

# Keystone Child Youth and Family Services

Strategic Plan  
2024-2027



## OUR VISION

Inspired people. Resilient families. Empowered young people. Healthier together.

## THE MISSION

Ensuring excellence in health and mental wellness services with integrity and care for children, young people, and their families.



# Core Values: Keystone is CARING

Keystone has long demonstrated its CARING and commitment to the communities of Grey and Bruce counties. The team values:

**C**ompassion

**A**ccountability

**R**esponsiveness

**I**nclusivity

**N**avigation

**G**rowth Mindset



# Core Values: CARING in Action

- ***Compassion:*** We observe, listen, and collaborate to help children, young people, and families to be healthy, hopeful, and well.
- ***Accountability:*** We honour our commitments with truthfulness, sincerity, and integrity.
- ***Responsiveness:*** We are nimble and flexible; adaptive and dynamic in delivering timely services and solutions for clients.
- ***Inclusivity:*** We foster a diverse, equitable, safe, and inclusive culture, space, and services for all.
- ***Navigation:*** We navigate the path forward to help clients and colleagues get the right information for the right service at the right time.
- ***Growth Mindset:*** We embrace opportunities to learn, improve and evolve with humility.



# Goal 1: Achieve Service Excellence in Child and Youth Mental Health and Wellness

## *Strategic Objectives:*

- Realign programs and services to be a leader in timely access to 0-17 wholistic prevention and treatment.
- Achieve accreditation with exemplary standards.
- Advocate shoulder to shoulder with clients and families for the needs of children and youth at every table.
- Ensure compassionate, responsive service design.
- Deliver innovative, evidence-based, and high-quality care.



# Goal 2: Strengthen our Partnerships; Deepen our Relationships.

## ***Strategic Objectives:***

- Expand inclusivity across all dimensions (IDEA).
- Ensure meaningful engagement with clients and families to co-design a new service delivery framework, (e.g., co-location, rotational presence, hub and spoke model, and virtual).
- Collaborate with system partners to enhance existing and develop new pathways for best in class, seamless access to services across Grey and Bruce counties.
- Be the model for Lead Agencies in engagement with interested and affected parties, with a particular focus on rural system design.



# Goal 3: Build on Our 50-Year Legacy

## *Strategic Objectives:*

- Revitalize the workplace culture with renewed commitment to corporate values, safe and inclusive workplace, recruitment/training/retention, professional development, and service excellence.
- Re-energize the look, feel and presence of Keystone in the community.
- Modernize our operations and organizational processes.
- Focus on communications, both internal (within and across teams) and external (brand recognition).
- Redevelop the physical infrastructure, e.g., focus on a new Live-in Treatment facility.
- Make Keystone a donor recipient of choice.

