤ Deepen membership engagement and understanding through attendance at member organizational meetings, conferences ➤ Reach out to provincial organizations, agencies to gain provincial perspective and strengthen advocacy voice ➤ Strengthen relationships with provincial, national organizations to leverage advocacy opportunities ➤ Actively seek client and family perspective to better understand and strengthen their voice ➤ Ensure political representatives are informed and aware of MH concerns (Information shared, invitation to events)
---	---

Working collaboratively with current and new partners we strive to identify and effect improvements in the addictions and mental health system for Alberta residents.

<p>Collaboration/ Consultation</p> <p>“Work with key stakeholders to ensure mental health reflects best practice and is prominent on policy agendas”</p>	<ul style="list-style-type: none"> ➤ Strengthen relationship with partners and other agencies for greater awareness and support ➤ Identify and actively participate in joint opportunities/projects with membership and partners ➤ Explore new and emerging membership/ partnership opportunities with community and other agencies. ➤ Strength linkage with addictions provincially
--	--

Effective communication ensures our collective voices are recognized and have impact as provincial systems and services are improved.

<p>Communication</p> <p>“Strengthen and Formalize both internal and external communication”</p>	<ul style="list-style-type: none"> ➤ Establish regular communication and protocols for members and external stakeholders ➤ Explore/leverage external communication opportunities for improved visibility ➤ Increase public awareness through community events and involvement
---	--

A strong and effective consortium representing provincial mental health and addictions, supports the foundation for a strong and effective provincial mental health and addictions system.

<p>Organizational Excellence</p> <p>“Establish and implement organizational processes to strive for organizational excellence”</p>	<ul style="list-style-type: none"> ➤ Review and revise bylaws to more effectively capitalize on member expertise ➤ Establish a timeline for meeting processes to ensure effective and timely communication ➤ Formalize terms of reference and job profiles for committee and staff responsibilities ➤ Formalize reporting processes both internally and externally
--	--

The AAMH is thrilled to be a provincial leader, working closely with all our stakeholders to ensure effective and efficient mental health and addictions supports for our clients and families.