



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.

Strategic Priority	Increase Asthma Canada awareness, education and health promotion nationally using all communication and media platforms.	Develop a responsive advocacy strategy that maintains progress to date and leverages opportunity to influence policy.	Expand asthma-related research and research opportunities.
Goals to Deliver Strategy	<ul style="list-style-type: none"> • 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. 	<ul style="list-style-type: none"> • 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. 	<ul style="list-style-type: none"> • 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.