

# Strategic Plan - summary

2023-2028



## **Land acknowledgement**

The CPBF head office is located on Treaty 13 territory, home to the Mississaugas of the Credit, the Anishnabeg, the Chippewa, the Haudenosaunee and the Wendat peoples and is now home to many diverse First Nations, Inuit and Métis peoples. We note Treaty territory to recognize, reflect and actively participate in reconciliation with the Indigenous peoples on whose land we work and live.

## **Executive Director Message**

As parents of children born preterm, we know how hard it is, not just to adjust to the reality of life in the NICU, but also to deal with the long-term impact of prematurity on our children, on ourselves, and on our families.

The journey of prematurity is one filled with uncertainties, but it is also a testament to the power of love, hope, and the human spirit.

Our commitment goes beyond the NICU doors. We will continue to be a source of strength, knowledge, and guidance as our children grow and face new milestones and challenges.

It has been a privilege to support this community.

*Fabiana Bacchini*

# Guiding Principles

Our **VISION** is a brighter future for all premature babies and their families.

Our **MISSION** is to empower families of premature babies every step of the way, through support and education.

Our **COMMITMENT** is:

- To play a significant role in the Canadian healthcare landscape, working collaboratively with different stakeholders and organizations.
- To elevate Canada's understanding of prematurity, to advocate for the rights of every preterm baby and for families to get the support and care they need to thrive.
- To ensure that family voices are represented in research.

## Focus areas

Support

Awareness-Advocacy

Education

Research



## Priority 1

### Support - Parental engagement

**Strategy:** Build capacity of graduate NICU Parents to collaborate in research, QI projects, represent CPBF across Canada, guide CPBF's development of educational materials and support, and engage in awareness and advocacy.

**Measure of success:** Parent-partner network growth across NICUs (level 2 &3). Parent participation at EPIQ-CNN working groups. CPBF parent representatives in every province.

**Big picture:** CPBF as a leader in parental engagement in and out of the NICU in all areas relevant to preterm birth

# The path forward

## Priority 2

### Awareness-Advocacy

**Strategy:** Work with stakeholders to identify areas of need. Create campaigns to raise awareness on important topics, disseminate knowledge, create *calls to action*, *policy briefs* and position papers when needed.

**Measure of success:** Policy and systems change

**Big picture:** Be the voice of preterm babies and their families. Elevate Canada's understanding of prematurity and its long-term impact. Ensure preterm babies and their families receive the care and support they need, when they need, where they need.

# The path forward

## Priority 3

### Education/Support

**Strategy:** Continue to develop evidence-based materials for families and healthcare providers and grow peer support for families in and out of the NICU. CPBF is committed to equity in the supports it provides.

**Measure of success:** use of materials across all NICUs, number of website visits and downloads, number of conferences CPBF presented, peer support group growth, number of hospitals requesting peer support training.

**Big picture:** Ensure families have access to evidence-based education to make informed decisions and access to peer support



# The path forward

## Priority 4

### Research - Partnerships

**Strategy:** Work collaboratively with researchers and health care providers to bring parents voices, experiences, and perspectives to the table nationally and internationally. CPBF and the involved parents should be valued and properly compensated to create a more equitable and effective environment.

**Measure of success:** Evidence of family voices represented in research projects and networks. Growth in our researcher network and families' participation in projects and publications

**Big picture:** More involvement leads to advancement in care and outcomes

# The path forward

## Priority 5

### Financial stability

**Strategy:** Diversify funding to sustain and expand the work of the organization by increasing awareness, building community giving donation campaigns, building partnerships, and identifying grant opportunities that align with our mission.

**Measure of success:** Our mix of income sources will become more balanced

**Big picture:** CPBF will endeavor to be financially stable.

## Acknowledgement

### Board Of Directors

Doris Dickson, MB

Yenge Diambomba, ON

Robin Hunter, ON

Karen Netzel, MB

Karen Beattie, ON

Jan Marin, ON

### Advisors

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