

# Building on Our Past, Looking into the Future

Association of Ontario Health Centres has a new name and look

## Who We Are

We are the voice of a vibrant network of community-governed primary health care organizations. Member organizations serve diverse communities across the province, and are rooted in the communities they serve. We share commitment to advancing health equity through the delivery of comprehensive primary health care.

We are an organization and a movement built on the belief that health is “a complete state of physical, mental and social wellbeing and not merely the absence of disease and infirmity.” Through comprehensive primary health care, we aim to eliminate barriers that leave 3.5 million people in Ontario at risk of poor health. Together, we work to address the root causes of illness by changing social, economic and environmental policies to correct inequities harming people’s health.

## Why change the name?

A lot has changed since our founding almost four decades ago. We have grown from six original community health centre members to over 100 community-governed primary health care organizations across the province. The health care landscape in Ontario is undergoing significant transformation, offering new opportunities and new barriers to confront.

Over the past few years, we have made a number of internal changes to ensure we continue to serve as a strong provincial voice for community-governed primary health care and for people and communities facing barriers to health and wellbeing. We adopted a new vision and mission and new values, revised membership criteria, and committed to a new brand promise – Health Equity through Comprehensive Primary Health Care.

As we were going through these transformations, it became clear we needed a new name that would best position our organization to live our vision and mission, represent expanding membership, and reflect our commitment to Health Equity and the full Model of Health and Wellbeing and the Model of Wholistic Health and Wellbeing.

## Our Vision

The best possible health and wellbeing for everyone in Ontario

## Our Mission

We champion transformative change for people and communities facing barriers to health

## Membership criteria

Our membership includes community-governed, interprofessional, primary health care organizations that:

- Deliver comprehensive primary health care – primary care services in combination with health promotion and community development activities;
- Apply a community-centred approach that incorporates the voice of the community in decision-making, with community governance as its core pillar;
- Support our mission, vision and values; endorse the Health Equity Charter and the Model of Health and Wellbeing or Model of Wholistic Health and Wellbeing, as applicable;
- Are incorporated as a not-for-profit organizations or recognized as a First Nations government;
- Operate in Ontario and receive primary care funding from the Ontario government or federal government for Indigenous organizations.



# Alliance for Healthier Communities

## *Advancing Health Equity in Ontario*

### Alliance for Healthier Communities

Putting the complex and multi-faceted work that we do together with members was not an easy process, nor was it quick. After a year and a half of research, consultations and discussions with multiple stakeholders, we arrived at a name that clearly states what and who we stand for – Healthier Communities. It means communities where individuals and families can access comprehensive primary health care services they need to achieve their full health potential; vibrant and connected communities where everyone belongs.

*Alliance for Healthier Communities is a powerful statement of our shared vision. Together with the new tagline – Advancing Health Equity in Ontario – it embraces our full Model of Health and Wellbeing and Model of Wholistic Health and Wellbeing and positions us as health equity leaders within the primary health care landscape in Ontario.*

“Alliance” in the name signifies we are a strong and inviting collective working to achieve the goal of the best possible health and wellbeing for those facing barriers. We do it through comprehensive primary health care that members deliver in communities across the province, and by building strategic partnerships and advocating for system change.

### Moving Forward

As Alliance for Healthier Communities moves forward, one thing will remain unchanged – our commitment to advancing health equity through comprehensive primary health care. We will keep working towards a more equitable health system to ensure the 3.5 million people in Ontario experiencing health disparities due to social, economic and environmental barriers can achieve their full health potential.

Together with members and partners, Alliance for Healthier Communities will continue to stand for healthier people, healthier communities, a more inclusive society, and a more sustainable health care system.

