

## 2018-2021 Strategic Plan

**Promise:** Together, we build solutions to ensure the highest standards of care for Nursing Homes in Nova Scotia.

**Values:** Inclusive- Courageous- Supportive- Innovative- Accountable.

**Strategic Drivers:** We are driven by the desire to affect change; to build trust and confidence in Nova Scotians; to embrace innovation and change; to strengthen our knowledge; to advocate for residents, families and staff and to support the sector through a community of practice.

**Strategic Priorities:** Our priorities focus on building a sustainable Association that represents all Nursing Homes in Nova Scotia as their lead voice. These interconnected priorities will guide our work over the next three years.

Re-define our brand

- Elevate our profile

Lead advocacy for people  
who live and work in Nursing  
Homes

- Strengthen sector  
relationships

Create a thriving,  
collaborative membership

- Build a community of  
practice