



Toward Common Ground

STRATEGIC PLAN

VISION

Everyone in Guelph & Wellington is healthy and thriving

MISSION

We identify needs and take collective action that improves the lives of people in Guelph & Wellington.

PATHWAYS

Pathways describe the mechanisms that we use to affect change.

1. **Data and research:** We centralize, use, produce and make sense of data and research to support evidence-informed action.
 2. **Collective action:** We champion and support collective action in response to shared need.
-

STRATEGIC DIRECTIONS 2020 TO 2023

1. Build resilience (increase protective factors and decrease risk factors)
 2. Increase equity¹ and remove barriers to wellbeing
 3. Support the collection, sharing and use of good data and information about wellbeing strengths and challenges
 4. Identify and promote opportunities for stakeholders to work together in more connected and aligned ways
-

¹ Equity is the absence of avoidable, unfair, or remediable differences among groups of people, whether those groups are defined socially, economically, demographically or geographically or by other means of stratification. "Health equity" or "equity in health" implies that ideally everyone should have a fair opportunity to attain their full health potential and that no one should be disadvantaged from achieving this potential. Source: https://www.who.int/topics/health_equity/en/

THEORY OF CHANGE

- By tracking trends and knowing the community that we serve, we have **insight** into strengths gaps and needs.
- By centralizing, producing, using and making sense of local data and research, we have **empirical evidence**.
- By representing diverse organizations and sectors and being part of many initiatives and conversations, we have **relationships**.



- We use our **insights, empirical evidence** and **relationships** to seize opportunities to champion and support **strategic action** that improves the wellbeing of people in G&W

HOW DO WE INTERVENE?

In general, Toward Common Ground supports **collaborative** initiatives or interventions that work on “systems”. That is, TCG supports systemic change and/or the system of services that support social and health wellbeing in Guelph and Wellington. In some cases, there may be a focus on the community’s overarching value and beliefs. In all cases, meaningful change at any level should lead to meaningful impact in the lives of people who live in our community.

