## 2024-2027 Strategic Plan

**PURPOSE:** TO IMPROVE THE LIVES OF ONTARIO CAREGIVERS

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<th>PRIORITIES</th>
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| 1. Connect more caregivers with the support they need to improve their experience and well-being | 1.1 Increase caregivers’ awareness of and access to supports, tools, and information | • Build organizational capacity, understanding, and application of inclusion, diversity, equity, and accessibility best practices  
• Grow and diversify revenue  
• Implement systems and processes to maximize external impact and streamline internal efficiencies  
• Prioritize mental health and well-being supports for OCO’s staff team  
• Engage and bolster allies, volunteers and champions to help improve the lives of Ontario caregivers  
• Build OCO’s brand and awareness of the organization |
| 2. Embed caregiving into the culture of healthcare to recognize and support caregivers as partners in care | 1.2 Innovate and grow OCO program and service delivery and ensure its relevance and accessibility for Ontario’s diverse caregiver population  
2.1 Cultivate opportunities for caregiver integration into health system priorities  
2.2 Facilitate the adoption of caregiver-inclusive practices across healthcare settings |  
| 3. Generate solutions with caregivers and system partners to address issues that impact caregivers | 1.3 Leverage partnerships to facilitate better caregiver access to supports, tools, and information, including collaboration with equity-deserving communities  
3.1 Advance the meaningful engagement and recognition of caregivers in initiatives that impact them  
3.2 Serve as a system-level convenor and contributor for integrated solution generation  
3.3 Build scalable solutions in collaboration with various sectors including healthcare, social and community services, and workplace |  
| 4. Amplify caregiver voices and evidence to influence change | 2.3 Influence healthcare leaders and professionals on the importance of the caregiver experience and how to enable caregiver inclusion |  
4.1 Identify and share key trends in the caregiving experience through stories, data, and insights from caregivers  
4.2 Advise decision makers on the issues that matter most to caregivers to inform priorities and directions  
4.3 Ensure the perspectives of Ontario caregivers are included in the national dialogue on caregiver issues and champion strategies to maximize provincial impact |