



Strategic Plan 2021

Our Mission & Mandate

Vision

Recovery is accessible, indiscriminate and possible for all British Columbians impacted by addiction.

Mission

To provide leadership, collaboration, and a unified voice to decision-makers, ensuring an enhanced network of recovery-oriented and research-informed addiction services are readily available and prioritized.

What we do

BCARA seeks to:

- Ensure access to a model of recovery-oriented services endorsed by relevant stakeholders.
- Inform and contribute to the development of sector-focused policies, standards and regulations.
- Inform and support sector-relevant research and education.
- Represent and advocate for addiction service providers across BC.
- Invest and administer funds to contribute towards achieving the society's vision.

What we value

BCARA values:

- **Collaboration:** listening and building trust with partners;
- **Integrity:** honesty in thought and action;
- **Innovation:** developing creative solutions;
- **Equity:** inclusive and diverse membership;
- **Progress:** achieving results.

Definition of Recovery

BCARA defines recovery as follows:

Recovery is a sustainable, voluntary, and continual restraint from the compulsive pursuit of reward and/or relief that involves the use of substances and other behaviors; improved physical and mental health, social connection and functioning, and enhanced quality of life. Recovery is the experience through which individuals, families, and communities impacted by substances and other behaviors draw upon recovery capital to willingly resolve these issues, actively manage their continued vulnerability to such difficulties, and develop a healthy, productive, and meaningful life.



Goal 1: Knowledge Exchange Strategy

Develop a knowledge exchange strategy to build capacity in the sector and to establish connectivity and collaboration between service providers, policy makers, governments, and researchers.

Tactics

- Develop a definition of ‘recovery’ that is endorsed by relevant stakeholders.
- Develop and implement a sector-level Community of Practice.
- Develop a knowledge exchange network for individuals, families, and communities impacted by addiction.
- Contribute to the development of a certification program for people working in the sector with standardized staff position guidelines.

Goal 2: Comprehensive Service Model

Contribute to the development and implementation of a continuum of recovery-oriented care that responds to the needs of people seeking and in recovery;

Tactics

- Contribute to the development of standardized, culturally-responsive, system-wide guidelines and regulations for operations and care.
- Engage community-based service providers and individuals with lived and living experience to support the development of a continuum of care.
- Develop a guide that informs implementation of recovery-oriented services.
- Inform the development of strategies for increasing access for underserved and vulnerable populations.
- Advocate and develop models for inclusive continuums of safe housing options for individuals pre, during, and post addiction recovery treatment.
- Contribute to the development of policies and services to be implemented as part of decriminalization, safe supply, and other harm reduction interventions.



Goal 3: Quality Assurance

Develop strategies to enhance service provider quality and capability.

Tactics

- Inform and contribute to the development of sector-wide metrics and centralized provincial reporting systems.
- Engage members and relevant stakeholders in the development of standardized and streamlined data collection and reporting tools to measure client and organizational outcomes.
- Compile data, analyze trends, and prepare public-facing summaries and reports.
- Propose best practice guidelines for the zoning and municipal licensing of recovery homes and treatment centres.
- Advocate for addiction recovery training for licensing and enforcement officers; propose curriculum.

Goal 4: Provincial Advocacy & Representation

Advance BCARA's role as the voice for addictions and recovery in BC.

Tactics

- Develop a community engagement strategy to connect with communities, families, people with lived and living experience, service providers, and other relevant stakeholders.
- Develop working groups for families and community-based services.
- Develop a media engagement strategy to raise the profile of addiction recovery in community, reduce stigma, and inspire hope.
- Develop a communications strategy that includes clear policies and procedures.
- Promote BCARA at public events, forums, conferences.
- Appoint a government-relations committee and identify spokespersons for the society.

Goal 5: Long-term Sustainability

Develop a diversified revenue strategy to support core operations, fund strategic priorities, and ensure long-term sustainability and growth.

Tactics

- Identify granting streams and applicable foundations as potential funding sources.
- Develop a fundraising strategy to meet current and future needs for the society.
- Define parameters for expanding membership.
- Expand BCARA's reach and impact nationally.
- Promote BCARA membership through our website, social media and other engagement opportunities.