



## Strategic Plan 2021 – 2024

<b>VISION – A physically and mentally healthy Ontario through exercise and human movement</b>			
<b>MISSION – OKA exists to 1) be the voice for Registered Kinesiologists in Ontario and 2) to assist in the growth and development of Kinesiology and Registered Kinesiologists in Ontario</b>			
<b>Strategic Direction 1</b>	<b>Strategic Direction 2</b>	<b>Strategic Direction 3</b>	<b>Strategic Direction 4</b>
Establish the Kinesiology Evidence and Engagement Network (KEEN) as a “must have” source for professional development and research for the practice of kinesiology in Ontario	Focus on mental health	Establish value of Kinesiologists in the healthcare system	Build OKA to serve the full scope of practice of our practitioners
<b>Objectives</b>	<b>Objectives</b>	<b>Objectives</b>	<b>Objectives</b>
<ol style="list-style-type: none"> <li>1. Increasing member utilization:               <ol style="list-style-type: none"> <li>1.1. Viewership of Peer-to-Peer webinars (P2P), Kinversations; KEEN produced</li> <li>1.2. Utilization of KEEN Education (KT) portal</li> </ol> </li> <li>2. Increasing member contribution to KEEN projects               <ol style="list-style-type: none"> <li>2.1. Producing P2P, Kinversations, etc.</li> <li>2.2. Being a PBRN member</li> </ol> </li> <li>3. Stable and expanding opportunities for funding               <ol style="list-style-type: none"> <li>3.1. Funded research projects</li> <li>3.2. Kinesiology Foundation</li> </ol> </li> <li>4. Ongoing expansion of KEEN               <ol style="list-style-type: none"> <li>4.1. PBRN</li> <li>4.2. KT</li> </ol> </li> <li>5. Increasing awareness and interest in KEEN in research community</li> <li>6. Increasing identification of KEEN as a core member benefit</li> </ol>	<ol style="list-style-type: none"> <li>1. Multiple conference presentations on exercise and mental health</li> <li>2. Establish collaborations with mental health associations</li> <li>3. Ensure advocacy for exercise and mental health at QP</li> <li>4. Ensure advocacy for exercise and mental health with 3<sup>rd</sup> party payers</li> <li>5. Identify and secure Kin to participate on mental health-oriented committees</li> <li>6. Ensure public is aware of impact of exercise on mental health</li> <li>7. Ensure ongoing strengthening of sections of KEEN re exercise and mental health</li> </ol>	<ol style="list-style-type: none"> <li>1. Add Kin to at least one new Insurance Benefit base package annually</li> <li>2. Integration of Kin more fully into rehab</li> <li>3. Active participation (leadership) of OKA in multiple multidisciplinary health groups (e.g. OCDPA, CORHPA, WSIB Forum, etc.)</li> <li>4. Develop 5 collaborative initiatives annually with likeminded healthcare professions and orgs (e.g. NPAO, Dietitians, Osteoporosis, CMHA, RCA, etc.)</li> <li>5. Ensure the interests of Kinesiologists are heard at QP – MOH, MLTC, Seniors, Labour, WSIB, MVA, etc.</li> <li>6. Increase the number of Kinesiologists joining healthcare related committees</li> <li>7. Increase the number of Kins presenting to other groups at conferences, seminars, etc.</li> <li>8. Increase awareness of Kins in general public</li> <li>9. Resolve regulatory conflicts</li> </ol>	<ol style="list-style-type: none"> <li>1. Determine full practice areas for full scope of practice</li> <li>2. Build communities of practice based on practice areas</li> <li>3. Ensure KEEN subject areas cover the full scope of practice (popular and niche)</li> <li>4. Ensure full scope of practice to being promoted at Queen’s Park</li> <li>5. Ensure full scope of practice is being promoted in social media</li> <li>6. Ensure full scope is being considered in collaborations, conference presentations, external committees, etc.</li> </ol>
<b>KPIs</b>	<b>KPIs</b>	<b>KPIs</b>	<b>KPIs</b>
<ol style="list-style-type: none"> <li>1. Increasing awareness of KEEN with members and potential members (via new members in survey)</li> <li>2. Increasing member support for KEEN in survey</li> <li>3. Increasing member satisfaction in annual survey (General)</li> </ol>	<ol style="list-style-type: none"> <li>1. Increased awareness of Kinesiology and mental health amongst members</li> <li>2. Increased awareness of Kinesiology and mental health in the mental health sector</li> <li>3. Increased opportunities for Kins in mental health service delivery</li> </ol>	<ol style="list-style-type: none"> <li>1. Increased sense of respect and status of Kins in system measured by annual survey</li> <li>2. Increased member satisfaction in annual survey (General)</li> <li>3. Increased opportunities for Kins</li> </ol>	<ol style="list-style-type: none"> <li>1. Increased member satisfaction based on practice areas in annual survey</li> <li>2. Increased membership from niche practice areas</li> </ol>
<b>Prevention – Kinesiologists use movement science and exercise in the prevention of injury, disability and chronic disease</b>		<b>Management – Kinesiologists use movement science and exercise in the management of injury, disability and chronic disease</b>	<b>Performance – Kinesiologists are devoted to improving performance, health, and overall quality of life</b>
<b>PILLARS</b>			