

SOGGC believes that...

Aboriginal Health
Advocacy
Continuous Professional Learning
Human Resources in OB/GYN
International Women's Health
Patient Safety
Women's Health Issues

Strategic Directions

2006-2011

... women should have equitable access to optimal, comprehensive health care provided with integrity and compassion.

... women should have the information they need to make choices about their health.

... SOGC members have the right to practice in a safe and supportive environment.

... the practice of obstetrics and gynaecology must be based on the best scientific evidence available.

... the Society has a responsibility to facilitate change in relation to health system issues affecting the practice of obstetrics and gynaecology.

... the Society has a responsibility to continue promoting patient safety throughout health care systems.

... the Society has a responsibility to be visible through advocacy efforts in support of women's health globally.

www.soggc.org



Mission

The mission of the Society of Obstetricians and Gynaecologists of Canada is to promote excellence in the practice of obstetrics and gynaecology and to advance the health of women through leadership, advocacy, collaboration, outreach and education.



A VISION for the Future

As the leading voice in women's health care in Canada, The Society of Obstetricians and Gynaecologists of Canada (SOGC) has confirmed its Strategic Directions for 2006-2011.

Continuous Professional Learning, International Women's Health, Patient Safety and overall Women's Health Issues will continue to be key pillars of our organization. New strategic directions have been added to address emerging issues where SOGC can make a real difference: Aboriginal Health, Advocacy, and Human Resources in OB/GYN. These Strategic Directions were developed in consultation with Members, Council and Staff, as well as external stakeholders.

SOGC is well-positioned to lead the women's health agenda in Canada and internationally. With a growing, robust membership, effective public education and communications initiatives, and renewed advocacy to ensure visibility at all levels of government, SOGC will continue to focus on the health of all women, while at the same time, reaching out to address the unique challenges of traditionally underserved and disadvantaged women.

There is much to be done. Delivering on the promise of these seven strategic directions will challenge all of us, but I am confident significant progress can and will be achieved. Every year, SOGC staff and stakeholders, along with over 300 members, give their time, energy and talents to international missions, committee endeavours, and events, all dedicated to improving and enhancing women's health care. This unwavering commitment, supported by financial resources and strong action plans, ensures that together, SOGC will make a real difference in the health care of women: in their cancer treatment, their pregnancies, their fertility challenges, their gynecological care.

Please review this summary of SOGC's ambitious vision for the next five years. (The complete Strategic Plan is available at www.sogc.org.) I invite you to contemplate how you can become involved in what may be the most exciting and rewarding phase of our work to enhance the health of women and their families, in Canada and around the world.

Sincerely,

Andre Lalonde, M.D. Executive Vice President, SOGC



Aboriginal Health: To advance culturally safe health and healing for aboriginal women.

SOGC will

- Advocate for better mother and child health care.
- Collaborate with Aboriginal health providers to share knowledge and learn about traditional and alternative health care practices.
- Work with Aboriginal organizations to identify and disseminate models and pathways for innovative Aboriginal health care.
- Improve access to mother and child health care prevention in communities (for example, cervical screening, obstetrical testing).
- Identify areas of collaboration with key Aboriginal organizations.
- Identify joint partnerships and funding opportunities for programs with Aboriginal communities.

Advocacy: To increase the influence of SOGC on the public policy agenda as it relates to women's health and the practice of obstetrics and gynaecology.

SOGC will

- Identify organizations and governments to which advocacy efforts should be directed and develop strategies for approaching these audiences.
- Expand the SOGC web site to make it an important advocacy tool aimed at target audiences, the media, governments and the general public.
- Continue the development of public awareness initiatives that help to promote the specialty.
- Train SOGC members and staff to apply various techniques and approaches in advocacy strategies.
- Promote the practice of obstetrics and gynaecology at the government and public levels.

Continuous Professional Learning (CPL): To become the preferred provider of knowledge and continuous professional learning in obstetrics and gynaecology.

SOGC will

- Increase awareness and use of clinical practice guidelines.
- Increase participation in continuous professional learning.
- Facilitate access to learning resources.
- Improve the development process for Clinical Practice Guidelines.
- Explore integrating the outcome measures of events into the production of clinical practice guidelines.
- Ensure governments consider SOGC's continuous professional learning programs as part of the recertification process of our members.

Human Resources in ob/gyn: To develop and implement Human Resources strategies for ob/gyn care.

SOGC will

- Recruit and retain obstetrical and gynaecological physicians, residents and women's health care providers.
- Recruit medical students into ob/gyn, and family physicians to obstetrics.

- Improve the practice environment in support of an improved lifestyle and improved practitioner morale.
- Research alternative models of care and payment plans.
- Raise the positive profile of obstetrics and gynaecology through public education.
- Assess the current provision of care, as well as training, in the subspecialty, undergraduate, post-graduate, ob/gyn, family medicine, and resident environments in order to better understand and address under-provided services.
- Develop strategic partnerships to address human resources issues in practice, training and research, and create alternative models that will broaden the pool of trained professionals.

International Women's Health: To collaborate internationally, focusing on capacity-building initiatives aimed at improving women's health, especially in low-income settings.

SOGC will

- Promote and advocate for women's health internationally, with governments and others.
- Collaborate with partners in higher resource countries to address international challenges.
- Increase the number of sustainable partnerships with professional associations, NGOs, universities, and others.
- Ensure that all SIWH international initiatives are carried out within the SRR framework.
- Increase awareness of international women's health among the SOGC membership and the public.

Patient Safety: To overcome the barriers to patient safety and to promote equitable access.

SOGC will

- Promote a culture of patient safety in the practice environment.
- Publish evidence of the positive impact of SOGC patient safety programs.
- Provide programs to educate the membership on how to promote patient safety in the work environment.
- Provide information about disclosure and working within the framework of provincial quality care legislation.

Women's Health Issues: To promote access for all women to obstetrical and gynaecological care, facilitate public education about women's health issues and highlight the determinants of health essential to women's health.

SOGC will

- Create and distribute a Women's Health Report Card with a focus on underserved women in the urban centres and in rural and remote areas.
- Produce standardized and culturally-sensitive public education materials on key women's health issues.
- Ensure that every SOGC meeting has a dedicated session focusing on a 'determinant of health' and how it may affect women who receive care from obstetricians and gynaecologists.