

Forward Focus: Strategic Plan 2024–2029



Vision

A trusted national leader working to improve the oral health of all people living in Canada.

Mission

As the national voice for dentists, we promote oral health, support our members and advance the dental profession.

Values

Trust

We are rooted in honesty, ethical conduct, evidence-informed decisions and building relationships based on transparency.

Collaboration

We work together with our members, stakeholders, and partners, leveraging collective strengths to drive meaningful results for oral health care delivery.

Respect

We foster an environment of inclusivity and understanding, treating everyone with respect and creating a space where diverse perspectives are valued.

Leadership

We bring the profession together at the national level to identify solutions for issues impacting dentistry and the oral health of people living in Canada.

Excellence

We consistently strive for the highest standards, using best practices and continuous improvement to deliver exceptional quality in everything that we do.

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Trusted Voice

Be the national voice for dentists to the public, federal government and stakeholder organizations.

Results

- People living in Canada have improved access to oral health care.
- The public has increased awareness of optimal oral health.
- A valued source of data and information on oral health.
- Standards needed to support the practise of dentistry are available.



Member Support

Contribute to the ongoing success of CDA members and dentists.

Results

- Provide exceptional support services.
- CDAnet/ITRANS meets and exceeds the needs of all members and dentists.
- Pan-Canadian issues related to oral health and the practise of dentistry are monitored and addressed.



Strong Profession

Advance the dental profession to improve the oral and overall health of all people living in Canada.

Results

- Fostering a united profession that operates in a strong and sustainable oral health care system.
- The dental profession has a positive and proven impact on the oral health of all people living in Canada.
- CDA supports Canadian dental schools in their academic missions.