



NOVA SCOTIA
THERAPEUTIC RECREATION
ASSOCIATION

Strategic Plan 2019 – 2022

Developed by:

Nova Scotia Therapeutic Recreation Association Board of Directors

May 2019

Vision Statement

Therapeutic recreation is vital to the health and wellbeing of Nova Scotians and is accessible to all.

Mission

The Nova Scotia Therapeutic Recreation Association is the professional association for the field of therapeutic recreation in Nova Scotia. It exists as a community of recreation therapy professionals; supporting, guiding and enhancing practices for therapeutic recreation. In pursuit of this The Nova Scotia Therapeutic Recreation Association focuses on:

- Advocacy to government and other organizations;
- Education and learning;
- Building connections within and around the profession;
- Standards of service and practice.

Values and Beliefs

Evidence	Evidence should guide all our actions and decisions.
Collaboration	Nova Scotia Therapeutic Recreation Association knows that it can not accomplish its goals in isolation and is committed to working with others to improve our community.
Integrity	Nova Scotia Therapeutic Recreation Association demonstrates integrity in all its interactions with others. We treat others with respect and expect it in return. We keep our promises and are honest and transparent in our actions.
Member driven	Nova Scotia Therapeutic Recreation Association is a member driven organization and values the opinions of our members.
Diversity	Nova Scotia Therapeutic Recreation Association recognizes that everyone comes with different backgrounds, experiences, and work environments, and values the resulting diversity. We strive for fairness and equity in our actions.

Bias for action	We have a bias for action and are task oriented. We are careful to ensure that we develop specific workplans and hold each other accountable for results.
Learning	We are a learning organization. We are continuously looking for ways to improve in all aspects of our work. We learn from our mistakes.
Right to leisure	Nova Scotia Therapeutic Recreation Association believes that all individuals have the right to pursue leisure as a condition necessary for human dignity and wellness. All individuals are entitled to the assistance required to facilitate the leisure experience.

Strategic Goals 2019-2022

The following goals outline the strategic direction of the Nova Scotia Therapeutic Recreation Association and will be accomplished through the support of its many volunteers and partners in education, health care and government.

- 1. Educate therapeutic recreation professionals in Nova Scotia on benefits and impact of licensure.**
- 2. Relieve burden in the system by advocating for “activity prescription” and recreation therapy service.**
- 3. Lead advocacy for the use of qualified Therapeutic Recreation professionals.**
- 4. Increase membership engagement and recruitment.**
- 5. Develop and implement a marketing and promotions campaign.**
- 6. Engage stakeholders and increase awareness & understanding of Therapeutic Recreation.**

Strategic Goal #1

Educate therapeutic recreation professionals in Nova Scotia on benefits and impact of licensure.

Measures of Success

- Licensure fact sheet e-mailed to all NSTRA members & evaluated by percentage of emails opened vs. left unopened.
- Obtain, record and report feedback from members at Zone meetings.
- Create and facilitate a Licensure quiz/game at NSTRA annual conference.

Operational Objectives 2019-2022
1.1 Licensure sub-committee to develop a fact sheet
1.2 Distribute fact sheet to all members of NSTRA
1.3 Promote fact sheet to other health care stakeholders as identified by the Communications Director
1.4 Create and facilitate a licensure information booth at NSTRA conference

Responsibility

Primary: Licensure Sub-committee

Secondary: Membership Director

Tertiary: Communications Director

Strategic Goal # 2

Relieve burden in the system by advocating for “activity prescription” and recreation therapy service.

Measures of Success

- Meet with Doctors Nova Scotia about activity prescription.
- Create and distribute report on activity prescription to identified stakeholders.

Operational Objectives 2019-2022
2.1 Collect evidence and write report on the history and benefits of activity prescription
2.2 Develop marketing collateral promoting activity prescription
2.3 Discuss activity prescription with Doctors Nova Scotia
2.4 Include information on activity prescription in conference presentations
2.5 Distribute report and marketing material through a physical or electronic mail out family doctors and Members of the Legislative Assembly and Deputy Ministers

Responsibility

Primary: President

Secondary: Past President

Tertiary: Advocacy Sub-Committee

Strategic Goal # 3

Lead advocacy for the use of qualified Therapeutic Recreation professionals.

Measures of Success

- Meet with key contacts in provincial health care associations, long term care facilities, Nova Scotia Health Authority divisions and government.

Operational Objectives 2019-2022
3.1 Collect evidence and develop a business case for the use of qualified Therapeutic Recreation professionals
3.2 Identify the key contacts in provincial health care associations, long term care facilities, Nova Scotia Health Authority divisions and government.
3.3 Share business case with identified key contacts in provincial health care associations, long term care facilities, Nova Scotia Health Authority divisions and government.
3.4 Share Therapeutic Recreation standards with identified key contacts in provincial health care associations, long term care facilities, Nova Scotia Health Authority divisions and government.
3.5 Identify ongoing opportunities for advocacy.

Responsibility

Primary: Advocacy Sub-Committee

Secondary: Past President

Tertiary: President Elect

Strategic Goal # 4

Increase membership engagement and recruitment.

Measures of Success

- Increased NSTRA committee members by 5.
- Increased professional members by 25.
- Increased the number of renewing students by 25%.

Operational Objectives 2019-2022
4.1 Collect and analyse membership data through a revised online membership application
4.2 Review and revise the FAQ section on www.nstra.info
4.3 Develop a presentation aimed at post-secondary Therapeutic Recreation students. Deliver presentation to Dalhousie University and NSCC administration and students.

Responsibility

Primary: Membership Director

Secondary: President Elect

Tertiary: Student Directors

Strategic Goal # 5

Develop and implement a marketing and promotions campaign.

Measures of Success

- Develop marketing and promotional materials designed to boost the profile of NSTRA and the Therapeutic Recreation profession.
- Execute plan using various, goal appropriate media.
- Contact with 3 target groups per year.
- 2 promotional giveaway items created per year.
- Printed NSTRA brochure updated and printed each year.

Operational Objectives 2019-2022
5.1 Identify target audiences
5.2 Develop a marketing plan including a budget and consistent, but adaptable messaging
5.3 Create appropriate marketing and promotional collateral. Including presentation templates, as well as electronic and printed brochures.

Responsibility

Primary: Communication Director

Secondary: Marketing Sub committee

Tertiary: Zone Representatives

Strategic Goal # 6

Engage stakeholders and increase awareness & understanding of Therapeutic Recreation.

Measures of Success

- Increase attendance from prioritized stakeholders at NSTRA related events.
- Presentations at 5 conferences.
- Table presence at 2 conferences.

Operational Objectives 2019-2022
6.1 Identify and prioritize stakeholder groups i.e. elected officials, educational institutions, allied health associations, continuing care, community groups, suppliers.
6.2 Reach out to societies & organizations who are hosting conferences to identify themes, trends and topics for presentation development.
6.3 Identify key conferences i.e. Stroke, RNS, Alzheimer's, Northwood, etc
6.4 Research and report on barriers as to why members do not present at conferences
6.5 Develop new methods to communicate & follow up with membership
6.6 Create a standardized presentation deck for use by members, aimed at health care providers and institutions.

Responsibility

Primary: Past President

Secondary: President

Tertiary: President Elect