

# CANADIAN SOCIETY FOR DISABILITY & ORAL HEALTH

Strategic Plan

October 17, 2021



# BACKGROUND

The strategic plan was developed during 2020 and 2021 by five members of the Board of Directors: Drs. Clive Friedman, Olaf Plotzke, and Paul Romanson, as well as Joan Rush and Carol Yakiwchuk. The planning process was facilitated by Barbara Rand.

**All** Board members were involved during key steps and at milestones throughout the development process.

Following is a summarized version of the plan. For ease of reading, we have purposely excluded some of the specific tactics related to achievement of each objective.

We will review and update the plan every two to three years.





# VISION & MISSION

**Vision:** The ideal future state. Something to aim for that might never be achieved.

Highest quality oral health care for Canadians of all ages living with disabilities

**Mission:** Why we exist. The actions we will take to achieve our vision.

Promoting CARE through **C**ollaboration, **A**dvocacy, **R**esearch, and **E**ducation\*

\**When used without the Vision . . .* Promoting highest quality oral health CARE for Canadians with disabilities, through **C**ollaboration, **A**dvocacy, **R**esearch and **E**ducation





# STRATEGIC GOALS AND OBJECTIVES

**GOAL**  
Ensure sustainability of CSDH

- Build the Infrastructure
- Build and Engage Membership

**GOAL**  
Reduce/eliminate systemic barriers to access to care

- Cultivate Strategic Relationships
- Develop an Advocacy Plan



**GOAL**  
Increase number of ready, willing, and able oral health care providers

- Drive & Support SN Curriculum Development
- Support Current and Future Oral Health Professionals
- Establish CSDH Expert Reputation/Credibility

**GOAL**  
Reduce/eliminate patient barriers to access to care.

- Engage Individuals, Families & Caregivers

## FROM OBJECTIVES COME TACTICS . . . .



# ENSURE SUSTAINABILITY OF CSDH

## Build the Infrastructure

- Finalize bylaws and develop a policy and procedures manual.
- Fill positions on the Board, with each director assigned to an area of focus.
- Get standing committees up and running, with terms of reference, roles filled, work in progress and delivering on objectives.



*Responsible: Board*



# ENSURE SUSTAINABILITY OF CSDH

## Build and Engage Membership

- Develop a membership strategy to increase total membership and attract more members from across disciplines.
- Revamp the website to help attract and retain members (clear branding, user friendly interface, content and visuals that reflect who we are and what we stand for).
- Develop and implement an internal communication plan, integrated across social media platforms.
- Engage members in committee work.



*Responsible: Board, plus  
Membership & Communication  
Committees*



# INCREASE READY, WILLING & ABLE PROVIDERS

## Drive and Support Special Needs Curriculum Development

- Promote adoption of the iADH competencies related to special needs by the Commission on Dental Accreditation of Canada (CDAC) and the Canadian Dental Regulatory Authorities Commission (CDRAF).
- Meet with Deans and Directors of professional programs to identify opportunities for CSDH to provide and/or support Special Needs curriculum for faculty and students.



*Responsible: Board & Advocacy Committee*



# INCREASE READY, WILLING AND ABLE PROVIDERS

## Support Future Professionals (Students)

- Define the role of student chapters and establish the infrastructure and chapters across the country, and across oral health care disciplines.
- Fill positions on Student Representation Committee.
- Identify Special Needs Champions (faculty members or CSDH mentors) to guide each student chapter.
- Identify students' learning goals and needs and develop educational processes to support student development.



*Responsible: Student Representation and Education Committees*





# INCREASE READY, WILLING AND ABLE PROVIDERS

## Support Current Professionals

- Present at least 3 professional development webinars annually.
- Develop or acquire other educational materials and links to be posted on our website.
- Design, develop and deliver at least one CE program in conjunction with the CDAA/CDA on a yearly basis.



*Responsible: Scientific & Education Committee*



# INCREASE READY, WILLING & ABLE PROVIDERS

## Establish CSDH Expert Reputation

- Identify and fulfill opportunities to reach a broader audience through presence at international, national and provincial/territorial conferences.
- Through meetings with deans and government officials, encourage research in the area of oral health care for people with disabilities/special needs.



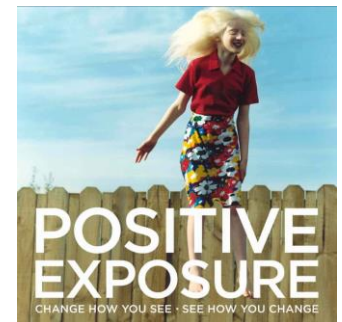
*Responsible: Board, Scientific & Education Committee, Advocacy Committee*



# REDUCE/ELIMINATE SYSTEMIC BARRIERS TO CARE

## Cultivate Strategic Relationships

- Research, identify, and prioritize potential aligned organizations and define how we might be of benefit to each other.
- Continue to develop and expand relationships with other organizations. (e.g., CASDA, About Face, AADMD, etc.)
- Continue to develop relationships with national and provincial oral health professional bodies.



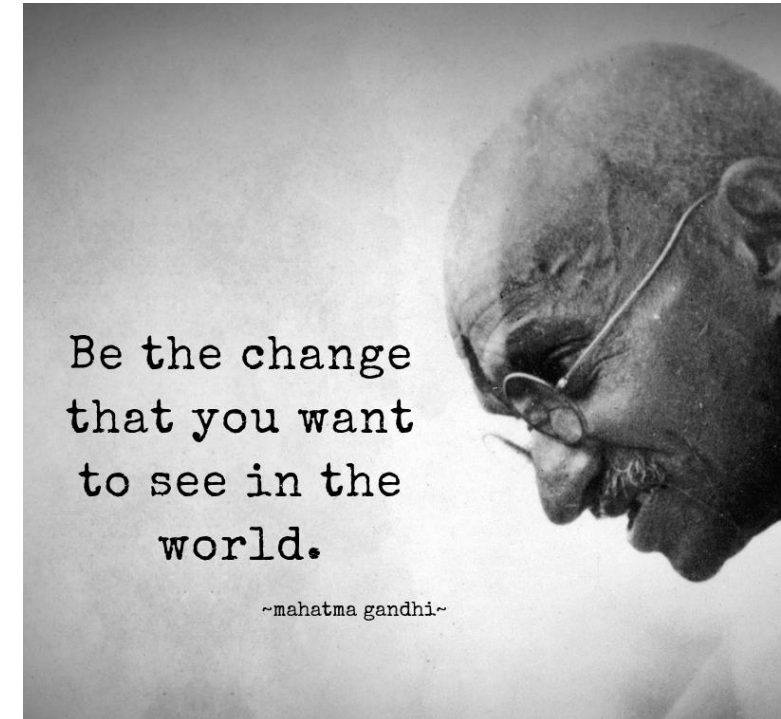
*Responsible: Board, Advocacy Committee, Scientific & Education Committee*



# REDUCE/ELIMINATE SYSTEMIC BARRIERS TO CARE

## Develop an Advocacy Plan

- Develop an advocacy strategy (e.g., prioritize and select key issue(s) to “own/champion”).
- Gain an understanding of processes (tools, tactics, etc.) that can be used to best influence change.
- Research, identify, and prioritize potential aligned organizations and define how we might be of benefit to each other.



*Responsible: Advocacy  
Committee*



# REDUCE/ELIMINATE PATIENT BARRIERS TO CARE

## Engage Individuals, Families & Caregivers

- Create opportunities for individuals with disabilities to share their personal stories and experiences with our members.
- Continue to develop and expand the relationship with Special Olympics Canada to help increase oral health awareness, knowledge and access to care for SO athletes.



*Responsible: Special Olympics  
Committee, Scientific &  
Education Committee*