



# LUNG SASK

Collaborate. Innovate. Inform.

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# INTRODUCTION

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**The foundation of *Collaborate. Innovate. Inform.*** was originally born out of need for the Lung Saskatchewan to maintain impact and sustainability during the pandemic in 2020-2021 while asserting itself as an identified leader and highly trusted source of lung health information and support. This new plan now builds in to a longer horizon of planning and charts the course for the organization for the next three years.

Lung Saskatchewan supports, collaborates with, and serves an expansive lung health community in Saskatchewan, and now reaches across Canada in the areas of health care professional education and radon.

Our communities include, but are not limited to:

- People experiencing lung diseases
- Health care professionals
- Researchers
- Donors and corporate sponsors
- Volunteers
- Allied health partners (health regions, academic institutions, pharmaceutical companies, other health charities)
- Municipal, provincial, and federal governments
- People searching for information about Sanatoria
- People concerned about lung health
- People at risk of threats to lung health

Throughout 2021 and 2022, we engaged the communities we serve in order to create a plan that is bold, yet achievable, and is one where all communities can see themselves. We heard and built upon the following:

- Lung Saskatchewan is a trusted as an evidence based educator
- Lung Saskatchewan is responsive to shifting needs
- The reach and impact of the organization goes beyond Saskatchewan
- Lung Saskatchewan is a primary facilitator and provider of support
- Lung Saskatchewan is embracing Indigenous perspectives and awareness

# WHO ARE WE?

## Mission, Vision, Commitment and Guiding Principles

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### LUNG SASKATCHEWAN IS A TRUSTED PARTNER IN LUNG HEALTH

- An educator on lung diseases and threats to lung health.
- An advocate for policies that protect lung health.
- An investor and participant in lung health research and care.
- A source of information and support on a lung health journey.

### OUR MISSION

To improve lung health one breath at a time.

### OUR VISION

Healthy lungs for everyone.

### OUR COMMITMENT

Improving respiratory health and quality of life through evidence-based education, research, health promotion and advocacy.

### OUR GUIDING PRINCIPLES

- We value integrity, transparency and fiscal responsibility.
- We treat every relationship with compassion, respect and dignity.
- We strive to be a partner in Reconciliation, Equity, Diversity and Inclusion.



*With Impact, Sustainability, and REDI (reconciliation, equity, diversity and inclusion) guiding our work, we aim to achieve the following:*

## **IMPACT**

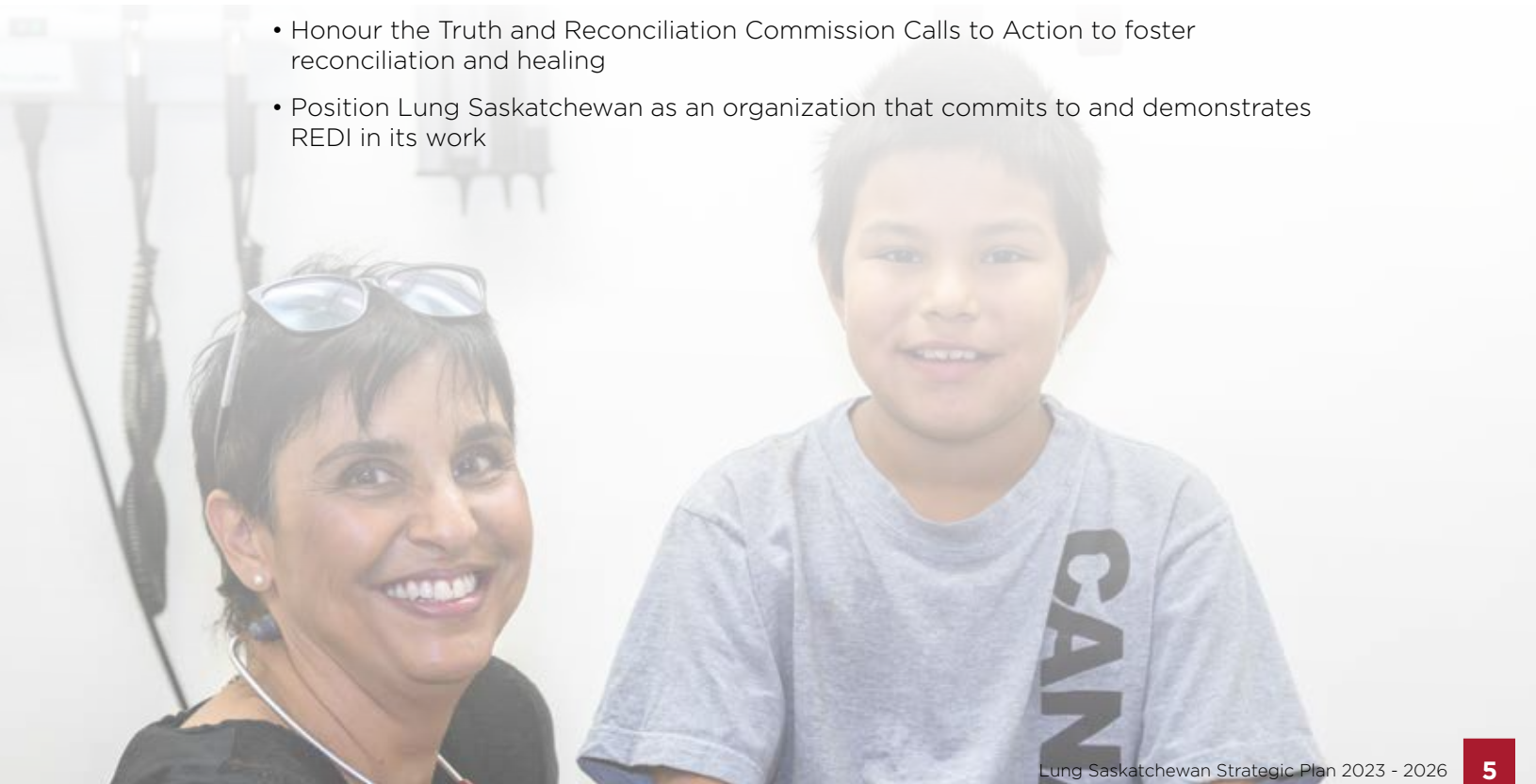
- Expand our capacity and reach through strategic partnerships
- Fund and translate research that brings value to the communities we serve
- Position Lung Saskatchewan as a primary resource for lung health information
- Position Lung Saskatchewan as a lead advocate for lung health at all levels of government
- Respond to the evolving needs of the communities we serve

## **SUSTAINABILITY**

- Grow revenue
- Practice fiscal responsibility
- Position Lung Saskatchewan as an employer of choice in the sector
- Create a positive experience for all consumers

## **RECONCILIATION, EQUITY, DIVERSITY AND INCLUSION**

- Honour the Truth and Reconciliation Commission Calls to Action to foster reconciliation and healing
- Position Lung Saskatchewan as an organization that commits to and demonstrates REDI in its work



# HOW WE WORK:

## Vision and Operational Integration

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Four pillars support the mission of Lung Saskatchewan: Research, Education, Government Relations, and Health Promotion.

Technology, fundraising, marketing and communications, and operational excellence span and support across all facets of the organization and are consistently being honed and evaluated to support each of the mission pillars.



# OUR GUIDE TO DECISION MAKING AND DIRECTION:

## Mission Matrix

MISSION PILLAR	COLLABORATE	INNOVATE	INFORM
<b>RESEARCH</b>	We seek input from health care professionals and patients in order to invest in projects that will deliver the greatest impact.	We are bold in our pursuit of partnerships and opportunities that expand the scope of our work and leverage our investment.	We communicate research opportunities and outcomes across all mediums.
<b>EDUCATION</b>	We build partnerships to offer the most timely and relevant education opportunities for our communities.	We are inclusive and deliver education in ways that respond to the needs of our audiences.	We deliver and provide education that is based on scientific evidence and cultural sensitivities.
<b>GOVERNMENT RELATIONS</b>	We partner with those who share our vision and strengthen our position in bringing solutions to government.	We pursue creative solutions that are data informed and target systemic issues.	We communicate the progress and impact of our advocacy efforts.
<b>HEALTH PROMOTION</b>	We develop partnerships that support our vision of clean air and healthy lungs for everyone.	We embrace modern engagement in order to expand our reach.	Our communication and resources inspire good lung health practices.

# PRIORITIES AND KEY OBJECTIVES

GOALS (STRATEGIC PRIORITY)	KEY OBJECTIVES WHAT WILL WE DO TO ACHIEVE THE GOAL?
<b>Impact</b>	
Expand our capacity and reach through strategic partnerships.	<ul style="list-style-type: none"> <li>I. Increase the strength and engagement of corporate, government, and individual partnerships (donors).</li> <li>II. Pursue new and audit existing partnerships with stakeholders</li> </ul>
Fund and translate research that brings value to the communities we serve.	<ul style="list-style-type: none"> <li>I. Invest and collaborate to best leverage dollars available to support research.</li> <li>II. Communicate research opportunities and outcomes to our communities.</li> </ul>
Position Lung Saskatchewan as a primary resource for lung health.	<ul style="list-style-type: none"> <li>I. Identify and establish priorities.</li> <li>II. Identify gaps in lung health information and service and finding a role for Lung Saskatchewan.</li> <li>III. Increase awareness of resources to support those on a lung health journey.</li> <li>IV. Deliver and provide lung health information that is based on scientific evidence and cultural sensitivities.</li> <li>V. Harness technology to create a seamless experience for consumers.</li> </ul>
Position Lung Saskatchewan as a lead advocate for lung health at all levels of government.	<ul style="list-style-type: none"> <li>I. Identify and establish priorities.</li> <li>II. Partner with likeminded organizations in advocacy efforts.</li> <li>III. Address health system gaps and threats to lung health through advocacy efforts.</li> </ul>
Respond to the evolving needs of the communities we serve.	<ul style="list-style-type: none"> <li>I. Evaluate programs and initiatives, to balance community needs with organization resources.</li> <li>II. Offer ongoing opportunities for feedback and engagement.</li> </ul>



GOALS (STRATEGIC PRIORITY)	KEY OBJECTIVES WHAT WILL WE DO TO ACHIEVE THE GOAL?
<b>Sustainability</b>	
Grow revenue	<ul style="list-style-type: none"> <li>I. Diversify and invest in proven revenue streams, products, and services.</li> <li>II. Explore new streams and pursue opportunities that align with mission, value, and fiscal responsibility.</li> </ul>
Practice fiscal responsibility	<ul style="list-style-type: none"> <li>I. Evaluate organizational and financial efficiencies.</li> <li>II. Develop long term planning and manage resources to ensure longevity of organization.</li> <li>III. Identify granting and other opportunities (volunteer) to supplement programs and services.</li> <li>IV. Identify risks and engage in scenario planning.</li> </ul>
Position Lung Saskatchewan as an employer of choice in the sector.	<ul style="list-style-type: none"> <li>I. Ensure that total compensation remains competitive in the sector.</li> <li>II. Invest in professional development for volunteers and staff.</li> <li>III. Practice a culture of continuous coaching, transparency, and feedback.</li> <li>IV. Drive a healthy workplace culture that fosters growth and that aligns with the values of Lung Saskatchewan.</li> </ul>
Create a positive experience for all consumers.	<ul style="list-style-type: none"> <li>I. Harness technology to create a personalized experience for consumers.</li> <li>II. Empower staff and volunteers to deliver and prioritize a positive experience for consumers.</li> </ul>
<b>Reconciliation, Equity, Diversity and Inclusion (REDI)</b>	
Honour the Truth and Reconciliation Calls to Action to foster reconciliation and healing.	<ul style="list-style-type: none"> <li>I. Understand and identify where Lung Saskatchewan can have impact on the Truth and Reconciliation Calls to Action.</li> <li>II. Create meaningful partnerships whose work can positively affect survivors of colonization, residential schools, Indian Hospitals and Sanatoria.</li> <li>III. Share organizational history in a way that recognizes and respects Indigenous people.</li> <li>IV. Embrace learning and understanding of Indigenous cultural practices and experiences within the context of lung health.</li> </ul>
Position Lung Saskatchewan as an organization that commits to and demonstrates REDI in its work.	<ul style="list-style-type: none"> <li>I. Embrace learning, understanding, and balance of REDI practices and experiences within the context of lung health.</li> <li>II. Deliver mission activities that best support the communities we serve and balances REDI practices in its work</li> </ul>

# THREE YEAR TARGETS

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## RESEARCH

- Invest \$300,000 in research in priority areas including: Threats to Lung Health (Radon, Vaping, Smoking) and Lung Diseases (Asthma, COPD, Infectious Respiratory Diseases, Sleep Apnea, and Interstitial Lung Disease)
- Engage the communities we serve to inform research we invest in.

## EDUCATION AND HEALTH PROMOTION

- Be recognized as one of Canada's premiere agencies for health professionals pursuing continuing education in lung health.
  - Nationally, RESPTREC is recognized for its comprehensive respiratory training for Health Professionals in Canada by showing a 20% growth in registrations.
  - Virtual learning opportunities for HCP's will show a nation-wide growth of 10%.
- Serve as Saskatchewan's premiere agency for education and support in threats to lung health and lung disease.
  - The helpline is fully funded and support is expanded to include virtual support.
  - Support groups grow by 10%.
  - Public/patient/caregiver education reach shows a provincial growth of 10%.
- Increase the number of homes tested for Radon by 15%.

## GOVERNMENT RELATIONS

- Work with government to enhance lung health by:
  - Identifying recommendations for service, policy, bylaw, and legislative changes.
  - Securing funding from Government to support lung health programs.

## ORGANIZATION

- Be an organizational leader in the charitable sector in the following key areas:
  - As an employer
  - With our communities
  - As an ally in reconciliation, equity, diversity, and inclusion
- Achieve annual revenue of \$2.5 million.
- Increase on-line engagement by 25%.





ONE LIFE  
ONE BODY  
ONE CHANCE





# LUNG SASK

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