



Compassionate Care Centre
comfort for the grieving hearts

2022 – 2026

**STRATEGIC
PLAN**



2022 – 2026 Strategic Plan



Mission

Making life better for people dealing with illness, grief, loss and life's challenges.

Vision

To promote health by operating a grief and cancer centre that provides high quality, personalized non-medical support services that enhance the quality of life for people and families facing illness, death, grief, loss and life's challenges.

Compassionate Care Centre

Making life better for people dealing with life's challenges.

Grief Centre

- Private Counselling
- Child, Youth & Family Program
- Grief Groups
- Grief Café
- Compassionate Neighbors Program
- Community Outreach Services
- Compassionate Works Program

Cancer Centre

- Private Counselling
- Cancer Support Groups
- Educational & Wellness Services
- Look Good/Feel Good Program
- Practical Support Services
- Legacy & Life Reflections
- Palliative Care & MAID Support



Canadian Cancer Statistics

2021

43% of Canadians will be diagnosed with cancer during their lifetime

The rate of new cancer cases increases substantially with age.



Cancer – NB Realities



- ▶ New Brunswick has the 3rd highest cancer rate in the country
 - Highest rates of newly diagnosed breast and lung cancer in the country
 - Highest rates of smokers in the country @ 22% of the population
 - Only 36% of New Brunswickers report having 5 daily servings of fruits/vegs – National Average is 40%
 - Activity level of New Brunswickers is 25% - One of the lowest in the country
 - Highest obesity rates in the country at 59%
- ▶ 669 out of 100,000 people will develop cancer in NB = 5,200 cases annually in NB
- ▶ 271 out of 100,000 people will die from cancer in NB = 2,110 deaths annually in NB
- ▶ 37% of New Brunswickers are age 55 or older

Cancer – Saint John Realities

- ▶ Excellent medical services available at the Oncology Department of the Saint John Regional Hospital - chemotherapy, radiation therapy, clinical trials and stem cell therapy
- ▶ Excellent breast health services at St. Joseph's Hospital – screening, early diagnosis and support group for women diagnosed with breast cancer
- ▶ Saint John office of Canadian Cancer Society – cancer support services only available on line through the national office
- ▶ Y Stay Strong Program - 12-week, free exercise program at the YMCA of Greater Saint John for all ages undergoing chemotherapy, radiation and hormonal therapy treatment for various cancers to minimize the negative side effects that people experience from cancer treatments.

Cancer Survey



- ▶ 100 select people polled
- ▶ 17% response rate
- ▶ 88% of respondents have had or have known someone diagnosed with cancer
- ▶ 94% said there are not enough non-medical support services in SJ to help people on the cancer journey
- ▶ 100% said our region would benefit from a community Cancer Centre that could provide comprehensive programs and services to support people on the cancer journey

Survey Details



Top 3 Cancer Counselling Services Needed

1. Adult
2. Family
3. Children and Youth

Top 3 Cancer Support Groups Needed

1. Living with Cancer
2. Support for Caregivers
3. Virtual Groups

Top 3 Additional Services Needed

1. Healthcare Navigation
2. Nutrition Classes
3. Wellness Workshops

Survey Details



Top 3 Complimentary Therapy Services Needed

1. Message Therapy
2. Music Therapy
3. Meditation

Top 3 Feel Good/Look Good Services Needed

1. Wigs/Headwear
2. Massage Services
3. Make-Up Services

Top 3 Practical Support Services Needed

1. Drives to and from appointments
2. Housekeeping Support
3. In-Home Personal Care Support

Top 3 Cancer Grief and Loss Services Needed

1. Individual Counselling
2. Grief Groups
3. Palliative Care and MAiD Information and support

2022 – 2026 Strategic Priorities

Areas of focus to achieve the mission and vision



- 1. Research and Development** – Investigate non-medical cancer centres and support services to establish programming and operationalize a comprehensive non-medical cancer centre
- 2. Organizational Excellence** – Maintain and grow a high functioning, well resourced, successful organization.
- 3. Program Excellence** – Comprehensive non-medical programs and services that deliver a quality client experience for people living with illness, loss and life's challenges.

2022 – 2026 Strategic Priorities

Areas of focus to achieve the mission and vision



4. **Donor and Business Development** – Develop and grow key relationships that support organizational and financial success.
5. **Financial Stability** – Build and grow a diversified revenue base to support operational costs and sustainability.
6. **Profile and Partnerships** – Build and grow key community partnerships and enhance our profile.