

## Vision

A future of sexual and reproductive choice, freedom and possibilities.

## Mission

We are a pro-choice community health centre that advances and advocates for the sexual health and health & wellbeing of youth.

expand our reach to youth who need it most

youth centred design

redefine and expand the sexual health movement in toronto

organizational excellence

### Youth/Stakeholders

provide the right service to the right person at the right time

embody youth centred design

advance, influence & inform the sexual health dialogue

facilitate youth leadership

build our reputation as a trusted organization

### Learning and Growth

maximize use of technology

pursue professional development and training

engage in community based research

strengthen partnerships and alliances

### Internal Processes

cultivate innovation

operationalize ppt's brand

maximize use of resources

### Financial Stewardship and Accountability

demonstrate our contributions to the healthcare system

identify and develop new sources of revenue

**Sexual Empowerment Through Fearless Leadership**

# Strategic Objectives 2018 Refresh

This document provides a definition for each Strategic Objective as shown on the Strategy Map.

## YOUTH/STAKEHOLDERS

**Provide the right service to the right person at the right time.** We will conscientiously seek to identify the sexual and reproductive health needs of youth facing barriers to access. Using a health equity framework, we will deliver the right services and programming at the right time in the right place to youth, prioritizing youth that are risk of poor health outcomes. We will do this by being on the cutting edge of technology and by providing innovative programming and services that embody the principles of health equity and the model of health and wellbeing.

**Integrate youth centred design principles.** We will ensure that youth centred design principles are integrated into services and programming. We will create opportunities for youth to be engaged, involved in decision making and have the skills necessary for full participation.

**Advance, influence & inform the sexual health dialogue.** Communicate PPT's values and positions in the right places at the right times to have a positive impact on sexual and reproductive health for youth.

**Facilitate youth leadership.** We will facilitate opportunities for youth to become leaders in sexual and reproductive health by creating new ways to engage youth in the sexual health movement.

**Build our reputation as a trusted organization.** We want staff, volunteers, clients, funders, partners to trust in our ability to deliver on our commitments. We will increase employee engagement and have high levels of client and participant satisfaction.

## LEARNING AND GROWTH

**Strengthen partnerships and alliances.** We will strengthen and develop our partnerships to advance our mission. We will seek new partnerships and alliances that:

- Work with youth who face barriers to access and/or are at risk for poor health outcomes
- Embrace youth centred design
- Advocate for sexual and reproductive health

**Pursue professional development and training.** We will seek out professional development, training and mentorship opportunities that enable staff and volunteers to realize our strategic plan and further our mission. In order to be successful we recognize that health equity and youth centred design will be central to the training and development plan.

**Engage in community based research.** We will engage in sexual and reproductive health research that will inform our ability to meet the needs of youth.

**Maximize the use of technology.** Leverage information technologies and social media by developing robust IT, social media and energizing technology strategies for the organization

**INTERNAL PROCESSES**

**Operationalize PPT’s Brand.** Ensure that the brand guidelines are consistently applied throughout the organization and that the brand proposition informs everything that the agency is doing, saying and creating.

**Maximize use of resources.** We will improve and make better use of our building, staffing resources and financial resources.

**Cultivate Innovation.** We will nurture leadership, we will try new things, we will take calculated risks and encourage a culture of failing forward, we will embrace change and we will strive to continuously improve.

**FINANCIAL STEWARDSHIP AND ACCOUNTABILITY**

**Demonstrate our contributions to the health care system.** Determine opportunities to align with the provincial health care agenda and funder priorities.

**Identify and develop new sources of revenue.** We will ensure that the organization is sustainable and able to grow. Where possible, we will objectively examine our resources to ensure that they are maximized and align with our strategic goals. We will develop and implement a resource development plan that will include increasing a broad spectrum of support from a variety of donor types.