

2025-2029 STRATEGIC PLAN



MISSION

Santé en français is the voice of Manitoba's francophone community, advocating for improvements in health and social services in French.



VISION

Manitoba's French-speaking community receives a full range of French-language health care services.



VALUES

Collaboration

Promote collaboration between the community and partners to build lasting relationships based on cooperation.

Innovation

Encourage the development of innovative solutions and models that address issues, needs and aspirations.

Fairness

Advocate for access to quality, safe, and equitable health and social services in French.

STRATEGIC PILLARS



PILLAR 1 ATTENTIVE AND SYNERGISTIC LEADERSHIP

- 1.1 Strengthening its presence in the health and social services community and decision-making arena
- 1.2 Expanding the use of evidence to enhance the user experience



PILLAR 2 CREDIBLE AND INFLUENTIAL SPOKESPERSON

- 2.1 Strengthening its advocacy role, with a view to protecting the rights and interests of Manitoba's francophone community in health and social services
- 2.2 Amplifying the community's voice in decision-making bodies
- 2.3 Contributing to innovation and improving system performance



PILLAR 3 HIGH-PERFORMING, AGILE ORGANIZATION

- 3.1 Ensuring stable funding
- 3.2 Stabilizing internal structures and building the new capabilities required

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PILLAR 1 ATTENTIVE AND SYNERGISTIC LEADERSHIP



Santé en français aims to assume a leadership role within its ecosystem by continuing to serve as a unifying force while growing closer to Manitoba's francophone community. This approach will not only allow the organization to more frequently inform the community about progress made but also increase its capacity to represent the interests, aspirations, needs and concerns of the community by being more present and responsive to identified issues.

Effective leadership requires enhanced visibility among various target audiences, including health care system users, decision-makers and service providers. The organization must reinforce its presence at community meetings to reaffirm its role.

Santé en français also intends to take a more active role in evidence collection and analysis, consulting with patients/users about their challenges and collaborating with service providers who are already gathering data.

To achieve its future goals, Santé en français will pursue the following strategies:

- 1.1 Strengthening its presence in the health and social services community and decision-making arena
- 1.2 Expanding the use of evidence to enhance the user experience

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PILLAR 2 CREDIBLE AND INFLUENTIAL SPOKESPERSON



Santé en français works to make health and social services accessible to the French-speaking community. The organization aims to take a more active role in decision-making by influencing provincial decision-making bodies, which can only be achieved through a stronger presence and enduring relationships with various departments. Santé en français also seeks to leverage intergovernmental relations to address certain cross-sectoral French-language health issues. The organization is committed to influencing provincial policies to protect the rights and interests of Manitoba's French-language health care system.

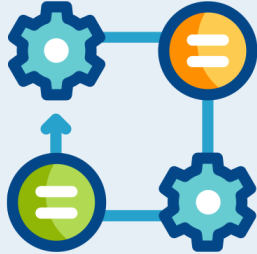
Since 2004, the government has recognized Santé en français as the francophone community's spokesperson for health and social services, a role that is also acknowledged and supported by our community partners. As the voice of the Franco-Manitoban community, Santé en français ensures the government hears the community's concerns regarding health and social services. The organization strives to strengthen the defence and protection of access to quality health and social services in French. This provincial role requires increased collaboration with all service providers across the province.

Additionally, Santé en français aims to enhance system performance by offering innovative solutions to key systemic challenges, in collaboration with the government and service providers. These solutions address issues such as complaint management, foreign qualification recognition, and health system navigation.

To achieve its future goals, Santé en français will pursue the following strategies:

- 2.1 Strengthening its advocacy role, with a view to protecting the rights and interests of Manitoba's francophone community in health and social services
- 2.2 Amplifying the community's voice in decision-making bodies
- 2.3 Contributing to innovation and improving system performance

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PILLAR 3 **HIGH-PERFORMING,** **AGILE** **ORGANIZATION**

With this new roadmap, Santé en français aims to stabilize its internal structures and build the new capabilities needed to reposition itself within the ecosystem. The organization primarily seeks greater predictability in its revenue and the human and financial resources it can rely on. It also intends to equip itself with the resources necessary to plan its operations over the medium term. One potential approach is to diversify funding sources by exploring new opportunities with other departments and entities.

Organizational capabilities remain a critical focus. Santé en français is committed to enhancing its capabilities, processes and tools to support the implementation of strategic directions, while providing staff with efficient and effective approaches and methods.

To achieve its future goals, Santé en français will pursue the following strategies:

- 3.1 Ensuring stable funding
- 3.2 Stabilizing internal structures and building the new capabilities required