

Community Links Strategic Plan 2019 - 2024

Vision, Mission, and Values

Vision:

All Nova Scotians can age well in their communities.

Mission:

Community Links is a province wide organization that promotes and supports age friendly communities by connecting individuals and organizations.

Values:

Collaboration, inclusion, respect, equity, compassion, transparency, accountability and engagement.

Strategic Goals and Objectives:

1. **Knowledge Exchange:** Raise awareness of aging well issues and resources through communication, information exchange and promotion.
 - Provide information about issues affecting older adults, programs and services.
 - Offer training sessions, workshops and interactive presentations.
 - Review and revitalize Community Links' communications strategies to strengthen knowledge exchange.
2. **Capacity Building:** Build skills, resources and partnerships to increase engagement of older adults in their communities.
 - Support Community Links' Coalitions in planning and carrying out community initiatives.
 - Promote and support engagement among older adults in recognition of their essential role in supporting healthy, age friendly communities
 - Engage with key partners and stakeholders in furthering work on issues affecting older adults.
 - Provide opportunities for older adults to become and remain active and involved in their communities.
 - Promote and engage in Age Friendly Communities planning work.
3. **Advocacy:** Encourage policy development and increase public awareness of aging related issues.
 - Use our position at the local level to work with seniors groups and support Coalitions to address local and regional concerns.
 - Collaborate with a broad set of partners to support and influence public policy in the province.
 - Establish relationships with municipal units.