



THE ONTARIO

**caregiver**

ORGANIZATION



# Strategic Plan

2021-24 

**PURPOSE STATEMENT:**

To improve the lives of Ontario caregivers

**GUIDING PRINCIPLES:**

We exist on behalf of, because of, and for caregivers

We welcome everyone who self-identifies as a caregiver

We always ask, 'How does this help caregivers feel supported and valued?'

We leverage and build on existing successes

We inspire innovation that will positively impact the lives of people living in Ontario

We listen, learn and act to improve services and supports for caregivers

We believe there is no hierarchy among caregivers

We evolve as caregiving evolves

We amplify the work of related organizations and they amplify our work





**STRATEGIC OBJECTIVE #1**

**Connect caregivers with the support they need**



**STRATEGIC OBJECTIVE #2**

**Amplify caregiver voices**



**STRATEGIC OBJECTIVE #3**

**Generate solutions with and for caregivers**

<b>Description</b>	OCO provides supports and services – directly, indirectly and through partnerships - to Ontario caregivers.	OCO brings caregivers’ input (voices) into decisions related to care recipients, as well as organizations that serve caregivers.	OCO contributes to government policies and affects change across healthcare, community and social services, education, finance and employment.
<b>Key Result #1: Individual (caregiver)</b>	<p>Provide all Ontario caregivers with information, programs and support:</p> <ul style="list-style-type: none"> <li>• Leverage digital best practices to support the caregiving journey over time</li> <li>• Ensure multiple points and types of access for caregivers that include both one-time and ongoing information and psycho-social support</li> <li>• Co-create meaningful solutions to reach marginalized or hard to reach caregivers</li> </ul>	<p>Enable and support caregiver engagement in health system transformation through OHTs, PFACs and provincial bodies.</p> <ul style="list-style-type: none"> <li>• Prepare, inform and support caregivers to successfully participate</li> <li>• Provide information and support to organizations engaging caregivers to ensure success</li> </ul>	<p>Utilize research and data on the state of caregiving and engage caregivers to:</p> <ul style="list-style-type: none"> <li>• Make recommendations based on OCO and external research</li> <li>• Co-create solutions that maximize impact for Ontario’s diverse population of caregivers who may require a wide range of solutions</li> </ul>
<b>Key Result #2: Organizations (including healthcare providers, not for profits and employers)</b>	<p>Increase adoption of caregiver-friendly strategies across care providers and workplaces</p> <ul style="list-style-type: none"> <li>• Build purposeful relationships with caregivers, care providers and employers to co-create and spread solutions to help caregivers in their role</li> <li>• Provide referrals to caregivers who can benefit from caregiver programs in their local area and/or related to their specific caregiving needs</li> </ul>	<p>Increase recognition of the need to identify and support caregivers across local, provincial and national organizations as well as employers</p> <ul style="list-style-type: none"> <li>• Lead information exchange</li> <li>• Share best practices and resources</li> <li>• Stakeholder presentations and events</li> <li>• Support implementation</li> </ul>	<p>Partner with stakeholder organizations to expand existing and co-create new solutions that include and reflect caregivers in:</p> <ul style="list-style-type: none"> <li>• Policy</li> <li>• Programs</li> <li>• Care and service delivery</li> <li>• Capacity building</li> </ul>



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**Key Result #3: System (government)**

Express the voice of Ontario caregivers through government-led initiatives that impact the caregiver experience including:

- Committee/task participation
- Implementation teams
- Advisory tables/groups

Share caregiver voice within the Ministry of Health and across other Ministries including Long Term Care, Seniors & Accessibility, MCCSS and Education through sharing:

- Caregiver insights documents, advisory teams
- Stakeholder presentations and events
- Targeted stakeholder meetings

Inform public policy at the provincial level to positively influence health system transformation and reduce the burden on our healthcare system through:

- Generation of new approaches that will benefit caregivers
- Submissions to support changes in regulations and legislation
- Policy input and review

**Key Result #4: Spread and Scale (Public)**

Increase caregiver self-identification and awareness of OCO’s offerings through:

- Public awareness campaigns using a variety of communication channels
- Digital outreach and engagement
- Ongoing improvement of OCO programs and services

Promote a broader understanding of caregiver issues and reduce perceived barriers to self-identification and accessing support

- Feature caregiver stories with media, related stakeholders and via OCO
- Share Spotlight and other research findings in the media and via OCO

Engage caregivers to participate in solution generation

- Promote caregiver engagement opportunities broadly
- Champion caregiver inclusion in planning and decision making throughout healthcare, social services, education and other sectors
- Provide referrals to caregivers who can benefit from caregiver programs in their local area and/or related to their specific caregiving needs



#### **ENABLERS:**

- Engaging with, responding to, and supporting all of Ontario's diverse caregivers across the province.
- Taking proactive steps to build our internal capacity, understanding, and application of equity, diversity, and inclusion best practices.
- Attracting, motivating, and retaining top talented staff.
- Growing our financial capacity through additional funding from public sector sources.
- Enhancing our digital and electronic capacity and capabilities.
- Continuing our efforts with respect to identifying and addressing key risks as they emerge.



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