

Ontario Dental Hygienists' Association

Strategic Plan 2014 – 2019 (REVISED 2017)

The ODHA Board of Directors held a strategic planning workshop on October 19-20, 2013. The group reviewed and revised the organization's Mission, Vision, and Values statements and developed new Strategic Priorities along with objectives and specific activities that would be carried out over the coming three years in order to move the organization towards its long-term vision. It is important to note that the objectives below are intended to facilitate the achievement of the ODHA's strategic priorities. They are not intended to be the definitive list of activities that the ODHA will pursue since routine operational activities will continue as usual.

The strategic plan was revised in 2016, and again in 2017, primarily to reflect changes related to the impact of the new governance initiative undertaken in 2014/15.

MISSION

To advance dental hygiene practice and primary health care promotion in the interest of the profession and the public of Ontario.

VISION

To be embraced by all health care professions, stakeholders and the public as a key partner in the delivery of primary health care and wellness promotion as well as the essential source for expert input to all dental hygiene and related health issues.

VALUES

ODHA values and embodies an ongoing commitment to:

- *Visionary Leadership, in health care and health promotion;*
- *Accountability, Transparency, and Effective Communication throughout the organization;*
- *Life-Long Learning and Research, for all our members; and*
- *Ethical Behaviour, Empathy and Inclusiveness, by our Board and staff.*

STRATEGIC PRIORITIES & OBJECTIVES:

PRIORITY 1: CAPITALIZE ON A STRONG FOUNDATION TO ENSURE A VIBRANT AND REPRESENTATIVE ORGANIZATION THAT LEVERAGES RESOURCES AND TECHNOLOGY IN PROVIDING MEMBER SERVICES.

OBJECTIVE 1.1 *RETAIN AND INCREASE MEMBERSHIP.*

Activity 1.1.1

Create a plan to aggressively pursue gaining access to students and educators which may include:

- a) using student representatives and direct contact with instructors;
- b) targeting educators in promoting students and their membership; and
- c) enlisting an ODHA board member to promote and market membership to the educators.

IOS¹:

- *Maintain current (2013/14) membership numbers in 2014/15*
- *Grow membership by 2% per year in 2015/16 and 2016/17*
- *Attain 70% student membership rate as measured by packages distributed in 2016*
- *Convert 50% of student members into active or support members by 2018*

Activity 1.1.2

Evaluate content and method of delivery for student package and presentation and make recommendations.

Target date(s): May 2015 - COMPLETED

Activity 1.1.3

Evaluate and propose mechanisms to increase conference (e.g., ASM, winter clinic) visibility of the ODHA booth.

Target date(s): May 2015 - COMPLETED

Activity 1.1.4

Examine reasons for not becoming members (e.g. employment survey, use of technology, society meetings, renewal calls) and make recommendations.

IOS:

- *Conduct focus groups and utilize other mechanisms to evaluate benefits, services and resources valued by the members and sought by non-members by 2016*
- *Develop an implementation plan to address the findings in 2017*

¹ IOS = Indicator of Success as approved by the Board of Directors in November 2015

OBJECTIVE 1.2 *PROVIDE RESOURCES AND SERVICES TO ENHANCE PERSONAL AND PROFESSIONAL DEVELOPMENT.*

IOS:

- *Develop and present two free learning opportunities for members available in an online format in each of 2016, 2017 and 2018*
- *Provide biennial conference with minimum 650 dental hygienists in attendance in 2016*

Activity 1.2.1

Create learning experience about taking ownership of your professional image to enhance pride in the profession.

Target date(s): *May 2017*

Activity 1.2.2

Investigate opportunities to enhance member employment and related skills (e.g. interview skills, application skills, professionalism etc.) and make recommendations.

Target date(s): *November 2017*

Activity 1.2.3

Investigate provision of services in French and make recommendations.

Target date(s): *November 2017*

OBJECTIVE 1.3 *EFFECTIVELY COMMUNICATE WITH AND ACROSS MEMBERS.*

Activity 1.3.1

Investigate a mechanism to facilitate members (e.g. with specialty interests) to communicate with each other (e.g. list-serve) and make recommendations.

Target date(s): *November 2014 - COMPLETED*

Activity 1.3.2

Develop a marketing communication strategy that harnesses social media

Target date(s): *May 2016 - COMPLETED*

PRIORITY 2: CONTINUE TO BE THE KEY ORGANIZATION REPRESENTING, ADVOCATING AND GIVING VOICE TO DENTAL HYGIENISTS AND RELATED HEALTH ISSUES IN ONTARIO.

OBJECTIVE 2.1 *ADVOCATE FOR EXPANDING SCOPE OF PRACTICE BY MONITORING TRENDS AND CHANGES IN THE PROFESSION.*

Activity 2.1.1

Develop a plan of action to move the radiograph issue forward (online training, RPO, lobbying etc.)

IOS:

- *Develop plan for radiography by 2016 - COMPLETED*

Activity 2.1.2 - removed

Activity 2.1.3

Develop a blueprint for activation when ODHA needs to have lobbyist dental hygienists (including training for dental hygienists who have an interest in lobbying or connecting with their MPP).

Target date(s): May 2018

OBJECTIVE 2.2 *ENHANCE INTER-PROFESSIONAL COLLABORATION WITH OTHER PROFESSIONS AND STAKEHOLDERS.*

Activity 2.2.1

Contact professional health associations (e.g., Ontario Medical Association, Ontario Pharmacists, Registered Nurses) to invite them to share educational information with our members.

Target date(s):

May 2015 (one new group)

May 2016 (one new group)

May 2017 (one new group)

Activity 2.2.2

Contact other professional associations (e.g., Diabetes Association, Heart and Stroke Foundation) to encourage sharing of information about oral/systemic links.

Target date(s):

May 2017 (one new group)

May 2018 (one new group)

May 2019 (one new group)

Activity 2.2.3 - removed

PRIORITY 3:

ENHANCE PUBLIC AWARENESS OF DENTAL HYGIENE AND ITS CONNECTION TO OVERALL HEALTH WHILE ADVOCATING FOR ACCESS, CHOICE AND AFFORDABILITY.

OBJECTIVE 3.1 *BUILD RELATIONSHIPS.*

Activity 3.1.1 - removed

Activity 3.1.2

Develop a list of organizations and contacts.

Target date(s):

list of organisations to consider November 2016

list of contacts November 2017

Activity 3.1.3

Develop standardized “lay-level” presentations that connect oral health and overall health.

Target date(s): November 2018

OBJECTIVE 3.2 *REINFORCE THE ROLE OF DENTAL HYGIENE.*

Activity 3.2.1

Promote dental hygiene to other health professions through their newsletters using articles, advertorials and or advisories

IOS:

- *Promote dental hygiene and the role of dental hygienists to one other health profession in each of 2015, 2016, and 2017*

Activity 3.2.2

Public awareness campaign messages continue with access, choice, affordability, connection to overall health.

IOS:

- *Engage in a public awareness campaign that results in a reach or impressions of 500,000 in each of 2015, 2016, and 2017*