ATLAS INSTITUTE FOR VETERANS AND FAMILIES

STRATEGIC PLAN 2022–27
EXECUTIVE SUMMARY

VISION

Canada's Veterans and their Families flourish and thrive in all aspects of life, benefiting from high-quality, comprehensive and responsive mental health services that recognize their unique expertise, needs and priorities.

MISSION

Side by side with Canadian Veterans and their Families, the Atlas Institute generates evidence, mobilizes knowledge, influences policy and builds capacity among service providers to improve the mental health and well-being of Veterans and Families.

CORE VALUES

1. Engagement with lived expertise
2. People-centric
3. Excellence
4. Co-creation
5. Humility, respect and empathy
6. Boldness
7. Inclusion and accessibility

STRATEGIC DIRECTIONS, GOALS AND IMPACT STATEMENTS

STRATEGIC DIRECTION 1: PREVENT AND PREPARE

GOAL

Work with partners to strengthen upstream prevention and support for Veteran and Family health and well-being.

IMPACT STATEMENT

The Atlas Institute collaborates with Veterans, Families, service providers and researchers to generate, share and apply evidence to create easily accessible knowledge products and trainings that promote health and well-being and reflect Veteran and Family lived experience and culture.

STRATEGIC DIRECTION 2: IMPROVE CARE AND SUPPORT

GOAL

Increase capacity across Canada for more accessible, culturally competent and trauma-informed care and support.

IMPACT STATEMENT

Service providers and partners recognize the Atlas Institute as a trusted source of information and resources that improve their knowledge about the lived experience and culture of Veterans and Families, and on evidence-based and trauma-informed care.

STRATEGIC DIRECTION 3: EXPAND WHAT WE KNOW

GOAL

Partner with Veterans, their Families and leading researchers to discover new horizons for care and support and actively and widely mobilize that information.

IMPACT STATEMENT

Stakeholders recognize the Atlas Institute as a trusted, accessible source of evidence and information and have access to the emergent knowledge products and research the Atlas Institute generates.

STRATEGIC DIRECTION 4: ENGAGE AND INFORM

GOAL

Build trusted relationships with Veterans and Families, engaging them in all key Atlas Institute projects and processes, and empowering them with curated, trustworthy information that supports their health and well-being journeys.

IMPACT STATEMENT

Veterans and Families trust the Atlas Institute, seeing themselves as integral to its work. They are informed and equipped with evidence-based knowledge to help them support their health and well-being.