



Grey Bruce
Public Health

Grey Bruce Public Health

Strategic Plan, 2022-2027





About Grey Bruce Public Health

Grey Bruce Public Health (GBPH) is a rural public health unit serving the counties of Bruce and Grey in midwestern Ontario. Bordered to the north and west by Lake Huron and Georgian Bay, our geographic landscape is as unique as our diverse and passionate local populations.

Serving a population of approximately 170k, GBPH boasts a median age of 47 with 20.7% of the population aged 65 or older. Grey-Bruce is also home to a large population of people aged 0-14, at 15.1%, signaling a stable present and a bright future. Bruce and Grey Counties are also home to three First Nations reserves, the Chippewas of Nawash Unceded First Nation Neyaashiinigmiing Indian Reserve No. 27, the Chippewas of Saugeen First Nation No. 29, and Chief's Point Indian Reserve No. 28.

GBPH is governed by the Health Protection and Promotion Act (HPPA) and provides services per the Ontario Public Health Standards (OPHS).



Introduction & Document Purpose

The purpose of this document is to present our 2022-2027 Strategic Direction, outlining our vision, mission, organizational values, and strategic priorities.

Vision Statement - A healthier future for all.

Mission Statement - Working with Grey Bruce communities to protect and promote health.

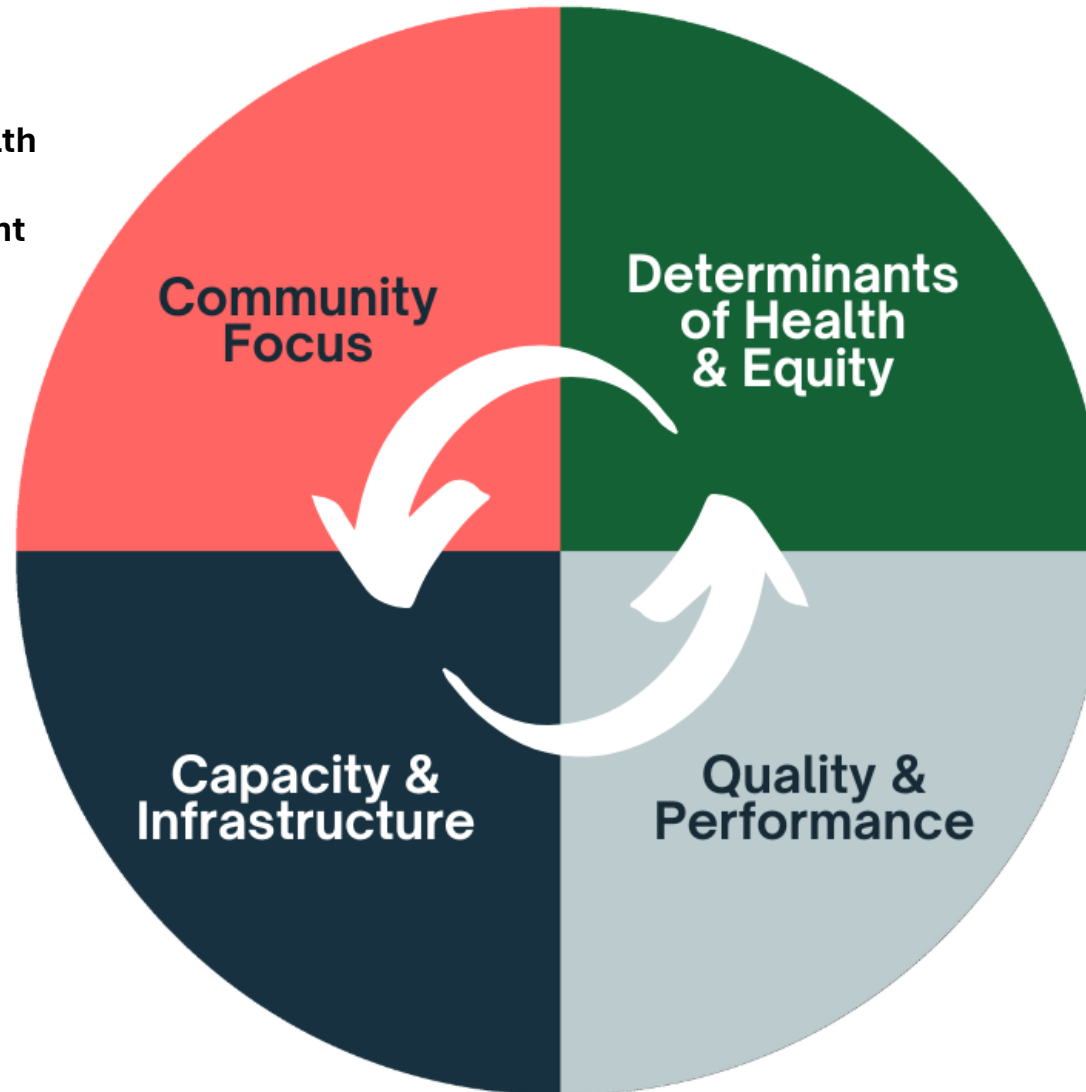
Values - Respect, Integrity, Transparency and Excellence



Strategic Direction

Grey Bruce Public Health will initiate and foster community engagement and collaboration to build trust.

Grey Bruce Public Health will invest in our human resources and optimize our financial stewardship to maximize potential in people, processes and resources.



Grey Bruce Public Health will support community partners and the public to connect the importance and influence of social determinants of health with overall health and well-being.

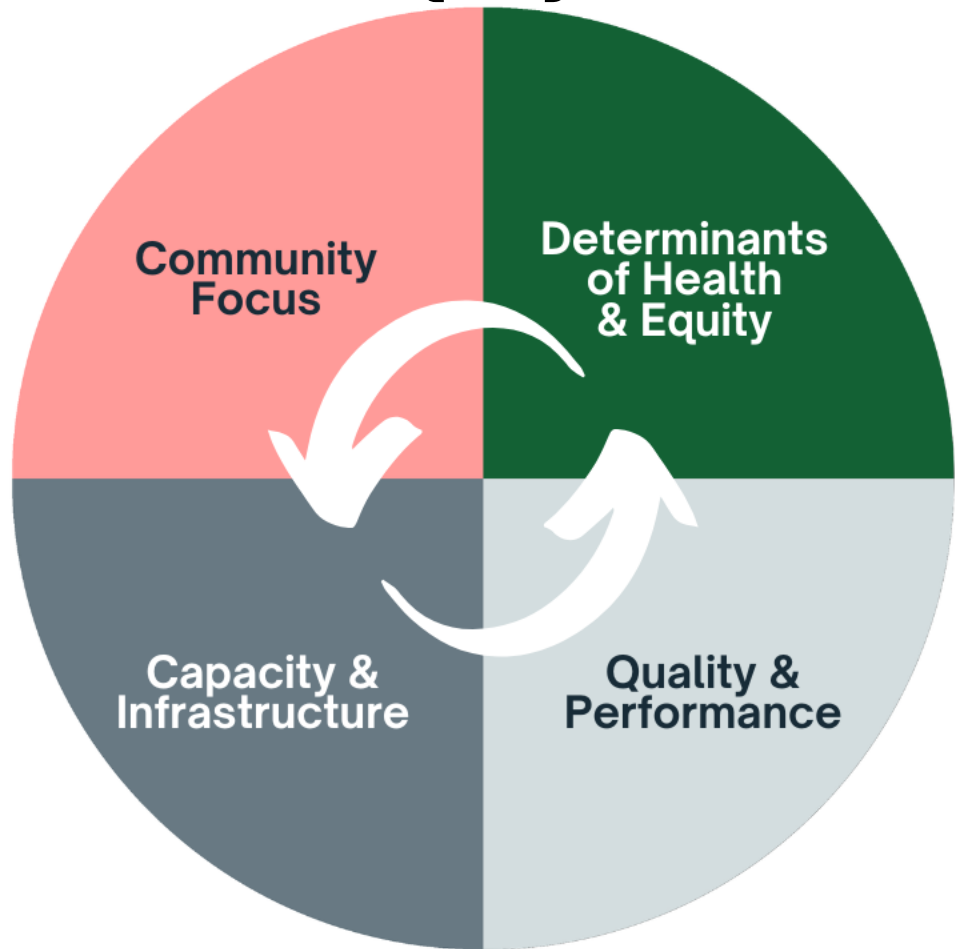
Grey Bruce Public Health will deliver effective public health programs that are evidence-informed and continually improved to best support population health.

Community Focus



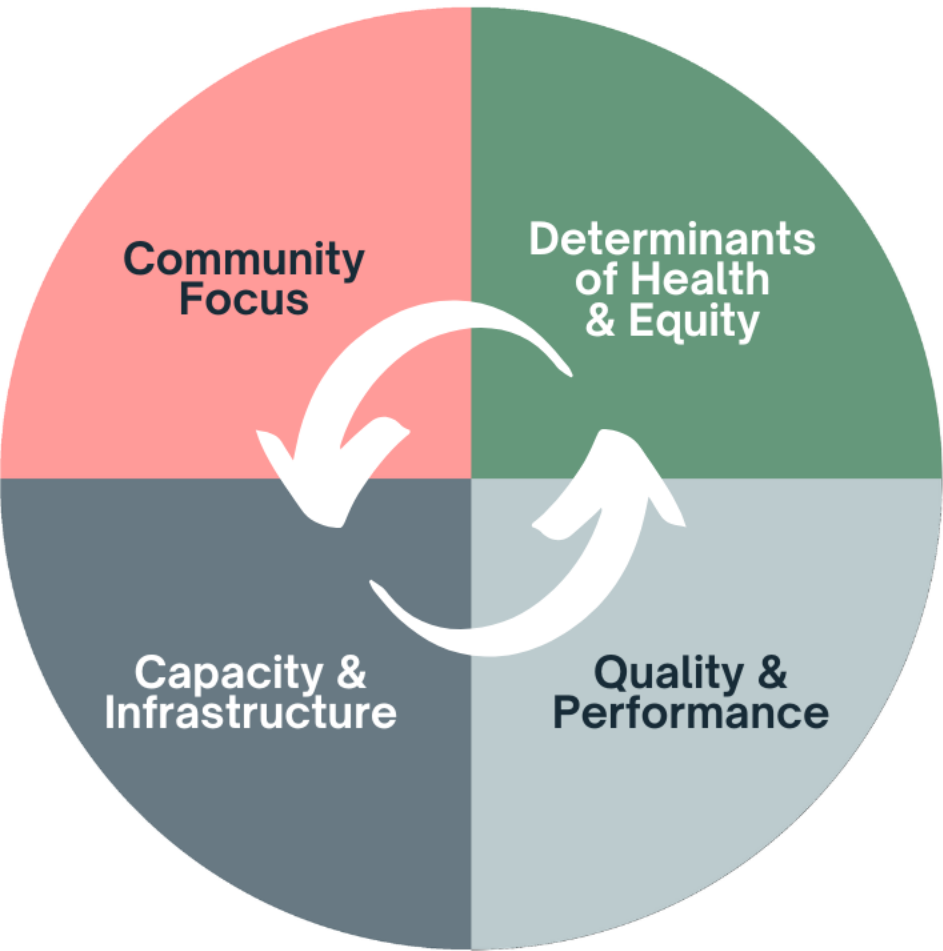
Strategic Objectives	Strategic Initiatives	Expected Outcomes
Grey Bruce Public Health will initiate and foster community engagement and collaboration to build trust.	1. Update the Community Partnership & Engagement Strategy. 2. Develop a communication strategy to inform and engage the public and media organizations. 3. Seek input from community partners and the public related to programs and services.	1. GBPH has established collaboration, engagement and strengthened relationships with community partners using public health expertise. 2. Partners and the community are more familiar with the work of GBPH, as well as the programs and services GBPH provides and/or supports. 3. GBPH’s programs and services reflect and demonstrate community input and needs.

Determinants of Health & Equity



Strategic Objectives	Strategic Initiatives	Expected Outcomes
Grey Bruce Public Health will support community partners and the public to connect the importance and influence of social determinants of health with overall health and well-being.	1. Establish the use of a health equity tool to guide public health practice, program planning, and service delivery. 2. Use socio-demographic data and evidence to identify health priorities, community needs and impacts of health inequities. 3. Inform the public and community partners about the social determinants that contribute to health equity.	1. All staff are trained, understand and use health equity tools. 2. Programs identify health priorities and community needs among different populations, using data and evidence to inform decision-making. 3. The public and community partners are aware of the social determinants that contribute to health equity.

Quality & Performance



Strategic Objectives	Strategic Initiatives	Expected Outcomes
Grey Bruce Public Health will deliver effective public health programs that are evidence-informed and continually improved to best support population health.	1. Optimize the use of data in evidence-informed decision-making to enhance the effectiveness of public health programs. 2. Strengthen organizational capacity for quality improvement and evaluation based on a culture of continuous learning.	1. Accurate and timely data is available from the most appropriate sources to inform program planning and decision making. 2. Enhanced staff capacity and skills in CQI practices. 3. Programs that are continuously improved upon based on CQI and evaluation findings.

Capacity & Infrastructure



Strategic Objectives	Strategic Initiatives	Expected Outcomes
Grey Bruce Public Health will invest in our human resources and optimize our financial stewardship to maximize potential in people, processes and resources.	1. Foster a positive organizational culture. 2. Leverage technology to optimize processes. 3. Invest resources where they have the most impact to maximize financial stewardship.	1. A skilled, engaged and professional workforce. 2. Increased efficiency and productivity through use of technology. 3. Data is used to guide efficient allocation of resources to ensure that programs and services are targeted where they are needed most.