### 2022-2024 Strategic Plan: At-a-Glance

**Our vision** is a future without asthma.

**Our mission** is helping Canadians with asthma lead healthy lives through education, advocacy, and research.

**Our values** are Client Focused. We Listen. Caring/Compassionate. Collaborative.

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<th>Strategic Priority</th>
<th>Increase Asthma Canada awareness, education and health promotion nationally using all communication and media platforms.</th>
<th>Develop a responsive advocacy strategy that maintains progress to date and leverages opportunity to influence policy.</th>
<th>Expand asthma-related research and research opportunities.</th>
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| Goals to Deliver Strategy | • Become primary source of information/education for patients, families and caregivers of Canadians living with asthma following diagnosis.  
• Strengthen engagement with HCPs and front-line health care treating the asthma community.  
• Become a primary source of information for media on asthma-related issues. | • Provide a strong voice for chronic care issues.  
• Work with governments to address barriers to healthier lives for Canadians living with asthma.  
• Leverage partners, champions and coalitions for targeted and optimal advocacy opportunities. | • Develop a capacity-based research investment strategy.  
• Invest in research grants through partnerships or as other opportunities are presented.  
• Conduct psycho-social research to assess quality of life issues of people living with asthma. |
| What Success Looks Like in 3-5 Years | Asthma Canada continues to be the trusted choice for Canadians living with asthma, their families, and caregivers as well as media for asthma information and education. | Asthma Canada has increased government and public awareness of asthma health issues and patient care. | Asthma Canada is a funder/partner in a total increased number of research ventures (grants, student awards and psycho-social) than in the previous 3-5-year period. |