

We are a public health registered charity, and independent non-governmental organization, supporting and implementing evidence-based work that has an immediate impact on the health of people in British Columbia (BC). We convene, collaborate, and leverage relationships with partners, and we develop programs and projects grounded in the public health priorities facing our province, to drive innovative research, practice, and policy solutions that advance population health outcomes. We work in partnership with, but distinct from, the BC Centre for Disease Control (BCCDC), as well as the broader public health sector and communities in BC, to improve population health in our province and beyond. Our unique and nimble role allows us to bring together philanthropy, funding, partnerships, engagement, and advocacy to achieve our mission, and advance our vision.

*We envision
a healthier, safer,
more equitable
future for all.*

OUR CONTEXT

Public health focuses on the health of populations, communities, and groups as a whole, on the promotion and protection of health and wellbeing, and the prevention, monitoring, and control of diseases and injuries. The public health system addresses [broad determinants of health](#) and [equity](#) to effect lasting, systemic change.

In the midst of two concurrent public health emergencies—the pandemic and the toxic drug poisoning crisis—British Columbians recognize and value public health leadership more than ever before, and the need for us all to share responsibility for protecting the health of our population. The pandemic, in particular, has made it even clearer how critical a proactive, preventative, and well-funded approach to public health is for the safety and wellness of our communities.

Chronic under-investment in public health means that vital programs—capable of improving health, equity, and resilience of our communities—rarely reach their full potential. While acute healthcare is critically important to take care of people who become ill or injured, often initiatives are reactive, less capable of meeting the larger need, and are focused on treatment after the fact, rather than preventing health issues in the first place. Population health strategies, on the other hand, are proactive, addressing the root causes of issues—this means [moving upstream](#) to stop something before it happens—and this is what enables us to put [the healthy human](#) at the centre of everything we do.



Our current operating context includes a health system that is stretched, an increasingly higher cost of living, exacerbated inequities due to the pandemic, systemic barriers, and other factors, that combine to create a challenging environment for charities seeking to recruit and retain staff, secure and retain long-term donors, provide critical programming, and achieve sustainability.

Our current context also includes a collective commitment to Indigenous rights, truth, and reconciliation, addressing systemic racism and other inequities, an awareness of how and why public health is critical to the health and safety of our future, and publics who are engaged and taking control of their own health, and the health of our planet. These factors combine to create an opportunistic environment for charities to undertake transformative work through a new lens that focuses on collaboration, social justice, and innovative, purpose-driven programming.

As the determinants of health are intersectional, public health must take a broad, collaborative approach. This means we have a responsibility to work together, across sectors, and to develop, convene, and support innovative, evidence-based, and solutions-focused programs and projects to advance public health. To do this, we are pleased to launch our new three-year strategic plan, through which we will continue our work to [reduce harms, address threats, promote health, and drive innovation](#), in order to protect the health of British Columbians now, and as we strive for a future where everyone has access to fair opportunities to achieve good health outcomes.

OUR MISSION: To be a leader in public health philanthropy, engaging and investing in innovative, collaborative, and evidence-based initiatives that improve population health

OUR STRATEGIC DIRECTIONS



Raise the profile of public health, emphasize the role we play, and enhance the value we bring to the system.



Refine, strengthen, and mobilize our programs in partnership with the BCCDC, the broader public health sector, and community.



Enhance organizational sustainability.

OUR IMPACT



HEALTH EQUITY

Health equity is advanced in BC.



COMMUNITY RESILIENCY

A positive impact on community resiliency.



POPULATION HEALTH

Demonstrated and measurable population health improvement.

OUR VISION: A healthier, safer, and more equitable future for all.

OUR PRIORITY ACTIVITIES

Our activities are developed to advance key outcomes that will have demonstrated impact for BC.



Raise the profile of public health, emphasize the role we play, and enhance the value we bring to the system.

- Engage with the public, donors, partners, and community.
- Engage with BC's public health system.

Outcomes

- We are a brand people recognize, respect, trust, and support.
- Public health becomes more recognized as a cause.
- We support and are integral to the broader public health system.
- Health authorities and public health stakeholders have a better understanding of our purpose.
- We are part of the solution and have an impact on policy and practice.



Refine, strengthen, and mobilize our programs in partnership with the BCCDC, the broader public health sector, and community.

- Select and pursue equity-driven initiatives that reduce harms, address threats, promote health, and drive innovation where we can maximize public health impact.
- Advance evidence-based activities.

Outcomes

- Our priorities are driven by lived experience and evidence.
- We demonstrate short-term tangible results and long-term impact on public health through investments that translate research into action and positively change health outcomes.
- We are part of a collaborative collective proactively working towards public health solutions.



Enhance organizational sustainability.

- Diversify and grow our fundraising portfolio to meet program needs.
- Stabilize and enhance operations and governance.

Outcomes

- Predictable, responsive, and diversified funding streams.
- Donors, funders, partners, government, and the public feel part of the solution.
- We have organizational resilience.

Over the coming years, we commit to advancing the health of the population through our equity- and solutions-focused public health programs, partnerships, and activities. As a small organization, we are already making a very big impact on public health. Through this three-year strategic plan, we will leverage our momentum to tackle the biggest health crises BC is facing, advance equity for those made vulnerable by systemic barriers and determinants of health, choose transformative work and partnerships to support stronger public health research, practice, and policy, and ensure that public health receives the awareness, investment, and priority that will enable improved health for all. *Today, and tomorrow, we remain committed to our directions, guiding principles, and mission in order to achieve our vision of a healthier, safer, and more equitable future for all.*