



**Canadian Mental
Health Association**
Newfoundland and Labrador

ANNUAL REPORT

2012 - 2013

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CMHA-NL ANNUAL REPORT 2012-2013

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**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.

Canadian Mental Health Association, NL Division

Provincial Office

70 The Boulevard, 1st Floor
St. John's, NL A1A 1K2

Tel: (709)753-8550

Toll free: 1-877-753-8550

Fax: (709)753-8537

Email: office@cmhanl.ca

Central Regional Office

16 Pinsent Drive
P.O. Box 542
Grand Falls-Windsor, NL A2A 2J9

Tel: (709)489-3302

Toll Free: 1-855-489-3302

Fax: (709)489-3710

Email: central_office@cmhanl.ca

Western Regional Office

157 Minnesota Drive
P.O. Box 17
Stephenville, NL A2N 2Y7

Tel: (709)643-5642

Toll Free: 1-855-643-5553

Fax: (709)643-5122

Email: western_office@cmhanl.ca

President's Report

I am pleased to introduce the Canadian Mental Health Association – Newfoundland and Labrador Division yearly report.

The fiscal year 2012-2013 has seen us continue our path of growth and success. We have weathered the general cuts brought down in the last government budget. I am very happy to report that due to careful management of our finances our position is strong. Our delivery of programming continues uninterrupted, and our auditors are impressed with our overall financial health.

We have been simultaneously very active in exploration and development of a Mental Health Centre project. The matter has been worked on intensively over the last year by our Board and Executive Director. Much remains to be done in the upcoming term due to the complexity of the endeavour, but the general course has been positive and illuminating.

We are also engaged in monitoring the situation with the Waterfordbridge Road Adult Basic Education Centre. As some of you undoubtedly know, this forty year old program was recently privatized. CMHA-NL was in a position to tender for the program and did so. While we did not secure it, we have formed a committee to continue to monitor it and have had communications with government concerning its health. We will continue to monitor the situation into the next year, and will work to ensure the program continues to exist in a healthy fashion.

You will see upon review of your materials we propose changes to our bylaws, largely the institution of term limits for Board and Executive members to ensure our organization remains vital going forward. It is imperative we keep our organization fresh. To this end, we are very pleased to have a significant number of new candidates for Board participation coming forward this term. We also would like to encourage everyone who is interested to become a formal member of CMHA-NL. It is our desire to expand our membership as we move forward. Your participation would be greatly appreciated.

Our Justice Program continues to succeed and thrive. To date, we have provided case management services to forty-two individuals. Well over half of these individuals have not reoffended in any way, and the bulk of those who have reoffended have breached release terms as opposed to engaged in fresh substantive criminal action. Said differently, the severity of the criminal conduct even in those who have reoffended has declined markedly. Our program coordinator has also recently joined the St. John's Community Advisory Board on Housing and Homelessness, providing a much needed mental health perspective on the issue.

Our Workplace Mental Health Program continues to advance. This year, our RELAX forum during mental health week was well attended. Similarly, our Think Twice school outreach

program has now reached over 22, 283 students, over 9,000 beyond our totals for last year. A new anti-bullying program is planned for 2013-2014. Fundraising has gone very well this year, and we have entered the social media world in a much larger way than before, including our recent engagement with Twitter. Our Policy and Programming branch has been doing fantastically as well. Ms. Heather Pollett, our Policy Analyst, was, among other things, again published in the *Downhome Magazine*.

Our regional offices have done great work over the last year, including the establishment of a life skills program that was successfully delivered within the West Coast Correctional Facility. The program has been requested to be delivered again this year.

These comments only scratch the surface. Please see the individual reports of program deliverers and co-ordinators for the details.

We thank all those who support us: Our staff, our volunteers, our colleagues at Eastern Health and Government and all of those who have helped us in any way.

Mark Gruchy
President of CMHA – NL.

Executive Director's Report

It is difficult to believe that yet another year has quickly passed. Accordingly, I am very pleased to provide this, my fourth report as Executive Director of the Canadian Mental Health Association-Newfoundland and Labrador (CMHA-NL) Division. While I write this report, I am proudly approaching my fourth anniversary as Executive Director of CMHA-NL.

Again this year CMHA-NL has been very active in several areas of service and advocacy in mental health throughout our province. Over the past year, we have experienced, directly and indirectly, numerous positive activities in both the Central and Western regions of our province arising from the presence of regional CMHA-NL offices in both areas. Through the efforts of two very dedicated staff members, the offices which opened last year have been instrumental in providing advocacy and education initiatives throughout both regions. I am very pleased to say that Tia Morris and Mary-Beth Fallon in Grand Falls-Windsor and Stephenville, respectively, continue to make a very valuable contribution to the CMHA-NL team, and to mental health throughout our province. Specific initiatives can be found in the regional report later in this document.

One of the most significant initiatives during the 2012-2013 year was the formation of a Project Steering Committee to investigate the feasibility of establishing a Mental Health and Addictions Centre for the province. The vision for the mental health centre is to be a permanent home for CMHA-NL, and house several not-for-profit community health and addictions groups. By co-locating such community-based groups, greater synergy would occur among the partners as well as the sharing of common areas such as office supplies, IT, janitorial services, meeting space, etc. It remains our vision that such a centre can become a reality in the future.

Again this year, I participated on the Provincial Advisory Council on Mental Health and Addictions. The Council, under the expert chair of Mr. Vince Withers, 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.

"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 20,000 youth over the past two years. In view of its positive acceptance by the youth participants, this year, the Royal Bank made a two-year commitment of \$20,000 per year to CMHA-NL to support Think Twice. The support will enable CMHA-NL to do additional sessions in Labrador. This program continues to be a very significant initiative with continual positive feedback from across the entire province. We look forward to a continued 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.

This has been the third complete year of the Justice Program and I am pleased to report that it continues to provide critical support to the 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. We continue to receive referrals of clients from HMP. 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 2012-2013.

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 of CMHA-NL. Mental Health is also being gradually recognized by industry as a significant revenue loss to the bottom line.

As a member of CMHA Senior Management Team I attended the National Bottom Line Conference which focuses on Workplace Mental Health. CMHA is making this conference a National Event to raise the profile of workplace mental health. Excellent speakers from various countries presented and provided tremendous insight into this worldwide issue. It is my hope that CMHA, Canada's National Association can sponsor other national events addressing specific mental health issues for specific populations in the future.

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 CMHA National Conference was held in Regina, Saskatchewan in October, and was a significant event for CMHA in 2012. This event had a number of delegates from across the country as well as from Newfoundland and Labrador.

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. Early in 2011, CMHA welcomed our new National CEO, Mr. Peter Coleridge. Since that time I have had much contact with Peter, and I believe he has made a major contribution during his relatively short tenure. 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 will we 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 2012-13. We have continued to receive significant air time and very positive comments on various ad content. In 2012-2013, we had our promos on VOXM AM and Hits FM. In June of 2012, with financial support from the Department of Health and Community Services, we expanded our listening audience across the province, particularly throughout Central and Western.

CMHA-NL's web site – continues to contain a wealth of information concerning the work that CMHA-NL has carried out during this year and previous years. The reports from our various committees will 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 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, while I feel mental health and illness issues are receiving much more attention than ever before much remains to be done. Far too many individuals do not receive the treatment or service they require and deserve. As a fellow Newfoundlander, I trust that all Newfoundlanders and Labradorians share my view that someday we must all consider mental health and illnesses in the same way that we consider physical health and illnesses.

Respectfully Submitted,

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

Staff Reports

Workplace Mental Health Program Report

Last year was a great year for the Workplace Mental Health Program. We continued to spearhead innovative activities, and get our information to employers, employees and businesses across Newfoundland and Labrador.

On April 19th 2012, I attended a health fair at the Seal Cove Campus of the College of the North Atlantic where I talked to students, and faculty, and circulated stress reduction tips. During Mental Health Week, our RELAX forum was well attended and received a lot of attention. This idea was initiated by the Workplace Mental Health program. The RELAX seminar was a learning seminar focused on work-life balance, self-care, meditation, exercise, and artistic ways to “RELAX”. Since then, CMHA has been involved in three similar events. It is great to see a worthwhile idea continue. Other presentations during Mental Health Week 2012 were delivered to Bell Aliant, and the Department of Health and Community Services. Also during Mental Health Week, I had an information booth at the Provincial Government of Newfoundland and Labrador outside of the Department of Health and Community Services and provided government employees with information on stress reduction, and work-life balance. On May 16th, a stress reduction seminar at Memorial University took place with LGBT youth. On June 11th, CMHA was invited to present to Women in Resource Development at the MUN Botanical Gardens which was a great event. The topic was stress reduction and of course, work-life balance. Feedback was very positive.

On June 26th, I did a presentation on stress reduction and the realities of mental illness with students at Academy Canada. Various disciplines and staff attended the 2 hour session. For the first time the Mindscapes exhibit had a coordinator, Sandra Rose, who helped us get ready for the big event! Thank you Sandra! Again in 2102, all of the art that made it into the exhibit was sold during the CMHA Gala. Thanks to all our volunteers, especially Eileen Kavanagh, who kept us all organized and moving ahead! Special thanks to Krissy Holmes who came by and hosted our Mindscapes Launch!

During the month of August and September, I started to do some initial work on a Return to Work Action Plan template that can be used for helping employees get back to work from mental health leave. This template will be finalized in 2013-2014.

During Mental Illness Awareness Week, I attended a health fair at Memorial University. The Depression and Mental Health Screening is becoming more and more important every year, helping students who are having mental health difficulties at MUN.

Also during Mental Illness Awareness Week, I participated in an outreach trip with Grant Fitzpatrick to Placentia, and a public seminar in St. Mary's on work-life balance and stress reduction. Once there, I quickly realized that the group was looking for a presentation on mental illness so I modified the presentation on the spot! Over 40 community members attended and it was a fantastic interactive afternoon.

In October I attended a health fair at Stella Burry Community Services. We had over 100 people come to our booth, taking our stress busters, and work-life balance quizzes. It was a great event. Presentations to social work students and the medical school were highlights in November. I also wrote another presentation called "Surviving Christmas". This was a mental health promotion presentation that focused on tips to help get through the hectic season. This seminar was presented to 17 sites in Eastern Health, and also in a public seminar.

2013 has seen the advent of national standards for the Psychologically Healthy Workplace. With the help of these standards, this will be a priority for the Workplace Mental Health Program in the years to come. Certainly, the CSA standards will move workplace mental health into new and exciting territory as we grapple with the dynamics, complexity, and challenges of the psychologically healthy workplace.

Respectfully submitted,

Roger Baggs

Workplace Mental Health Coordinator

Education Facilitator's Report

Think Twice has been presented to various youth groups, high schools, and junior high schools 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.

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 understanding 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. The

presentation helps teachers recognize issues, and provides 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.

We have also received requests from other areas, such as Adult Basic education Programs offered at the YMCA, and Brother TI Murphy, 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 around the province and student development days. 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 is launching 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.

Think Twice has been presented in high schools and junior high schools from St. John's to Goose Bay, making the program truly provincial. A comparison of peak periods from 2010 - 2011 and 2011-2012 shows that presentations increased from 5905 students from Sept-June 2010-2011, to 7262 in the same time frame from Sept 2011-June 2012. We reached an additional 9318 students from Sept 2012-May 2013, bringing the total number of students reached to 22,283 to date. Requests for presentations continue to increase as the program becomes more available province wide, and teachers deal with more and more mental health issues in the school system. Our hope is that we will be able to fulfill the rising demand in 2013-2014.

Respectfully submitted by;

Grant Fitzpatrick
Education facilitator

Justice Program Report

The Justice Program with the Canadian Mental Health Association has been in operation since November 2009. This initiative serves to address the needs of 25 individuals with mental illnesses 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 2012-2013 reporting period, the Justice Program has been highly engaged in providing intensive case management. We have provided supports to 42 individuals since the program began. Of these, 28 have not reoffended or incurred new charges. The majority of those who have reoffended have committed lesser offences than their initial offence when they started with 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 a client to participate in 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 has recently joined the St. John's Community Advisory Board on 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, and assisted in the reunification of families.

For the third 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. The positive feedback from the individuals who received these reflects the fact that for many, it was the first Christmas they had had in many years.

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 program. During this reporting period, the Justice Program has mentored two students through their field placements. We look forward to continuing this relationship in the future. We are currently in discussion with the University of Calgary to accept a Social Work student during the upcoming summer semester.

The Justice Program coordinator attended a conference for special needs offenders in August of 2012. This conference exposed the coordinator to programs and services for offenders on an international level. During this conference, the Justice Program was highlighted by one of the opening speakers.

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

Respectfully Submitted,
Heidi Edgar, C.crm; BA; BSW; MSW; RSW

Manager of Corporate Services Report

This year has been another busy and exciting one for CMHA-NL. Our organization and our promotion of mental health and wellness continued to grow this year. There was continued funding from government for CMHA-NL's two regional offices, Grand Falls Windsor, and Stephenville. Funding for these two regional offices was paramount in CMHA-NL's goal of expanding its reach to other regions and communities throughout the province. Funding from government agencies for other programs at CMHA-NL remained the same for this year. This has allowed our organization to continue to support consumers of mental health services.

Fundraising and donations throughout the year were once again strong. Our organization depends on donations to be able to operate and offer some of the programs that we run. Without the support and generosity of local business and individuals it would be much harder to run efficiently and carry out these programs. The Education Facilitator's "Think Twice" program was funded again for another year, and the program is doing great things reaching thousands of high school students across the province and educating them to help break down the stigma of mental illness. This program reached students from St. John's to Stephenville, and even Labrador.

On the financial side of things, CMHA-NL's revenue and expenses both increased this year as our organization carried out more programs and promotional ads related to mental health and mental illness. Radio ads could be heard on local radio stations with messages related to everyday tips for one's mental health and well being. It is our goal to try to expand this initiative in the coming years. Government's "Grass Roots" funding gave CMHA-NL \$22,000 to increase its reach of these ads to the entire province.

The Justice Program continued to do great work and grow with its case managers helping almost 30 clients. CMHA-NL will be seeking a fourth social worker in the near future to help keep up with the demand of this terrific program. The Workplace Mental Health Coordinator program continued to do great work, educating local businesses and employees on mental health across the province.

Our organization continues to grow and strive towards mental health for everyone. It is an exciting time for CMHA-NL, and our organization is looking forward to the upcoming year and helping as many individuals as we can.

Respectfully submitted:

Paul Fifield
Manager of Corporate Services

Policy and Program Analyst Report

My work at CMHA-NL continues to be interesting and challenging. As in past years, in 2012-2013 I took on new responsibilities, helped build organizational capacity within the Division, and brought existing projects further along in their development. Some of the highlights of the reporting year include the following activities:

CMHA National Strategic Plan and corporate re-branding – I have been attending CMHA National's town hall webinar meetings to discuss the draft policies and directions to implement our new *Strategic Plan 2012 – 2017*, which was launched last fall. I also facilitated the implementation of CMHA-NL's new logo and redesigned our communications materials to be consistent with National's updated corporate brand standards and our new mission and functions.

Housing and Homelessness – I continued in my role representing CMHA-NL on the Regional Advisory Board of HRSDC's Homelessness Partnering Strategy for rural and remote areas of Newfoundland and Labrador. I also attended a number of the educational teleforums that were sponsored by HRSDC's Homelessness Partnering Secretariat this past year.

Stakeholder Consultations – I participated in Government of Newfoundland and Labrador consultations on behalf of CMHA-NL, including the core mandate analysis review of the Voluntary and Non-profit Secretariat, and the review of the Department of Education's Safe and Caring Schools policy and Schools Act.

Seniors' Mental Health - Last spring, I applied to Canada Post's Foundation for Mental Illness and Mental Health and we received \$65,000 for our seniors' mental health program. I continued in my role as co-chair of the working group that was developing the seniors' mental health pilot in partnership with Western Health. The working group process wrapped up this winter and we have developed solid drafts of a facilitator's manual and a PowerPoint presentation. By building on this foundation developed by the working group, the future CMHA-NL education facilitator will be able to create an effective, evidence-based program.

Bachelor of Nursing Students - I continued supervision of Bachelor of Nursing students from the Centre for Nursing Studies and Memorial University School of Nursing during their community placements with CMHA-NL. The students were involved in conducting a needs assessment for our organization around the issue of information and referral services. The students developed a mental health resource directory guide for the province. This project not only provided a learning opportunity about available

supports and services for the students, but it also created what will become a valuable tool for CMHA-NL.

Articles - I wrote my third article for *Downhome Magazine*, this time on the topic of depression for the January 2013 issue. I also wrote an article on the importance of looking after your mental health and supporting others with mental health issues around the holidays for the Pharmacists' Association of Newfoundland and Labrador's (PANL) professional newsletter.

Professional development – Although I was busy in the office this year, I did make time to attend educational sessions. As mentioned above, I attended several Homelessness Partnering Secretariat teleforums, including sessions on the recent work of the Office of Literacy and Essential Skills' and the Financial Consumer Agency of Canada. I attended a portion of the Community Data Canada Roundtable co-hosted by the Canadian Council on Social Development and Human Resources and Skills Development Canada. I also attended offerings organized by the Mental Health Commission of Canada, the Chronic Disease Prevention Alliance of Canada and the Public Health Agency of Canada.

Presentation to the CNIB - I presented an organizational overview of CMHA-NL to the CNIB staff, our upstairs neighbours at the provincial office in St. John's, during their staff development session in October.

I consider myself to be very fortunate to work at CMHA-NL with responsibilities in such diverse and dynamic areas of the mental health field, at both the provincial and national levels. I look forward to the coming year and everything the future holds for my role and for the organization as a whole.

Submitted by
Heather Pollett, Policy and Program Analyst

Central and Western Region Coordinators' Report

2012-2013 was a very busy and exciting year for the Central and Western Regional Offices.

In April 2012, Royal Bank of Canada made a generous donation of \$10,000 to CMHA-NL's Think Twice program. To commemorate this event, the western office hosted a roundtable discussion on children's mental health. The event provided a platform for youth in the community to have a voice about mental health and mental illness. The roundtable was attended

by teachers, students, school board representatives, RBC executives as well as CMHA-NL board members.

Mental Health Week (May 7-13, 2012) was an especially exciting time for the regional offices. Central and western offices offered an art/literary contest for school-age children. We also hosted community events, including Musicians for Mental Health and Seniors' Afternoon Tea. The central office partnered with the Exploits Community Centre to host a Youth Mental Health Night while the western office partnered with the Stephenville Women's Centre to hold a Relaxation Event. To spread our Mental Health Week messages even further, we collaborated with our St. John's office to create "The Many Faces of Mental Health" Facebook page. This social media campaign encouraged Facebook members to post pictures and comments about how they promote their own mental health.

CMHA-NL partnered with the Rotary Club of Corner Brook and Bell Aliant to host the 2nd annual Mental Health Week Luncheon which was a huge success. RNC officer Dean Peckford discussed his personal and professional struggle living with Post Traumatic Stress Disorder. The event was attended by over 75 people and brought together professionals and business owners from all over the community.

On May 18, 2012, the central office hosted a press conference on behalf of the Department of Health and Community Services. The Honorable Susan Sullivan was present and announced substantial funding for five provincial mental health initiatives, including CMHA-NL's Think Twice program.

On May 27, 2012, both the central and western offices participated in the Mood Disorder Society of Canada's Defeat Depression campaign. In partnership with other community organizations, we held a walk and social in Stephenville and Grand Falls-Windsor to raise awareness about depression and other mental illnesses. We were very grateful for the support, awareness, donations and funds that were raised during these events.

During the summer months we developed informational displays on the topics of anxiety and depression. These displays were brought to festivals in 12 different communities throughout Central and Western Newfoundland. The displays incorporated original poster designs, CMHA national pamphlets, and educational activities. This initiative was supported in both regions by our respective in Regional Wellness Coalitions.

In September 2012, CMHA-NL Western Regional Office partnered with Western Health, Community Mental Health Initiative and the Schizophrenia Society to produce a free community health fair called No Stress Fest. No Stress Fest was held at the Pepsi Center in Corner Brook and was made up of interactive booths, presentations and mini workshops. The focus of the daylong event was stress reduction for families and was facilitated through easy activities and demonstrations. Resource materials were provided by all partners and the day was evaluated by all 78 participants. The partners plan to expand the event to Stephenville in 2013.

In October 2012, we traveled to St. John's to participate in CMHA-NL's Mental Illness Awareness Week events and Annual General Meeting. During that time, we were responsible for organizing an event on behalf of RBC's Children's Mental Health Project. The event

included an information session offered by Ceridian Canada entitled “Helping Kids Inside and Out.” The session was open to the general public and discussed issues related to childhood mental illness, early warning signs, and tips for parents/caregivers. During the event, RBC presented CMHA-NL’s Think Twice Program with a donation of \$20,000.

In November 2012, The Central Regional Office began Moving for Recovery, an introduction to fitness group for mental health consumers. Moving for Recovery involved eight group sessions focused on physical fitness, healthy lifestyle choices, wellness and recovery. CMHA-NL partnered with Frontline Fitness and Nutrition for this project and received weekly support from a personal trainer and use of their training facility. Participant feedback was very positive and we hope to offer this program again in the near future.

Also in November, the regional offices were advised that we had received \$15,000 of funding from Medivie Health foundation to help bring child and youth suicide intervention training to Newfoundland and Labrador. Four staff persons, representing all CMHA-NL offices, and two community partners will become trainers in Tattered Teddies (suicide intervention for children ages 5-11) and Straight Talk (suicide intervention for youth ages 12-24). The community partners will assist us in delivering the training in regions of the Province that are difficult to reach due to geography. Both Tattered Teddies and Straight Talk were developed by the Center for Suicide Prevention and are evidenced based. The initiative will bring training to the province which currently does not exist and will also serve as a social enterprise for CMHA-NL. In the New Year, both offices reached out to college students in our communities. We developed interactive poster displays on relevant topics such as self-care and the low-risk drinking guidelines. We brought these displays to the College of the North Atlantic and chatted with the students and instructors about mental health, mental illness and CMHA-NL.

In February, the Western Regional office signed a contract with the West Coast Correctional Facility to offer a life skills program within the prison. The life skills group was made up of 10 individuals who were serving time. The program consisted of 10 group sessions and was facilitated by the Western Regional Coordinator and a social work intern from Memorial University. Since completion of the program, the West Coast Correctional Facility has requested that the program be offered a second time, as individuals have been requesting to receive this service.

After this very busy year, we look forward to moving our current initiatives forward as well as developing new opportunities for mental health programming. We are excited to become the first providers of Tattered Teddies and Straight Talk suicide intervention programs in Newfoundland and Labrador. We will continue to work collaboratively with our community partners to meet the needs of the community through evidenced based mental health promotion and program delivery.

Respectfully submitted,

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

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

Events Manager's Report

Last year (2012-2013) was a great year for partnership building at CMHA-NL. While we continued to rely on provincial funding, special events, and individual and corporate donor support, our grant and sponsorship initiatives grew as we work closely with corporations and foundations that see great value in our work, and a parallel in what they seek to achieve in their community investment.

Hot Soup Cool Jazz continued to be a great source of funding and community partnership for CMHA-NL. In its fifth 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 Jimmy Pratt Memorial Soup Kitchen, Choices for Youth, Wreck House Jazz and Blues, Jimmy Pratt Foundation, and CMHA-NL. CMHA-NL is grateful for the opportunity to be a part of this event as well as the impact that the event and participating agencies are having in the community.

Mindscales Exhibit and Gala was again a huge success. The Mindscales Exhibit took place at the Rogue Gallery at Eastern Edge where 25 amazing pieces were displayed. CMHA-NL would like to thank Eastern Edge and the artists for their continued support of this wonderful endeavor. Marking the 6th year for this event, CMHA-NL was pleased to present Louise Bradley, CEO of the Mental Health Commission of Canada. Ms Bradley, a St. John's native, gave an enlightening presentation of the Mental Health Strategy released in May, 2012.

Bell Aliant generously returned as our presenting event sponsor. We are very thankful for their continued commitment to this event and our work provincially. In addition, **The Telegram**, a sponsor since the first annual gala, has continued to show their generosity and loyalty to this event and our work.

On behalf of CMHA-NL we would like to extend a special thank you to the **Penney family**. The Penneys have been a huge supporter for many years through our Gala, Miles for Minds, and in many other ways. We thank you not only for your generosity, but also for your friendship.

RBC- It has been a pure pleasure to work with the team at RBC. RBC and their Children's Mental Health Project have proposed \$50,000 over three years in support of our Think Twice Program. Because of their support, this program has reached out further into our province than ever before. We thank RBC for their support, and look forward to continuing to grow our partnership as we reach out to support our youth.

Social Media- well we have found our legs in the social media realm and we continue to learn and grow. Most recently we have entered the world of twitter and I am very pleased with our new found capacity to communicate. We will continue to explore new and more effective ways to reach out province-wide.

Future goals- in our attempts to grow with technology I have been asked to sit on a working group for a National Social Media Strategy for CMHA as a whole. CMHA has undergone great strides in rebranding and this is one of many initiatives in progress to help us become stronger as a national organization and promote one voice. I encourage you to check out our new national strategic plan to learn more about our plans for the future.

Respectfully submitted by:

Beverley Hiscock, B.A.

Manager of Fund Development and Communication

2011-2012 AGM Minutes

**Canadian Mental Health Association
Newfoundland and Labrador Division (CMHA-NL)
Annual General Meeting
Multi-Purpose Room, CMHA-NL Office, 70 The Boulevard
October 7, 2012
*Minutes***

1) Call to Order

The 2012 Annual General Meeting was called to order by CMHA-NL President, Mark Gruchy, at 10:40 a.m. Mr. Gruchy welcomed those in attendance, and directed their attention to the delegate kits which had been distributed.

2) Approval of Agenda

Mr. Gruchy suggested that everyone review the Agenda; he then called for a motion to approve the Agenda as presented.

MOTION: to approve the Agenda as presented; moved by Patrick Fleming; seconded by Blake Cryderman. Carried.

3) Adoption of the Minutes from the 2011 Annual General Meeting

Mr. Gruchy asked everyone to review the Minutes which were included in the Annual Report. 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.

4) Adoption of the Annual Report 2011-2012

Mr. Gruchy observed that he was satisfied with CMHA-NL's continued growth. Government had provided increased funding to open the two regional offices in Grand Falls-Windsor, and in Stephenville. Other programs such as Think Twice and the Justice Program were also doing well.

Mr. Gruchy asked for a motion to adopt the Annual Report.

MOTION: to adopt the 2011-2012 Annual Report; moved by Eileen Kavanagh, seconded by Patrick Fleming. Carried.

5) Auditor's Report

Mr. Gruchy asked Paul Fifield to provide an overview of the Report. Mr. Fifield noted that the Department of Health and Community Services had provided \$90,000 for each of the new regional offices. Spending for the year had increased with the expansion of mental health promotion. The Key Program had provided \$10,000 for radio promotion. Harold Laite questioned the increase in rental expense. Mr. Fifield advised him that rent costs had increased due to the lease of space for the two new regional offices. Mr. Vardy asked when government installments arrived. Mr. Fifield informed him that government committed \$80,000, and that \$6,600 was deposited the first of each month. Mr. Gruchy called for a motion to adopt the Report.

MOTION: to adopt the Auditor's Report; moved by Mr. John Abbott, seconded by Mr. David Vardy. Carried.

6) 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 2012-2013. Moved by Blake Cryderman; seconded by Edward Sawdon. Carried.

7) Change to By-Law 17

Ten days prior to the AGM the membership had been advised that due to an oversight CMHA-NL had been late in informing the membership of the notification of nominations and solicitation of nominations from the membership. Mr. Gruchy asked for a motion to abridge By-Law 17 which outlines the notification timeframe, so that the notice period would be one week instead of two weeks for this year only.

MOTION: that By-Law 17 be abridged to change the notice period for notification of nominations from two weeks to one week. Moved by Harold Laite; seconded by Eileen Kavanagh. Carried.

8) Re-election of Directors

Mr. Gruchy informed those in attendance that several CMHA-NL Directors had been nominated for re-election. These included: Charles Feltham, Eileen Kavanagh, Edward Sawdon, and David Vardy. Mr. Gruchy called for a motion to re-elect the four Directors.

MOTION: to re-elect Charles Feltham, Eileen Kavanagh, Edward Sawdon, and David Vardy for another term. Moved by Blake Cryderman; seconded by John Abbott. Carried.

8) Comments

Mr. Gruchy asked if anyone had comments or questions. He then introduced Mr. Vince Withers of the Advisory Council on Mental Health and Addictions. Mr. Withers congratulated CMHA-NL on its recent expansion. He noted that there could be trouble with regard to measuring the order of magnitude with regard to mental health issues, and that some measurement mechanism was necessary to ensure that true improvements were being made. He also observed that if, as a result of initiatives to encourage people to seek help if they experience mental illness, more people entered the mental health care system, but the capacity to handle such an increase may not exist.

Mr. Withers suggested that collective leadership was required. Community support was needed, and labour needed to become involved as 20 percent of the workforce is dealing with a mental health issue. He stated that CMHA-NL should take the lead.

Mr. Gruchy agreed with Mr. Withers' comments and noted that the mental health issue may be the most complex issue in society. He informed those in attendance that CMHA-NL was in the process of developing a concrete collaboration with other mental health service organizations and professionals. He observed that CMHA-NL keeps growing, and is stronger every year. He hoped it was a sign of a general upward trend.

CMHA-NL Executive Director, George Skinner, observed that when he had first started with the organization, three years prior, he had identified two major mental health issues for the province – one was the conditions at Her Majesty's Penitentiary, and the other was conditions at the Waterford Hospital. He called on the provincial government to address these issues.

9) Adjournment

Mr. Gruchy asked for a motion to adjourn the 2012 Annual General Meeting.

MOTION: moved that the 2012 Annual General Meeting of CMHA-NL be adjourned. Moved by Patrick Fleming. Carried.

Financial Reports

CANADIAN MENTAL HEALTH ASSOCIATION

NEWFOUNDLAND DIVISION CORPORATION

FINANCIAL STATEMENTS

2012-2013



**Canadian Mental
Health Association**
Newfoundland and Labrador

St. John's, NL – CMHA-NL 2013