
Community Action Network Against Abuse

Strategic Plan

2017-2022

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PARTNERSHIPS

This Plan represents feedback from a variety of stakeholders including the following organizations (updated January 2017):

- Assault and Sexual Abuse Program
- Canadian Red Cross: Respect Education
- Carefor Health & Community Services
- Child and Youth Mental Health Services
- Cornwall Community Police Service
- Eastern Ontario Health Unit
- Glengarry Inter-Agency Group
- Koala Place
- Maison Baldwin House
- Maison Interlude House
- Naomi's Family Resource Centre
- Ontario Provincial Police S. D. & G. Detachment
- Seaway Valley Community Health Centre
- Sexual Assault Support Services for Women of S. D. G. & A.
- Social Development Council of Cornwall & Area
- Victim Services of S. D. G. & A.
- Youth Now Connections

Abuse does not discriminate; it affects people from all walks of life one way or another. The above-mentioned seeks to meet the needs of a diverse population according to their respective mandates. These agencies and community organizations serve all people. They are well-versed on the issues facing their client group, and therefore, knowledgeable in articulating the effect of abuse on their respective constituencies during the Strategic Planning Process.

STRATEGIC PLAN ACCOUNTABILITY

CANAA is ultimately responsible for the advancement and the evaluation of this Plan. CANAA will therefore monitor the Plan as part of its regular meetings and assist the designated Taskforces to implement the Plan's priorities. Evaluation Reports according to the established milestones are to be presented to CANAA for monitoring purposes.

STRATEGIC PLAN STRUCTURE

This Plan is based on the framework used for Strategic Planning and organized as follows:

- ❑ Vision, Mission and Values
- ❑ Strategic Priorities and Action Plans

DATA COLLECTION

CCEFV Documentation (Old CANAA Interview Questions)

The following information was reviewed for the purposes of the Strategic Planning:

- ❑ Terms of Reference
- ❑ Statement of Purpose and Objectives
- ❑ Membership List (on-going)
- ❑ Previous plans and accomplishments
- ❑ Previous SWOT Analysis
- ❑ Notable dates and upcoming events
- ❑ Inventory of Resources

SWOT (January 15th)

A SWOT Analysis was also completed by examining CANAA's internal strengths and weaknesses and its external environment (social, technological, economical and political-legal) via opportunities and threats according to the model in Table 1. The analysis is based on feedback first obtained at the first Strategic Planning Session.

Table 1

<u>Strengths</u>	<u>Weaknesses</u>
<ul style="list-style-type: none">- Regular meetings- Educational opportunities- Networking- Passionate coordinator- Passionate committee members- Broad representation of community partners-Membership experience and variety of professional expertise (legal, health, social service, etc.)-Strong network	<ul style="list-style-type: none">- Website not up to date yet- Training & events not getting enough publicity – has led to cancellation of some events-Representation from victims of violence on CANAA- Lack of community awareness- Having to do more with less-Lack of Time (not all members are available for all meetings/sub meetings)

<ul style="list-style-type: none"> -Connection/knowledge and support -Networking/sharing of agency updates -Executive Committee structure -Coordinator position -Continued funding -Workshops/training -Diversity of Programs -History -Accomplishments -Growing membership -New website - 	<ul style="list-style-type: none"> -No youth engagement -Small budget/funding -Widening scope/broad focus (e.g. woman abuse, elder abuse, child abuse, etc.) -Abuse does not discriminate But perhaps does, we have discussed abuse of other men, gays or lesbians , children at any of our conference in a while if ever...yet it is our mission statement that we do not discriminate , but do we include? -Competing interest -Format is different and not clear for everyone
<p>Opportunities</p> <ul style="list-style-type: none"> - increased awareness - screening all clients for abuse - opportunity to have formalized agreements with community partners for screening -Leadership -Engaging youth -Untapped partnership (maybe) -Explore how we can merge other committees with CANAA (reduce the amount of meetings agencies attend) -Increasing partnerships/membership -Abuse prevention activities/education -Organizing a yearly local conference/workshop (2 days) - having a variety of speakers, etc. -Marketing campaign – what is CANAA, abuse prevention - Partnerships/collaboration/networking/knowledge exchange - Providing a platform of empowerment for clients -Advocacy -New workshops (for clinical work and advocacy work) -Online Engagement via website/social media -Involving community members/non-professionals/those with lived experience 	<p>Threats</p> <ul style="list-style-type: none"> - potential for reduced funding -Competing interest controversial nature -Gender biased in part because of funding source - Funding - Demand vs. Capacity - Time consuming -No or limited involvement of non-professionals/those with lived experience -Limited time to devote to CANAA projects by members given existing workloads -

REVIEW OF VISION AND MISSION

On February 16th, 2017 it was determined by the CANAA members that the vision would remain the same: *Our vision is of a community taking action against abuse*

On February 16th, 2017, the membership adopted a new Mission and on March 28, 2017, it approved the Vision, Mission and Values as well as the three (3) Strategic Directions to be accomplished in the five (5) years.

The revised Mission Statement is as follows: *Our mission is to take action against abuse through proactive community engagement and networking.*

The CANAA values we not changed and are as follows: *Respect, Trust, Honesty, Integrity and Diversity.*

RESOLUTION AND PRIORITIES

After extensive discussion, a consideration of the strengths and weaknesses identified earlier in the process and of the opportunities and threats deemed significant for the near future, CANAA opted to adopt the following three (3) Strategic Directions for the Community Action Network Against Abuse (CANAA). Please note that all items will be conducted bilingually (English and French):

STRATEGIC DIRECTION 1: Healthy Relationships			
Goal	Objectives	Activities	Timeline & Person
Children, youth and families are educated about healthy relationships.	Update the inventory of existing programs/ presentations and identify the gaps.	Create a taskforce / subcommittee.	May 30, 2017
		Update inventory list and identify gaps in service.	Yearly
		Provide ongoing progress reports at regular meetings.	Ongoing
	Have directory posted on the website.	April 1, 2017	
Engage youth in healthy relationship awareness and advocacy.		Collaborate with partner agencies to determine youth engagement strategies.	September 30, 2017
		Support existing youth-related activities within our membership.	Ongoing

STRATEGIC DIRECTION 2: Networking & Training			
Goal	Objectives	Activities	Timeline & Person
Professional Development and Networking Opportunities	Organize Training and Workshops for Professionals	Select, prioritize and organize up to 4 CANAA workshops per year.	Yearly
	To enrich our knowledge and collaboration with member agencies	Continue hosting Breakfast Meetings Organize guest speaker or agency profiler presentation at Breakfast Meetings	Ongoing Ongoing

STRATEGIC DIRECTION 3: Ensure Sustainability			
Goal	Objectives	Activities	Timeline & Person
Ensure sustainable membership	Increase/Diversify CANAA Membership	Recruitment campaign (media, social media, tradeshow, FYIs, etc.)	Ongoing
		Open membership to wider community members, specifically targeting survivors of abuse.	Ongoing
Ensure CANAA sustainability through an Executive Structure.	Maintain Executive Structure	Ensure that all executive positions are continuously filled.	Ongoing

CONCLUSION

CANAA continues to invest in the Strategic Planning Process and has updated the Strategic Framework to guide its future. It is anticipated that this framework along with the Strategic Directions will serve to engage the CANAA membership and maintain its focus in supporting the community to take action against abuse.