

## MISSION, VISION, VALUES AND GOALS

### 2017-2020

#### *Mission:*

Advance education, awareness, support, treatment and research to improve the quality of life for all people affected by brain injury

#### *Vision for Brain Injury:*

- Everyone who sustains a brain injury has an accurate, timely diagnosis, equal access to expert trauma care, specialized rehabilitation, lifelong disease management, and individualized services and supports
- Families affected by brain injury have services and supports so they and their loved ones can live healthy, independent and satisfying lives
- All preventable brain injuries are prevented

#### *Values:*

- Compassionate assistance that respects the dignity and diversity of those we serve
- Proactive leadership that advances our mission and vision through progressive and innovative public policy
- Active collaboration and cooperation with the brain injury community
- Quality, integrity and trust in our operations and relationships, and responsible stewardship of the resources entrusted to us.
- A commitment to growth that enables us to serve with imagination and courage in a changing environment

#### *Goals 2017-2020:*

- Improve care and support for individuals with brain injury and their families
- Increase awareness of BIAV and improve understanding of brain injury
- Increase our capacity to achieve our mission