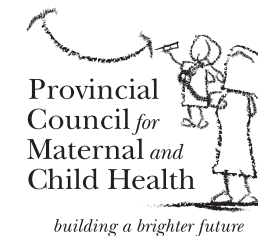


PROVINCIAL COUNCIL FOR MATERNAL AND CHILD HEALTH

2024 – 2029 STRATEGIC PLAN



OUR VISION

Optimal health and wellness for all pregnant women and individuals, newborns, children, youth and their families in Ontario.

OUR MISSION

To improve health outcomes and reduce inequities through effective leadership, collaborative partnerships and the use of evidence.

OUR VALUES

Collaborative | Responsive | Inclusive
Innovative | Evidence-Based

OUR STRATEGIC PRIORITIES



DRIVE SYSTEM IMPROVEMENT

PCMCH will:

- Bring relevant sectors together to address pressing provincial issues, needs, and equity concerns
- Enable and support regional networks to identify and implement care improvements within their regional and local contexts
- Develop a framework to understand, monitor, and report on quality and system performance



USE EVIDENCE TO ENHANCE EXCELLENCE IN CARE

PCMCH will:

- Assess where evidence and data are adequate and accessible, and where data improvement is needed
- Identify critical gaps in the system and co-design guidance to address these gaps and improve care delivery for the populations we support
- Support the implementation of best practices and other guidance to improve the quality of care, health outcomes, and experiences in Ontario



GUIDE THE SYSTEM THROUGH INFLUENCE

PCMCH will:

- Identify, advise and make recommendations on system design, planning and priority setting
- Strengthen partnerships with government and other organizations
- Unite organizations and sectors under a collective vision for the future of care for pregnant women and individuals, newborns, children, and youth

OUTCOMES

THROUGH OUR ACTIONS, PCMCH AIMS TO ACHIEVE THE FOLLOWING OUTCOMES

- Improved and more equitable access to care across Ontario
- Improved transparency and reporting
- Improved quality of care, health outcomes, and experiences
- A more coordinated and efficient system
- Greater awareness and prioritization of pregnancy, newborn, child, and youth health