**STRAategic Plan 2022-2027**

**Our mission** is to advance public health through research excellence.

We are a research institute that champions research to promote population health and high-quality sustainable health care for all.

Our role is to support academic scholars to tackle public health challenges, bringing them together with health practitioners, citizens, governments, businesses, and non-governmental organizations when collective action is required.

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### Better Health Care

**Our goal is to transform health care so that sustainable high quality health care is available to all people.**

a. Focus area: Learning health systems
   i. Strategy: Establish a health system partnered program to embed research into health care delivery to foster continuous quality improvement and innovation.

b. Focus area: Digital health
   i. Strategy: Expand our capacity to adapt, evaluate and implement digital technologies for better health care.

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### Healthier Populations

**Our goal is to improve health equity and the conditions that determine health**

a. Focus area: Equity
   i. Strategy: Establish a health equity hub that fosters collaborative intersectional research to address the upstream determinants of population health inequities.

b. Focus area: Prevention
   i. Strategy: Enhance research that examines the underlying causes of morbidity and mortality in populations across all ages and that identifies and accelerates the use of prevention strategies to improve population health.

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### Thought Leadership

**Our goal is to solve complex public health challenges with great ideas and resolve.**

a. Focus area: Knowledge exchange
   i. Strategy: Establish a knowledge exchange strategy that brings academic scholars together with citizens, health practitioners, governments, businesses, and non-governmental organizations to collectively tackle public health challenges.

b. Focus area: Innovation
   i. Strategy: Grow a public health innovation ecosystem to increase the impact of our research.

c. Focus area: Evidence informed policy
   i. Strategy: Bring geographically distributed experts together into a virtual health policy centre to advance evidence informed considerations of health in all policies.
a. Focus area: Increase capacity for research excellence and public health impact
   i. Strategy: Optimize programs and services
   ii. Strategy: Lead and support talent recruitment, development, and sustainability initiatives so that members can build on their own success and the success of the institute.

b. Focus area: Enhance the value of membership
   i. Strategy: Increase member engagement by aligning our goals, programs and services with member needs.

c. Focus area: Strategic investment
   i. Strategy: Acquire and allocate resources to maximize impact.

Organizational Enablers

- **Community**: We are one community that supports each other
- **Partnerships**: We foster strong relationships with health practitioners, citizens, governments, businesses, and non-governmental organizations to maximize our impact
- **Funding**: We establish diverse and effective funding programs to support our people
- **Programs and Services**: We allocate resources towards achieving research excellence and public health impact

Our Values

- **Collaboration**: Nurturing transdisciplinary approaches
- **Courage**: Tackling the most difficult problems
- **Engagement**: Prioritizing citizen and patient engagement
- **Innovation**: Inspiring creative solutions to complex problems
- **Integrity**: Building trust through honest, open, and ethical work
- **Plurality**: Embodying equity, diversity, and inclusion in our people, principles and actions