



Canadian Mental  
Health Association  
Newfoundland and Labrador

# ANNUAL REPORT

## 2013-2014

*Celebrating 50 years of Service in  
our Province, 1964 - 2014*

June, 2014



# **CMHA-NL ANNUAL REPORT 2013-2014**



## ABOUT CMHA-NL



### Canadian Mental Health Association Newfoundland and Labrador

Canadian Mental health Association, Newfoundland and Labrador Division (CMHA-NL), is a voluntary, non-profit, charitable organization established in 1964 to promote a better understanding of mental health and mental illness in the province. As a division of the national Canadian Mental Health Association, our mission is to facilitate access to the resources people require to maintain and improve mental health and community integration, build resilience, and support recovery from mental illness. This mission is accomplished through building capacity, influencing policy, providing services, and developing resources.

For more information on CMHA-NL, please contact us or visit our website at [www.cmhanl.ca](http://www.cmhanl.ca).

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## President's Report

I am once again pleased to introduce the Canadian Mental Health Association – Newfoundland and Labrador Division annual report. This year, we have scheduled our AGM to more closely coincide with the end of the fiscal year.

We continue our work in delivering services to the province, and advocating for the people of Newfoundland and Labrador. Yet, we must now respond to the challenges posed by the Government's recent decision to reduce not-for-profit groups' funding during the last fiscal year.

We have been able to weather the storm thus far. However, the time is approaching when we will have to inevitably modify and retract service provision in response to funding reductions. This is the first time during my involvement with CMHA-NL, over the last seven or so years, we have been in such a circumstance. We are moving to adapt in every possible way, but the fact remains we must be prepared to respond and advocate for mental health and those who suffer from mental illnesses.

We have been progressively active as advocates over the course of the years. It has become clear that the not-for-profit sector is very concerned about the loss of funding in the last fiscal year. There are ongoing, serious mental health issues in the province that are not being addressed. We have witnessed a series of disturbances at the Penitentiary in the context of strained mental health service provision there. Despite a recommendation three years ago to expand mental health services provision inside the Penitentiary, the issue remains alive and appears to be worsening. Efforts are underway to replace both the Penitentiary and Waterford Hospital. This does not detract from the necessity of ensuring that groups such as ours continuously communicate that these projects must not be shelved or delayed due to arising contingencies.

One of our significant involvements during the year continued to be the committee to restore the Waterford Bridge Road Educational Centre, a school that provided educational and mental health services and support to youth experiencing mental health issues in early and late adolescence. The school was privatized as a result of the privatization of ABE delivery throughout the province. At the time of the writing of this report we are planning to meet with the Minister of Advanced Education and Skills (AES) concerning this ongoing matter. We will wait and see, but CMHA-NL, through its committee, is committed to ensuring that this program is reinstated, at least, to the standard that it was for in excess of forty years. Issues pertaining to the mandate of the current Department (AES) appear to be playing a role in issues within the program. The health component of the program (its most critical component) is not within the mandate of the Department of Advanced Education and Skills.

This circumstance is in contrast with the direction of the Government on the issue of mental health for the bulk of the last seven years as this is an elimination of a critical program in our mental health system. We continue to seek a positive and mutually engaged relationship with government and look forward to such. This may all be an unintended consequence of the complexities of transition as much has been happening within Government.

Indeed, the Government has recently praised us directly for engaging with them on the issues. We have been thanked for ensuring they are made aware of what the issues are. We have been encouraged to continue to advocate.

We thank all who support us and allow us to do our work, including those in Government who have encouraged our advocacy. The attached reports from our dedicated staff will describe all of the excellent work they continue to do. They are the heart of the organization. We are very lucky to have them.

We are all advocates. It is our responsibility to continue to advocate for mental health issues in our province.

**Mark Gruchy**  
**President**  
**CMHA – NL.**



## Executive Director's Report

I am very pleased to provide my fifth report as Executive Director of the Canadian Mental Health Association-Newfoundland and Labrador (CMHA-NL) Division. While I write this report, I am very proudly approaching my fifth anniversary as Executive Director of CMHA-NL.

I believe 2013-2014 has seen a significant increase in the profile of mental health and illness throughout our province. While this profile has been rising in recent years, this year has seen a significant increase. On behalf of CMHA-NL I wish to thank all individuals, groups, communities and the media for identifying mental health issues within our province. It seemed not a week went by that a mental health issue wasn't identified within the media either as a community or provincial issue. I hope this profile continues to increase at the community and provincial level to enable mental health and illness issues to receive the necessary services and systems required - similar to physical illness.

Accordingly, CMHA-NL has been very active in several areas of service and advocacy in mental health throughout our province. The year saw a number of new and ongoing CMHA-NL initiatives in the areas of advocacy and public awareness.

The Association has been extensively involved with the issue of the adult basic education program at Waterford School (formerly administered by the College of the North Atlantic) having been tendered to the private sector for program delivery. CMHA-NL has established an ad hoc committee to advocate our concerns.

Early in the year CMHA-NL was approached by Ms. Sheilagh O'Leary with an awareness and fundraising project for CMHA-NL which later became known as "The Tickle Swim". Sheilagh and potentially others would swim the "Tickle" (five kilometers) between Bell Island and Portugal Cove in late August. The swim which occurred on September 1<sup>st</sup>, 2014, was a great success. Thank you to all who participated, especially the swimmers.

CMHA-NL, along with other CMHAs across the country, facilitated the "Reaching for the Stars – Inspiring Stories of Resiliency", cross-Canada bike ride by Olympian, Clara Hughes. CMHA-NL was honored to host events in Stephenville, Grand Falls and St. John's. They were all extremely successful. CMHA-NL wishes to acknowledge "Bell Canada" for its commitment to mental health and in particular it's sponsorship of the national ride.

CMHA-NL was also involved in the "Enough is Enough" a cross-Canada bike ride to support the Patrick Dennehy Foundation in support of awareness of mental health and addictions particularly within the youth population.

The Project Steering Committee to consider the feasibility of establishing a Mental Health and Addictions Centre for the province continued during the year. Due to a number of factors the Committee, as an entity, was disbanded in September for further deliberation by the CMHA-NL

Board. CMHA-NL's vision for a mental health center to be a permanent home for CMHA-NL, and possibly other not-for-profit community health and addictions groups continues.

Throughout the year discussion ensued regarding the CMHA-NL's "Changing Minds" program and the feasibility of CMHA-NL delivering the program. Discussions with the College of the North Atlantic, who currently offer the program on behalf of CMHA-NL, were held, and we continue to pursue this possibility.

The Provincial Advisory Council on Mental Health and Addictions (of which I am a member) met several times throughout the year and provided several position statements to government pertaining to mental health and addictions. It is, indeed, encouraging for the province to have such an expert group comprised of a very broad spectrum of government and non-governmental members.

This has been the fourth year of the Justice Program which continues to provide critical support to clients referred from Her Majesty's Penitentiary (HMP). The relationship with, and support from the Department of Justice and HMP officials is to be commended and contributes significantly to the success of the program. It remains encouraging to see several of our Justice Program clients visit our office on a regular basis. Again, it remains my hope that CMHA-NL, with support from the Department of Justice, will someday soon expand this Program to other correctional centers within the province. I believe it is critical that these services, with the dedication of a committed staff, are provided to anyone in our province within the Justice system who experiences a mental illness. I commend our staff with the Justice Project for their excellent work and involvement with our clients. It remains one of my many highlights as Executive Director of CMHA-NL in 2013-2014.

"Think Twice", our anti-stigma program delivered to high school students throughout the province, had another busy year. I am pleased to report that we presented to approximately 25,000 youth over the past three years. Financial support from the Royal Bank enabled CMHA-NL to do additional sessions within the province especially in Labrador. This program continues to be a very significant initiative with continuous positive feedback from youth across the entire province. We look forward to a renewed partnership with the Department of Health and Community Services in providing this awareness program to the youth of our province at a very critical age of the life cycle.

Our Workplace and Mental Health initiative continues to expose employers and other related groups to information and knowledge pertaining to workplace balance and respectful workplaces. In today's fast-paced technological world, this continues to be a significant program in advocacy and anti-stigma for CMHA-NL. Mental Health is also being gradually recognized by industry as a significant revenue loss to the bottom line.

Similarly, our own efforts and contributions to several policies, research, advocacy and fund raising initiatives have impacted positively on CMHA-NL and the mental health area in our province. The year saw continued dialogue amongst various stakeholders in the mental health area. I trust such dialogue will continue and greater partnerships will evolve. Additional information can be found within specific areas of this annual report.

The Senior Management Team (SMT), the Executive Group of CMHA National and the Provincial Divisions are comprised of the National Chief Executive Officer and the Divisional Executive Directors. Within the reporting period, I have continued to participate in a number of face-to-face meetings and several conference calls of the SMT group. I remain committed that this is a critical group to be meeting regularly.

As well, throughout the year I participated in several conference calls with Veteran's Affairs Canada (VAC) as a member of a joint committee of VAC and CMHA discussing ways of collaboration to better serve veterans returning from overseas suffering from mental trauma. I trust that such collaboration will serve our troops well upon their return to Canada.

During the year, I was involved in a number of issues and media interviews regarding mental health and mental illness. I want to again commend the media for making mental health issues a key area of their reporting. It is only through constant public attention that we will educate and reduce the stigma associated with all aspects of mental illness. CMHA's major goal continues to be to normalize mental illness so that all of us consider mental illnesses in the same category as physical illnesses.

The Key Program, with Steele Communications, has again proven to be a major success for CMHA-NL during 2013-14. We have continued to receive significant air time and very positive comments on the content of the ads.

CMHA's National and CMHA-NL's web sites continue to contain a wealth of information concerning the work that CMHA National and NL have carried out during this past and previous years. The reports from our various committees also provide an account of their activities undertaken on behalf of the Association.

On behalf of CMHA-NL I would like to thank all Chairs and Committee Members for their time and expertise throughout the year. Your involvement and commitment is very much appreciated by the Association. We also thank all of our sponsors and individual donors throughout the year. As no contribution is too small, all are very much appreciated and help support our advocacy and program efforts.

I once again wish to thank the Board of CMHA-NL for their commitment to the Association, in particular, President Mark Gruchy for his ongoing support to me in my role as Executive Director. I would also like to thank Linda Beck, my Executive Assistant for her ongoing commitment and support to my office throughout the year. Our staff often goes beyond what is asked, and have all played a major role in CMHA-NL activities throughout the year. Their efforts on behalf of the Association are extremely commendable, and I thank them. Over the years, CMHA-NL would not have progressed if it had not been for the dedication and commitment from all of you.

In closing, as mentioned earlier in this report mental health and illness issues are receiving much more attention than ever before however much remains to be done. Far too many individuals do not receive the treatment or service they require and deserve. Once again I reiterate that

someday we must all consider mental health and illnesses in the same way that we consider physical health and illnesses.

**George W. N. Skinner, B.Sc; B.S.W.; M.S.W; R.S.W**  
**Executive Director**  
**CMHA-NL**

## Mental Health Facilitator's Report

“Think Twice”, has been presented to various youth groups, high schools, and junior highs throughout the province. It was introduced to the high school population through the Human Dynamics and Healthy Living classes. Teachers and guidance counsellors observed that there was a need to expand the scope of the presentation to include all students in high schools across the province. The presentation reached a student and teacher population of 3944 students and teachers for this school year.

Many teachers have stated that because of the high volume of students they are seeing with mental health issues on a day-to-day basis, a teacher presentation would be very beneficial in enhancing their understanding of the mental health issues that are present in the student population. To address this issue CMHA-NL has developed a teacher presentation corresponding with the student model so that a complete understanding of these illnesses can be achieved by the school as a whole, and to aid teachers with recognition and best practices for dealing with mental health issues in the classroom. This presentation can be adapted and changed to best aid the teaching group and their particular needs.

A new presentation has been given to junior high school students across the province, and has been well received by the teachers and students alike.

Teachers continue to report that the program is unique, effective, and needs to be kept and expanded in provincial high schools. Much of the program's effectiveness can be attributed to the fact that it is the only program that delivers information about anti stigma, mental health, and mental illness concerns among the teenage population in a format that the students like and understand. Fear is the number one reason youth don't talk about mental health issues. Think Twice is specifically designed to alleviate that fear, and promote understanding and acceptance in a format that youth find inviting and engaging in areas of their day to day life to which they can relate. The program is designed to give teens the tools to help themselves and their friends should the need arise, and includes such examples as rock icons, pop culture figures, and the use of mass media such as cell phones and face book. A new modern text survey is currently being evaluated to be used as an accurate evaluation tool for students in a way and language that they will both understand and hopefully embrace.

Teachers have reported that the presentations generated much discussion about mental health and mental illness among students days after the students had seen the presentation. The program has helped some students realize that they may, in fact, have a mental illness and offers them the opportunity to initiate discussion, or even take the first step to seeking help.

The presenter has been approached many times after a presentation in the classroom by students who have been diagnosed with a mental illness. They have discussed issues such as how their peers relate to them, and stated that they now have a better understanding of their illness. Students have said that they no longer fear the fact that there is a student with a diagnosed mental

illness in their class or school. Guidance counsellors are reporting that students have initiated contact with them, and requested support after a presentation.

There is a significant need for parents of students to be informed about mental health and mental illness issues in high schools. This need is currently being addressed by the Think Twice program through a newly developed parent presentation, which complements the high school presentation. It is designed to decrease the fear many parents have surrounding mental health issues and their children, and offers information as to where to seek help and how to recognize some signs that their children may need help.

We have also received requests from other areas, such as Adult Basic education Programs offered at the YMCA, the Brother T. I. Murphy Centre, and summer municipal recreation training sessions. These organizations have included Think Twice as a way to help students understand mental health issues and how to seek help should the need arise. Think Twice has been presented at several school health fairs and student development days around the province. All indications point to increased demand in these areas. Think Twice also received a request from Mental Health Services at Memorial University to give an open presentation to staff and students at the Thompson Student Centre which was received very well by both groups.

Think Twice has launched a new Anti Bullying program, for 2013-2014. It is hoped that this program will increase education and awareness among high school students about what bullying is, the negative effects of bullying on their friends, and how to effectively look at and deal with bullying in the high school setting. Since its launch in December, the bullying program has received numerous requests and has been very well received where presented

The program gives youth an upbeat view of bullying in the modern world using current examples of how bullying has changed, and how it has changed youth. The program has expanded due to demand and has been presented to numerous high schools, junior highs and elementary schools throughout the province. The feedback from teachers regarding these programs has been positive.

Think Twice professional development session for teachers on Adhd, odd, conduct disorder, and best practices for the classroom was developed in the fall of 2013, as a result of a faculty person needing information on special circumstances in their school, and recognizing the need for staff education on this topic. Think twice has also developed and elaborated on its best practices for teachers' mental health in the classroom session. This session is constantly being changed and updated with consultation from individual staff to adequately address the mental health concerns that face each individual school. C.M.H.A. will always do our best to accommodate teachers with information that is most relevant to them. Think Twice has been presented in high schools and junior high schools from St. John's to Goose Bay, making the program truly provincial.

Total Participants to date for think twice presentations: 3944 participants to date for the school year for 2013/2014. This number combined with past totals is 26227 students and staff presented to in the province since its inception in 2010. With an ever-increasing demand for varying programs and presentations to keep up with student and staff mental health needs in the province.

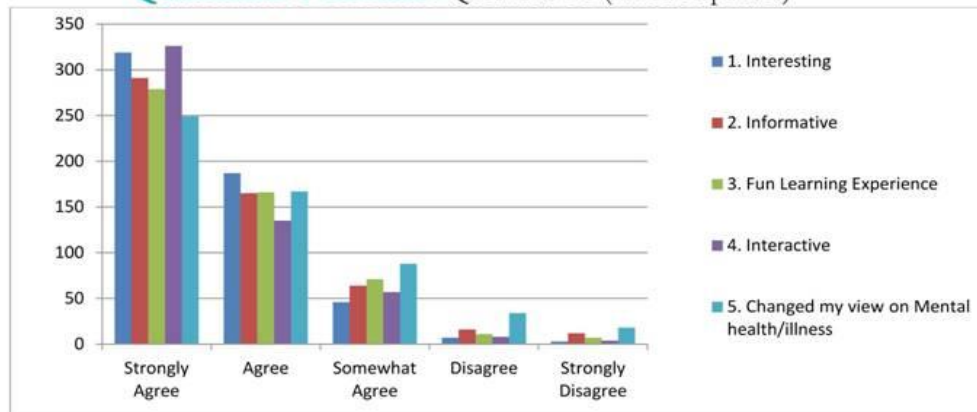
A new tally was calculated and a graph drawn up to show the success of the program and the students overall reaction to the presentation, which has been very positive on all levels.



Canadian Mental Health Association  
Newfoundland and Labrador

## Think Twice Evaluation: Sample 562 Students Grade 7-12

### Quantitative Results: Questions 1-5 (tallied responses)



### Qualitative Results: Questions 6-10 (common responses)

#### 6. I Learned About

- Different disorders/symptoms
- Everyone is/should be treated the same
- Don't judge
- Mental illness can be treated

#### 7. Learned that I didn't know before

- Celebrities have mental illness
- H. Mandel-OCD/J. Carrey-Depression
- A lot of people have mental illness
- Mental illness can be treated

#### 8. Expected to hear about

- Boring/useless stats
- Prevention
- Self esteem

#### 9. I'd like to learn more about

- How to help someone with mental illness
- How I can volunteer/get involved
- Triggers for mental illness
- ADD/ADHD
- Drugs

#### 10. Common comments:

- I liked/loved it
- Best presentation of the year
- This guy is cool
- Awesome/Fun

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Visit the CMHA-NL website at [www.cmhanl.ca](http://www.cmhanl.ca)

This graph shows that our presentations make a direct and lasting impact on the youth of the province. It is the only mental health presentation in the school system at present and is one of the only presentations that students and teachers request year after year.

**Grant Fitzpatrick**  
**Mental Health Facilitator**

## Justice Program Report

CMHA-NL's The Justice Program has been in operation since November 2009. This initiative serves to address the needs of 25 individuals with a mental illness and very complex needs who come into conflict with the law. The Justice Program provides in-reach, individualized support services to persons diagnosed with a mental illness, concurrent disorder, or dual diagnosis within the correctional system at Her Majesty's Penitentiary. Support is provided following release to promote recovery and a reduction in recidivism. During the individual's incarceration, the coordinator and case managers provide in-reach mental health counseling, advocacy and support, as well as a needs assessment to ensure appropriate services are in place for release. Upon release from Her Majesty's Penitentiary (HMP), the Justice Program staff meets the individuals "at the gate" and intensive case management is provided in the community for one year post release.

During the 2013-2014 reporting period, the Justice Program has been highly engaged in providing intensive case management. The staff of the Justice Program provided two thousand eight hundred and thirty four (2834) contacts with clients and on behalf of clients in the delivery of the intensive case management. We have provided supports to fifty one (51) individuals since the program began. We are currently providing support to twenty one (21) individuals. Of these, thirty (30) or fifty-nine percent (59%) have not reoffended or been re-incarcerated. The majority of those who have reoffended have committed lesser offences than their initial offence when they began the Justice Program.

The staff of the Justice Program has had an opportunity in the last year to participate in consultations and advocate with many government agencies, on both a federal and a provincial level. The relationship between the Justice Program, the Department of Justice and HMP continues to be strong and respectful. We are regularly asked to participate in case conferences on managing mentally ill inmates at HMP. There is a continued participation in mental health meetings which has developed a subcommittee of peer support for the mental health staff at HMP. The coordinator has participated in a drug awareness day at HMP by way of a presentation in collaboration with other community addiction programs and law enforcement. We have an ongoing and respectful relationship with the court system which has allowed us to advocate



successfully for clients on an ongoing basis in participating in court system including Mental Health court.

We have been able to provide assistance in housing to give individuals stability to allow them to feel safe and secure and begin their recovery process. The Justice Program continues to have a relationship with NLHC for rent subsidies and collaborates with other mental health agencies in the distribution of these subsidies. Through this process we were able to secure long term housing for an individual deemed “difficult to house”. The coordinator continues to participate in various committees related to housing and homelessness to provide a mental health voice to the housing and homelessness issues.

The Justice Program staff has also connected clients to community resources and assisted with employment and educational opportunities. One individual, through the support provided, and his own dedication and commitment has successfully completed a two-year college program in a very high demand field.

For the fourth year in a row, the Justice Program collected donations and distributed Santa Sacs and Christmas hampers for clients at Christmas. They also provide a card and a small gift to those incarcerated over Christmas. The Christmas hampers were provided through a partnership with the Salvation Army. There is a lot of positive feedback and appreciation provided. The individuals look forward to them every year.

The Justice Program team consists of coordinator Heidi Edgar, and case managers Tara Bolt and Rick Parsons. The Justice program has fostered collaboration with the MUN School of Social Work- Bachelor of Social Work (BSW) program. During this reporting period, the Justice Program has mentored three (3) students through their field placements. We look forward to continuing this relationship in the future. We have also developed relationships with the University of Calgary and the University of Victoria to accept Bachelor of Social Work students as needed. During the upcoming summer semester, we have offered to provide a placement to a BSW student from the University of Victoria

The Justice Program believes that through appropriate and meaningful community supports, those involved in the criminal justice system with mental illness can reintegrate into society with positive results inevitably improving their quality of life.

**Heidi Edgar, C.crm; BA; BSW; MSW; RSW**  
**Justice Program Coordinator**

## Workplace Mental Health Coordinator's Report

There were many highlights in 2013 – 2014; probably the most significant was the introduction of the CSA Standard for the Psychologically Healthy Workplace. It is significant in that finally, mental health receives the attention it deserves from an organization that is reputable, and highly respected. Secondly, the CSA invites the public as well as Canadian corporations and businesses to look at mental health and psychological safety from the perspective of occupational health. This new lens gives it legitimacy and urgency, and draws national and international attention to the document.

At first, the standard is daunting and confusing. Bit by bit, piece by piece, businesses, OHS, and mental health organizations are addressing what very well may become the norm in our business practices, as futuristic as that might seem.

CMHA's Workplace Mental Health Program completed a Power Point to address the standard, breaking it down into components that might be easily understood and measured. Hence, one of our new presentations this year is exactly that, "An Introduction to the Psychologically Healthy Workplace".

During Mental Health Week, plans were made to do presentations to Bell Canada, a great sponsor of CMHA-NL generally. As well, we did a presentation to the Newfoundland and Labrador Petroleum Board on Work-life balance which went very well. June 5<sup>th</sup>, was launch day for the "Not Myself Today" campaign in Newfoundland and Labrador. "Not Myself Today" is a national campaign created to educate employers about the realities of mental health in the workplace. A symposium was held at St. John's City Hall, and our presentation on the Psychologically Healthy Workplace was debuted there. Evaluations were positive.

CMHA-NL was invited to four major health fairs this year. One was held at Canada Revenue Agency, two at Memorial University, and one at Stella Burry Community Services. It has become a yearly event to be invited to the Depression Screening event at Memorial, as well as the staff and student health fair that is held each winter. Before Christmas, the Workplace Mental Health Coordinator was invited to come to Memorial University again and speak with a group of students who were doing studies in Community Health. Recovery concepts and community mental health perspectives were shared to a group of individuals doing their masters in community education. The professor was Dr. Diana Gustafson.

In December and January, a presentation was developed for the medical school on components of mental health recovery, mental health, as well as strategies to assist individuals who have mental illnesses. The presentation took place on January 22<sup>nd</sup> to the first and second year medical students. The CMHA collaboration with Dr. Cheri Bethune, is the first introduction on the topic of mental health and mental illness in the first and second year medical students' curriculum and we are honoured to do this work with them. The winter brought two presentations to different government agencies, one being the Multi Materials Stewardship Board

and the other being the Intergovernmental Wellness Committee of the Federal Government for John Cabot Building staff.

The year culminated with an outreach trip to Grand Falls Windsor and Springdale. Education outreach with Tia Morris, the central region coordinator, was combined with Workplace Mental Health Coordinator activities. Four sessions were completed in total on the topics of work-life balance, stress reduction, depression (causes and effects), and the psychologically healthy workplace.

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### **Statistics 2013 – 2014**

**April 1, 2013 – March 31 2014**

<b>People who attended the Work-Life Balance Session</b>	<b>129</b>
<b>People who attended the Psychologically Health and Safety Introduction</b>	<b>091</b>
<b>People who attended fairs or sessions relating to stress reduction</b>	<b>188</b>
<b>Core Program</b>	<b>Total</b>
	<b>408</b>
<b>Individuals who attended sessions on mental illness and recovery information</b>	<b>168</b>
<b>Individuals who attended sessions on mental health related information</b>	<b>242</b>
<b>Mental health and mental illness/recovery specific Total</b>	<b>410</b>
<b>Total deliveries 2013-2014</b>	<b>818</b>
<b>Total individuals reached</b>	<b>503</b>

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### **Partners 2013 – 2014**

**Bell Canada**

**CMHA-NL Central Region Office**

**Central Health**

**Dr. Cheri Bethune**

**Government of Canada (Health Fair, Intergovernmental Agency on Health and Wellness)**

**Life Unlimited**

**MMSB**

**Memorial University (Health Fair, Depression Screening)**

**Memorial University (School of Medicine)**

**Newfoundland and Labrador Petroleum Board**

**Not Myself Today (National Workplace Mental Health Campaign)**

**Public Seminars (Grand Falls Windsor)**

**Youth Addiction Workers, Youth Addiction Treatment Centre, Grand Falls Windsor**

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**Roger Baggs**

**Workplace Mental Health Coordinator**

## Central Regional Coordinator's Report

I am pleased to provide CMHA-NL's 2013-2014 annual report from the Central Region. This year has brought new programming, stronger partnerships, and greater outreach throughout Central Newfoundland.

In terms of programming, CMHA-NL brought Tattered Teddies and Straight Talk to the Province in June 2013. This child and youth suicide prevention training was created by the Centre for Suicide Prevention and is based on the ASIST model of suicide intervention. To date, the Central Regional Office has offered Straight Talk and Tattered Teddies workshops to the public in Grand Falls-Windsor and Gander. We also provided Straight Talk training to the staff at the Youth Addictions Treatment Centre in Grand Falls-Windsor. Of particular significance were our efforts to increase access to these programs on the Connaigre Peninsula. Through grant funding and a strong community partnership, we supported the Executive Director of the Harbour Breton Community Youth Network to become a trained program facilitator. As a result, Straight Talk and Tattered Teddies can be offered regularly on the Peninsula by a local community member.

In 2013, CMHA-NL also introduced Kids Have Stress Too! (KHST!) and Stress Lessons, a suite of programs created by the Psychology Foundation of Canada. These primary prevention programs provide parents, caregivers and educators with the knowledge and skills to help children become healthier and more resilient through learning effective stress management. KHST! parent sessions were offered in the communities of Summerford and Brookfield; a KHST! early childhood educator session was offered at the Family Resource Centre Regional Conference; and Stress Lessons Toolkits have been shared with educators in multiple communities across Central.

On a local level, the Central Regional Office began two new projects in partnership with Central Health. The first is a support group for caregivers of persons living with mental illness. The support group began in January 2014 and meets bi-weekly at the CMHA-NL Regional Office. The second project is Strengthening Families for the Future (SFF). SFF was created by CAMH and is a family change program designed to enhance protective factors such as positive relationships, communication skills, anger management, and problem solving skills. SFF is being offered in the community of Botwood and consists of 14 weekly sessions, running for three hours per week.

Throughout the year, CMHA-NL held several awareness and anti-stigma events in Central. Following the lead of the Western Regional Office, we held a very successful Mental Health Week Luncheon in partnership with the Rotary and Kiwanis Clubs of Grand Falls-Windsor. RNC Officer Dean Peckford was the keynote speaker and discussed his personal experiences living with post-traumatic stress disorder. On May 26<sup>th</sup>, 2013, CMHA-NL participated in the Mood Disorder Society of Canada's Defeat Depression campaign. In partnership with CHANNAL, we held a walk and social in Grand Falls-Windsor to raise awareness about depression and other mental illnesses. On September 13<sup>th</sup>, 2013, in recognition of Suicide Prevention Week, CMHA-NL held a Lunch & Learn in partnership with Community Minds.

This event was entitled “Suicide Prevention and Awareness: A Mother’s Story” and featured guest speaker Mary Fisher.

Our office was invited to present on the topic of mental health and mental illness on a regular basis. In 2013-2014, we presented at 25 different events (not listed above) and had the opportunity to visit 10 different communities in our area.

Overall, we have received a significant amount of support from our local communities. We have seen a strong demand for mental health education and services throughout the region. As we look to the coming year ahead, we will focus on the growing demand for our services and find effective and efficient means to capitalize on this exciting momentum.

**Tia Morris, B.S.W., R.S.W.**  
**Central Regional Coordinator**

## Western Regional Coordinator’s Report

The 2013-2014 reporting period has been busy for the Western Regional Office and it gives me great pleasure to provide a report on the successes we’ve achieved this year. I have kept CMHA-NL’s mandate and mission at the forefront of all activities and continued to raise CMHA-NL’s profile throughout Western Newfoundland. I maintained existing partnerships while taking opportunities to make new collaborations.

In April 2013 I concluded the final session of the life skills program at the West Coast Correctional Facility in Stephenville. The feedback from the program was very positive, and since completion the West Coast Correctional Facility has requested that the program be offered again.

CMHA-NL Western Regional Office continued our partnership with Western Health, Community Mental Health Initiative (CMHI) and the Schizophrenia Society. To date we have hosted three No Stress Fests (NSF) and have received requests to expand to other communities. Collaboratively, the group developed a No Stress Fest Manual, in order to provide guidance and resources so interested communities would have the tools to facilitate their own event. Since the development of the guide, three communities hosted the event and feedback has been positive. Mental Health Week (May 6-12, 2013) was a very busy week. CMHA-NL also sponsored the Stephenville Community Café which served 139 free meals to community members while providing information and resources about mental health. The Western Regional Office also responded to requests to facilitate presentations in surrounding communities on topics including: supporting military families, seniors, youth and women’s mental health.

CMHA-NL partnered with the Rotary Club of Corner Brook and Bell Aliant to host the 3<sup>rd</sup> annual Mental Health Week Luncheon in Corner Brook. Community activist and mother Mary Fisher shared her family's story of her youngest son's suicide and their road to recovery. CMHA-NL Western Regional Office developed a new partnership with the Rotary Club of Stephenville, and with the continued support of Bell Aliant hosted the first Mental Health Week Luncheon in the area. RCMP officer Dean Peckford discussed his personal and professional struggle living with post traumatic stress disorder. Both events individually hosted over 100 professionals, business owners, and mental health professionals from the region.

In June, CMHA-NL, in collaboration with Western Health, CMHI and the Schizophrenia Society began development of a recreation and mental health toolkit. The kit, a grab-and-go resource would help individuals make the connection between mental health and physical health. The kits were provided to organizations throughout the region. Funding for the toolkits was provided by a provincial wellness grant.

The western and central regional offices planned the Tattered Teddies and Straight Talk train the trainer workshops, and in June 2013 a trainer traveled from Calgary to facilitate the training in St. John's. With the support of Medavie health foundation CMHA-NL was able to train four CMHA-NL staff and two community partners. In addition four other individuals joined our group for the training opportunity. Since the initial training, sessions have been held in Corner Brook, Stephenville and Grand Falls-Windsor. The initiative has brought new training to the province and has also serve as a social enterprise for CMHA-NL.

CMHA-NL was asked to bring a mental health perspective to Western Pride Committee. The group facilitated education and awareness sessions for the lesbian, gay, bisexual, transgender and queer (LGBTQ) individuals as well as the larger community. CMHA-NL, in partnership with the pride committee, developed a safe spaces training for business owners within the Corner Brook area. Additionally, through my involvement with Western Pride I was asked to facilitate mental health training for the first provincial Gay Straight Alliance conference being held at Corner Brook High in May 2014.

This March I was asked by the Newfoundland and Labrador Association of Social Workers to participate in a radio promotion. The ad played throughout the month of March in all areas of the province and was an amazing opportunity to recognize mental health, CMHA-NL and all social workers in the province.

After this very busy year, I look forward to continuing our current initiatives as well as developing new opportunities to raise awareness about mental health and mental illness within the western region. Through the development of resources, facilitation of training opportunities, and other educational initiatives, I will work to continue to raise CMHA-NL's profile through new collaborations and events, such as Clara's Big Ride. I will also strive to meet the changing needs of the community through evidenced based programing and best practice health promotion.

**Mary-Beth Fallon C.C.R.M., B.A., B.S.W.**  
**Western Regional Coordinator**

# Policy and Program Analyst's Report

I have been fortunate to be able to participate in shaping the future of our organization as we grow and evolve at both the provincial and national levels. Some of the highlights of my work from the past year are outlined below.

**CMHA National Public Policy Working Group (PPWG)** – I became a member of the PPWG in September 2013 and I am working with others across the country to help shape national policy priorities. The PPWG provides advice on public policy issues and links CMHA's program and service delivery knowledge to public policy development. Currently the PPWG's work is focused on operationalizing the strategic plan.

**Provincial Mental Health Centre** – During the spring and summer, I continued in my role along with CMHA-NL Board and Staff members in our planning for new office space for the provincial office in St. John's.

**Housing and Homelessness** - I continued to represent CMHA-NL on the Regional Advisory Board for rural and remote Newfoundland and Labrador as part of HRSDC's Homelessness Partnering Strategy. I also had an opportunity to represent our organization along with Heidi by participating in a stakeholder consultation for the St. John's Community Advisory Board on Housing and Homelessness Community Plan for 2014 – 2019.

**Seniors' Mental Health** – I have been working with Grant in his role as education facilitator to ensure that the new seniors' mental health educational program aligns with our goals and objectives. I continue in our work with Western Health on the education sessions that we have been developing as part of a pilot project. I also prepared reports for Canada Post for the funding that CMHA-NL received.

**Education** – Recent changes to the curriculum and course structures at the province's two schools of nursing, the Centre for Nursing Studies and Memorial University's School of Nursing, have resulted in the elimination of the community agency placements for the Bachelor of Nursing program's mental health course. Over the years, the placements offered a significant opportunity for CMHA-NL to influence the attitudes of future nurses and also further our mission through the students' projects. Moving forward, I will continue to coordinate placements and projects at CMHA-NL for nursing students from both schools when they are available. I developed guidelines for the nursing schools to help facilitate the coordination of BN student placements here in the future, as well.

I also participated in the discussions around the tender and proposal development for the Waterford Bridge Road Centre, a long-running adult basic education and mental health program in St. John's formerly operated by the College of the North Atlantic.

**Information and Referral** – Several mental health information resources, such as a directory with contact information for various organizations, have been produced in recent years by BN students under my guidance as projects during their placements with CMHA-NL. I have begun to review these resources to determine their suitability for CMHA-NL's use on an ongoing basis, and see what other resources we may be able to develop in the future. It can be a challenge to provide consistent, accurate information in response to inquiries from the public on mental health supports and services throughout our province and so having brief booklets available for the public may be a part of the solution.

**Statistics** – I also spent some time trying to get a sense of the most recent statistics available on mental health and mental illness in our province, and how accessible they are not only to our organization but to the general public. As part of my regular information gathering and monitoring, I continued to keep an eye on national organizations such as the CIHI that occasionally produce reports that may include statistics on mental health related issues for our province.

**Professional Development** – I attended many presentations and webinars hosted by the Mental Health Commission of Canada, the Canadian College of Health Leaders, and CHNET-Works, among others. I also became a member of two professional associations, the Canadian College of Health Leaders and the Canadian Association for Health Services and Policy Research. I look forward to another exciting year working at the Division.

**Heather Pollett, B.A., MA-IS, MHS student**  
**Policy and Program Analyst**

## Events Manager's Report

**2013-2014** has marked a great year for individual and community engagement. As we continue to build our profile in the community we are seeing an increase in individual donations, employee giving, corporate matching, as well as awareness-raising collaborations, and third party events.

CMHA-NL was pleased to be a part of this year's **CBC Pancake Breakfast** for the first time. The beneficiaries included CMHA-NL, Iris Kirby, John Howard, Choices for Youth, and NLHHN. We would like to thank NLHHN, CBC, and Smitty's Mt. Pearl for allowing us to be a part of this event in support of homelessness and housing.

**Hot Soup Cool Jazz** continues to be a great source of funding and community partnership for CMHA-NL. In its 6<sup>th</sup> year Hot Soup Cool Jazz is an annual event in support of youth homelessness and poverty across our province. The beneficiaries of this year's event were



Choices for Youth, Jimmy Pratt Memorial Soup Kitchen, Jimmy Pratt Foundation, Wreck House Jazz and Blues, and CMHA-NL.

We are pleased to say that Hot Soup Cool Jazz has charitable status in its own right. As a participating organization, CMHA-NL is a member on the governing Board of Directors. CMHA-NL is grateful for the opportunity to be a part of this event as well as collaborating with the other agencies to decrease youth poverty and homelessness in our communities.

**Mindscales Exhibit and Gala** was again a huge success. CMHA-NL would like to send a special thank you to our Sponsors, Marthe Bernard, Mary Deacon, Elizabeth Scammell Reynolds, Jimmy Thomson Trio, Eastern Edge, and the Mindscales Artists for their continued support of this amazing endeavor. **Bell Aliant** returned as our presenting sponsor for the third year in a row. We are very thankful for their continued commitment to this event and our work provincially.

**RBC-** In our final year of a \$50,000 three year commitment, CMHA-NL is very grateful to RBC for their ongoing support. Because of their support, our Think Twice program has reached out further into our province than ever before. We thank RBC for their support, and look forward to working with them in the future as we reach out to support our youth.

**Telus-** spinning from the success of the Think Twice Program, Telus provided funding to create and facilitate a bullying pilot in response to an overwhelming need expressed by our partners from the various schools across the province. This program has been delivered with great success. CMHA-NL is currently exploring avenues to address sustainability for this program, as well as Think Twice.

**Tickle Swim For Mental Health-** in its first year the Tickle Swim for Mental Health was a tremendous success. With great physical and mental challenges Sheilagh O'Leary led a group of 6 swimmers, kayakers, and numerous support people on a 5km swim across the Tickle to spread awareness of mental health as well as to raise funds for our work. Thank you to all that participated.

**United Way-** United Way continues to be a loyal supporter of our work in this province. Most recently United Way funded mental health educational seminars to supplement our Justice Program within HMP, as well as helped us to provided health kits to individuals upon release.

**Social Media and Communications-** As we had hoped, our social media campaign has been a huge success. Our reach is growing on a daily basis and as a result we are better equipped to share information on our events and services, highlights and tips in relation to mental health and mental illness, as well as share information and news from our partners provincially and nationally.

As a member of the National CMHA Social Media and the Communications Working Group, and through local professional development opportunities, I will continue to explore new and innovative ways to improve our systems locally and across the country.

**Future goals-** CMHA-NL is calling upon all our members and supporters to help us get over our current financial hurdle. Whether your support is in the shape of a monthly donation, a seat at our upcoming gala, an in-kind donation, a fundraising idea or event, we would greatly appreciate your support. Thank you for all that you do!

Respectfully submitted by:

**Beverley Hiscock, B.A., CCRM**  
**Manager of Fund Development and Communication**

## **Manager of Corporate Services' Report**

This year CMHA-NL made great strides toward making mental health issues more visible throughout the province. The organization operated from three locations across the province in 2013/2014 - the provincial office in St. John's, the Grand Falls-Windsor office, and the Stephenville office. Each location held events and seminars, and advocated for mental health and illness throughout the year.

This was a stellar year for successful grant applications. While donations from both individuals and organizations were great throughout the year, funding cuts by government caused concern and restricted services that could be administered by the organization. CMHA-NL's core program funding was cut 12.5% across the board, and the organization lost all funding for its "Think Twice" high school anti-stigma education program. In response to funding cuts we used a portion of our reserves (much of which had been bequeathed to CMHA-NL) to continue to provide the best service possible to individuals in the province.

The organization is constantly evolving, as is its financial accountability. Each year the organization strives to continue to bring more awareness to mental health and mental illness and looks forward to helping people in the future.

Overall, CMHA-NL's financial health is still fairly good. In the future CMHA-NL will need to seek new ways to increase funding for programs that bring more awareness to mental health issues that affect each and all of us in one way or another.

**Paul Fifield**  
**Manager of Corporate Services**

# Minutes – 2013 AGM

**Canadian Mental Health Association  
Newfoundland and Labrador Division (CMHA-NL)  
Annual General Meeting  
The Celestial Room, Johnson Geo Centre  
175 Signal Hill Road, St. John's, NL  
December 6, 2013**

## *Minutes*

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### **1) Call to Order**

The 2013 Annual General Meeting was called to order by CMHA-NL President, Mark Gruchy, at 11:05 a.m. Mr. Gruchy welcomed those in attendance, and directed their attention to the delegate kits which had been distributed. He advised that when a motion is called for, all those who move or second must give their names and must be paid members of CMHA-NL.

### **2) RBC Check Presentation**

Mr. Gruchy introduced Mr. Jeremy Storry, Regional Vice-President, Newfoundland and Labrador Regional Office, RBC. M. Gruchy noted that through “Believe in Kids”, RBC had pledged \$100 million over five years, and has provided a great deal of resources and support for children’s mental health initiatives.

Mr. Storry noted that RBC has a long standing commitment to mental health for youth through a multi-year commitment which hoped to reach one million kids. He presented a check for \$20,000 to CMHA-NL for its Think Twice initiative. M. Gruchy thanked Mr. Storry .

### **3) Approval of Agenda**

Mr. Gruchy called for a motion to approve the Agenda as presented.

**MOTION:** to approve the Agenda as presented; moved by Frankie O’Neill; seconded by Eileen Kavanagh. Carried.

#### **4) Adoption of the Minutes from the 2012 Annual General Meeting**

Mr. Gruchy asked everyone to review the Minutes which were included in the Annual Report, and reminded those in attendance that only paid members and those who had attended last year's AGM were eligible to vote to adopt the Minutes. Mr. Gruchy called for a motion to adopt the amended Minutes.

**MOTION:** to adopt the minutes as amended; moved by John Abbott, seconded by Ed Sawdon. Carried.

#### **5) Adoption of the Annual Report 2012-2013**

Mr. Gruchy observed that the Annual Report was composed of summaries of staff activities during the year. He said that Executive Director, George Skinner sent his regrets, and that fantastic work had been accomplished over the last year. Mr. Gruchy did note that the last term had seen CMHA-NL weather a bumpy financial landscape, but that there had been a sufficient surplus to deal with the issue. CMHA-NL's activities had expanded, and all programs were successful. Mr. Gruchy asked for a motion to adopt the Annual Report.

**MOTION:** to adopt the 2012-2013 Annual Report; moved by Ted Callanan, seconded by Frankie O'Neill. Carried.

#### **6) Auditor's Report**

Mr. Gruchy noted that the auditor's report may be the primary reason for meeting. He noted that the auditing firm Smith, Bussey, Muir had advised the CMHA-NL Board of Directors that CMHA-NL was in a good financial state. Mr. Gruchy called upon Paul Fifield, Manager of Corporate Services to provide an overview of the auditor's report.

Mr. Fifield observed that both revenues and expenses had gone up for the 2012-2013 period. All three offices were running, and government funding remained constant. He observed that Grant Fitzpatrick had made trips (with his Think Twice program) across the province, including Labrador. The trips were largely made possible as a result of RBC's investment in the Think Twice program. Mr. Fifield also noted other generous donors – Bell Aliant, Telus, Canada Post, United Way, and the Penney Group.

Mr. Fifield noted that rental expense had increased due to the opening of CMHA-NL's offices in Stephenville and Corner Brook. Salaries increased as here new employees were added to the payroll. He informed those assembled that CMHA-NL was in great financial condition due in large part to bequests, etc. He also suggested that if anyone had questions with regard to the auditor's report, they could reach him at the CMHA-NL office. Mr. Gruchy called for a motion to adopt the Report.

**MOTION:** to adopt the Auditor's Report; moved by David Vardy, seconded by Frankie O'Neill. Carried.

## **7) Appointment of Auditors 2012-2013**

Mr. Gruchy asked for a motion to appoint Smith, Bussey, Muir as the auditors for CMHA-NL until the next annual meeting or until a successor is appointed.

**MOTION:** that Smith, Bussey, Muir be appointed auditors for the year 2012-2014. Moved by Eileen Kavanagh; seconded by Blake Cryderman. Carried.

## **8) Request for Motion to Amend By-Laws**

Mr. Gruchy noted that the proposed amendments to CMHA-NL's by-laws had been circulated to members several weeks prior to the AGM. He summarized some of the changes noting they were an effort to ensure CMHA-NL is dynamic and flexible. He noted that the by-law changes imposed two, two-year consecutive terms for Directors. Changes would also streamline the nomination process and limit the number of Board members. Mr. Gruchy asked for a motion to amend the by-laws.

**MOTION:** to amend CMHA-NL's by-laws as outlined and circulated. Moved by Frankie O'Neill, seconded by Ted Callanan. Carried.

## **9) Election of Directors 2013-2014**

F. O'Neill advised those in attendance that under new by-law revisions, the number of Board members had been limited to 14. All members are able to vote for the slate of nominees. She outlined the slate of nominees:

Nominees for renewal: Frankie O'Neill, Ted Callanan, Blake Cryderman, Tammy Drover, and Mark Gruchy.

New nominees: Natasha Martin, Patrick Martin, Sheilagh O'Leary, Greg Radu, and Edna Turpin.

Ms. O'Neill asked for a motion to elect the slate of nominees.

**MOTION:** to elect the slate of nominees as presented. Moved by Colleen Hanrahan, seconded by Ed Sawdon. Carried.

## **10) CMHA-NL Awards Presentation**

### **CMHA-NL Mental Health Leadership Award - 2012-2013 Recipient, Dr. Olga Heath**

Mr. Gruchy presented Dr. Heath with the CMHA-NL Mental Health Leadership Award. This award honours a mental health service provider, researcher, or community leader for excellence in mental health leadership within Newfoundland and Labrador. Awardees must have shown dedication to furthering mental health within the province through his or her clinical practice, research, or community service.

### **CMHA-NL Pottle Award – 2012-2013 Recipient, David Vardy**

Mr. Gruchy presented Mr. Vardy with the Pottle Award. This award was established in memoriam of the late Dr. Clarence Pottle, a psychiatrist and the first provincial Director of Mental Health Services in Newfoundland and Labrador. This award honours a volunteer in the community who has demonstrated tireless commitment towards furthering mental health in Newfoundland and Labrador. It is awarded based on the quality and quantity of volunteer work and overall impact within the community.

## **11) Keynote Speaker**

The keynote speaker for this year's Annual General Meeting was Donna Kavanagh, mental health education advocate and former coordinator of the Waterford Bridge Road Adult Basic Education Program.

## **12) Adjournment**

Mr. Gruchy asked for a motion to adjourn the 2013 Annual General Meeting.

**MOTION:** that the 2013 Annual General Meeting of CMHA-NL be adjourned. Moved by Eileen Kavanagh. Carried.

# **Financial Reports**

**Canadian Mental Health Association**

**Newfoundland Division Corporation**

**Financial Statements  
2013-2014**











**Canadian Mental  
Health Association**  
Newfoundland and Labrador

**St. John's, NL – CMHA-NL 2014**