



Building Power & Knowledge for a Just Future

Case Study: Action Canada for Sexual Health and Rights

Action Canada for Sexual Health and Rights envisions a world where people everywhere have control over and are able to decide freely upon all matters related to their sexuality, reproduction, and gender, including sexual and reproductive health.



Action Canada for Sexual Health & Rights

Over the previous five years, Action Canada has achieved significant milestones, stemming from its expertise in sexual and reproductive health and rights, sharp advocacy skills, brilliant staff, broad and diverse network of partners, unique positioning in national and global policy-making spaces, and commitment to anti-racist, anti-oppressive collaboration with partners across Canada and the world.

While they have made substantial progress, there is still much work to be done to achieve their vision. Action Canada enlisted Junxion Strategy to guide them in developing a Strategic Plan to guide their resource allocation and decision-making by outlining the most important priorities and objectives to focus on over the next five years.



We chose Junxion because of their commitment to making both staff and board members integral parts of the strategic planning process—and they delivered on that promise. Their iterative way of working, seamlessly blending synchronous and asynchronous collaboration, contributed to the success of the plan. They demonstrated their ability to stay agile and responsive, which made all the difference for us.

FRÉDÉRIQUE CHABOT

ACTING EXECUTIVE DIRECTOR, ACTION CANADA FOR
SEXUAL HEALTH AND RIGHTS

The Challenge

Action Canada has experienced a great deal of organizational growth in the previous five years. It has also secured major policy wins on contraception coverage and federal funding for sexual and reproductive health, both domestically and globally, and mobilized knowledge across various platforms to combat misinformation and disinformation. This growth and success, amid significant leadership changes due to uncontrollable factors, created the need to unite the organization around a common, nearer term aspiration, with clear priorities and objectives.

Action Canada was seeking a highly participatory strategic planning process to unite the organization around clear priorities and objectives. Junxion Strategy executed their vision of the process using our TurningPoint methodology, customized to meet their unique needs and interests.

How We Helped

Junxion Strategy was called upon to bring our expertise in stakeholder engagement, strategy, and generating organizational alignment. Action Canada was particularly keen to see a participatory process that meaningfully incorporated the perspectives of its staff, Board and partners, while employing a diversity, equity and inclusion lens throughout. For this reason, Junxion Strategy's stakeholder-centric approach was ideal for Action Canada.

Together, we produced a 5-year Strategic Plan that inspired, aligned, and focused all levels of the organization, including the Board. The plan seeks to advance sexual and reproductive health and rights by improving access to services and information, influencing policy and legislation, shifting perspectives, and empowering civil society through movement and coalition building.

Measuring Success

Our TurningPoint methodology efficiently and effectively engaged a broad cross-section of Action Canada's stakeholders during each phase of the project. The key results and outcomes associated with each strategic priority, monitored through an agile approach to implementation, will ensure Action Canada is meets its objectives and sees results every year.



Are you ready to define your social purpose and embed it in your strategy? Reach out to [Mike Rowlands](#) in Vancouver, [Shayla Meyer](#) in Toronto, or [Adam Garfunkel](#) in the UK to start a conversation.

Email hello@junxion.com to start the conversation.