



Annual Report 2008-2009

Newfoundland and Labrador Division

Presidents Report (Reporting for Term in Office)



In the autumn of 2008, the CMHA-NL Board approved the Strategic Plan we commissioned and worked on for many months under the direction of John Abbott and Executive Director

Geoff Chaulk. The plan calls for a radical reorganization of the way in which the Board will guide the work of CMHA-NL. Three new committees- Advocacy, Consumer Engagement, and Profile and Presence - with province wide participation, will reflect our involvement with, and accountability to, our stakeholders. Although the formation of this new structure has been time consuming and very demanding on the committee chairs, I am able to report that a good start has been made.

In June of 2009, our Executive Director Geoff Chaulk MSW RSW resigned leaving a remarkable legacy of accomplishments. During his time with us, the operation of CMHA-NL has been continually revised and improved. The appointment of a Policy and Program Analyst has enhanced our capacity to identify and address mental health issues. Our Workplace Mental Health Coordinator has travelled extensively throughout our province promoting workplace mental health. Our fundraising capacity has improved with the appointment of an Events Manager. And our administrative functions have been reorganized under the new Manager of Corporate Services.

Geoff's last accomplishment was the development of the Justice Project which is described in more detail

elsewhere. He was successful in obtaining funding for this project from both the provincial departments of Justice and Health and Community Services. Together with the spread of Changing Minds throughout Atlantic Canada, its implementation province wide through a partnership with the College of the North Atlantic, the production and promotion of our Seniors and Depression DVD, Geoff's vision and skills have been an enormous benefit to CMHA-NL and our stakeholders.

It is a pleasure to announce the appointment of our new Executive Director George Skinner MSW RSW. George comes to us with an extensive background in addictions, probation and administration. We are all looking forward to working with him.

Our Board has undergone significant change since October 2008. We were disappointed to say goodbye to Denise Avery, Patrick Fleming, Brenda Kelly, Mike Wadden, Gwen Watts, and Linda White. We are grateful to John Abbott, Calvin Barrett, Dr. Ted Callanan, Elizabeth Gray, Joan Edwards Karmazyn, and Jeff Kelland, who have joined our Board. The consistent advice, support, and involvement of Tammy Drover, Mark Gruchy, and Nadia Power have made the workload as President much lighter.

Our efforts to update both the internal Policy and Procedural Manual and the Board Governance Manual will make our work that much better as we close another year of successful performance as the leading advocates for mental illness and mental health issues in the province of Newfoundland and Labrador.

Respectfully submitted

Frankie O'Neill
President, Board of Directors CMHA-NL

Executive Director's Report



As has been the case in recent years, 2008-2009 proved to be a year of further growth and development for the Newfoundland and Labrador division of the Canadian Mental Health Association. Such a year has been made possible by a dedicated and talented staff group who has worked hard on their

various files to bring better mental health education to the public.

Public Education:

The reporting year saw the successful development and release of our latest public education tool "Senior's and Depression in Long Term Care". This educational product came about as a result of a literature review that indicated there was a much higher prevalence of depression among seniors in long-term care than those residing in the community. With funding from the Department of Health and Community Services and the United Way of Avalon, input from local experts in the field of geriatrics, and with a strong partnership with Saint Luke's Homes of Eastern Health, we were able to produce a high quality DVD on this important subject area. The DVD was sent to all four health regions in the province for use within long term care settings for staff education purposes. In keeping with our responsibilities as a province divisional office the DVD is hosted on our website so that anyone can learn from its content.

With the support of 2 nursing students, Donna Douglas and Rebecca Duffy, and Heather Pollett's leadership an evaluation protocol has been developed to determine the effectiveness of the seniors and depression DVD and to identify any next steps that might be considered by the Association. The evaluation is being conducted in partnership with the four health regions.

Our partnership with Breakwater Books and its president, Rebecca Rose, continues toward the publication of a book of essays on mental illness, recovery and stigma in our province. This collection is Rebecca's brain-child and we were very pleased to be asked to participate. We have received a sufficient number of essays from people across the province for Breakwater to publish the book. Please stay-tuned for its upcoming release likely in May 2010.

As of writing this report our Work Well NL website, a resource for consumers and service providers, is about to be launched after a diligent data collection effort by its project manager, Heather Pollett. Thanks to the Department of Human Resources Labour and Employment for the funds to make this resource a reality.

Under the coordination of Roger Baggs, our Workplace Mental Health program continues to grow and provide education sessions to employees and employers across the province. In the last year Roger has taken the program to the Western, and Labrador regions. To date almost 700 people have participated in the program.

In our ongoing efforts to reach out to our partners and supporters across the province, Roger held a webinar on workplace mental health during Mental Health Week 2008 which was widely attended. Roger and I were also guests on CBC's Radio Noon during that week to discuss the same topic and Roger represented the Association on an episode of Out of the Fog.

Given our successful partnership with the College of the North Atlantic our Changing Minds program continues to inform and educate front-line responders on the experience of mental illness. This year we were very pleased to work with the College to bring this training to selected correctional officers in four locations across the province. Special thanks to Ros Hong and staff of the College for their ongoing support of this program.

During Mental Illness Awareness week we hosted a province wide video-conference on Adults and Depression whereby we had participation from all the health regions in the province. Special thanks to our guest speakers for this educational

event, Dr. Nizar Ladha, Dr. Howard Strong, Norman Cutler and Karon-Ann Parsons and for making this event a success.

Also, during Mental Illness Awareness Week we hosted our second annual fundraising and awareness raising gala with special guests Ron Hynes and Joel Thomas Hynes providing entertainment. Through Bev Hiscock's leadership the event proved to be quite successful.

Advocacy:

This year our advocacy efforts were concentrated on issues related to men with mental illness who are incarcerated at Her Majesty's Penitentiary. We advocated at the national level for the development of a new penitentiary for the province and on the provincial level for enhanced mental health services at HMP. We were provided with funding by the Department of Justice to explore the feasibility of developing in-reach, assessment and case management services to men at HMP. I'm pleased to say that the Departments of Justice and Health and Community Services have cost shared the proposal to provide these much-needed services.

We also continued our work in partnership with Eastern Health to improve the physical conditions at the Waterford Hospital. In a review of the facility in summer 2008 and interviews with inpatients, outpatients, family members and staff, recommendations were made for physical improvements and work is underway. Thanks to Isobel Keefe, Assistant Director, Mental Health and Addiction Services, Eastern Health for her work with me on this initiative.

Finally, following government's approval of CMHA-NL's proposal to enhance the rent subsidy program for people with mental illness, I participated with staff of the NL Housing Corporation to hire the staff person who would handle the related portfolio.

Community:

Our involvement with our community continues to grow and flourish. I have been pleased to be part of meetings with regard to child and infant mental health as organized by the group, Gemma, I co-chair the

community advisory committee for Eastern Health's first assertive community treatment program, I have been involved in the developmental work related to better serving people with complex needs, and the legislation stakeholders committee which advised government on the evaluation of the new Mental Health Care and Treatment Act.

I also had the pleasure of supervising a number of students during the reporting period. Nursing students, Ambrose Tremblett and Nikita Hunt completed a project on mental health promotion for nurses. Nursing students, Donna Douglas and Rebecca Duffy, developed the above noted evaluation protocol for our Seniors and Depression DVD, and Paul Fifield of the College of the North Atlantic modernized our Human Resources Manual. Paul was eventually the successful candidate for new position of Manager of Corporate Services following an office re-organization.

As per usual we were again sought out by media of all forms for comments and responses to local and province-wide issues related to mental health and mental illness. I also had the pleasure of writing 12 columns for the Evening Telegram where I interviewed local community leaders on their work and living mentally healthy lives. Thanks to all of those people who shared a meal and their stories with me.

Conclusion:

Writing this report is part of my swan-song with the Newfoundland and Labrador division of the Canadian Mental Health Association – it has been a great five year run!

All the very best to the Association, its staff, board, members and supporters in your future endeavors.

Respectfully Submitted,

Geoff Chaulk, MSW, RSW
Executive Director

Report from CMHA-NL's Program and Policy Analyst



2008-2009 was another productive year here at CMHA-NL. I started work on a new initiative and moved into new phases on several ongoing projects. My work has been mainly

focused on several important issues in mental health, namely raising awareness about depression in seniors, providing online education and employment resources to people with mental illness, and reducing stigma through the sharing of personal stories about mental illness and recovery in our province.

Seniors and Depression DVD

I coordinated and took part in the development of the DVD that will help educate front-line staff in Long Term Care (LTC) facilities on the signs and symptoms of depression in seniors. The DVD was filmed at Saint Luke's Home in St. John's by Wavelight Productions in June 2008, and features interviews with experts representing medicine, nursing, social work and LTC administration backgrounds, as well as a senior who speaks about her experience with depression. The DVD was launched publicly in October 2008 to kick off Mental Illness Awareness Week, and the video can now be viewed anytime on our website at www.cmhanl.ca.

In February 2009, I started the process of leading the provincial evaluation of this educational video with an advisory committee of representatives from the Eastern, Central, Western and Labrador-Grenfell Health Authorities. Geoff Chaulk and I will also co-present this video at the Canadian Psychiatric Association Annual Conference in August 2009 here in St. John's

Work Well NL

The development on the Work Well NL website (www.workwellnl.ca) is nearing completion and should

be launched in early July 2009. The website will be a resource to consumers of mental health services who are looking to get back to school or find employment in their regions of the province.

Working as Project Manager for the past year, I have been busy managing the development of Work Well NL by coordinating email surveys and conducting interviews, as well as organizing and posting the collected content to the website. A reference group comprised of representatives of CHANNAL, Stella Burry Community Services, and the Schizophrenia Society of NL has provided input on the development to ensure that the website reflects the needs and interests of people with mental illness in our province.

Promotion and evaluation of the website will be forthcoming in 2009.

"Tell Us Your Story"

Launched during Mental Health Week in May 2008, the call for essays on mental illness, stigma and recovery in Newfoundland and Labrador, in partnership with Breakwater Books, was a success. Essays were submitted from all over the province from people representing a variety of backgrounds.

The project was well publicized in the media over the past year, including coverage by CBC Radio, *The Telegram* and *The Herald*, and in September 2008, the original deadline for submissions was extended to allow more people the opportunity to submit their stories. Submission criteria were also changed to allow people to submit their essays anonymously if they so choose. My coordinating role in this phase of the project has since come to an end as the essays are now in the process of being reviewed for selection. Due to the deadline extension, the publication date of the book of essays has yet to be determined.

Respectfully Submitted

Heather Pollett
CMHA-NL Program and Policy Analyst

Report from CMHA-NL's Workplace Mental Health Coordinator



First of all, I would like to say that I have so enjoyed working at CMHA-NL over the past year. My fellow team members have been a great support. The partnerships with

staff and community alike have been wonderful.

Sometimes, prioritizing involvement is difficult as the delivery of the workplace mental health program always takes the top priority. In saying that, I am referring to our interactive sessions on work-life balance and supportive work environments. I have enjoyed working in particular with the Mental Health Working Group of Eastern Health, the Mental Health Promotion Sub Committee of the Wellness Coalition Avalon East and as well, the Job Chat partnership that CMHA-NL has with Eastern Health. As well, my contact with people who have mental health issues at Stella Burry Community Services and with the Skills Link program participants at community centres in St. John's, and the Job Chat participants have been highlights for certain.

Another highlight for me this year was the provincial travelling. I travelled to Stephenville, Corner Brook, St. Anthony and Happy Valley - Goose Bay bringing the message of work-life balance and supportive work environments to community members and health professionals. I enjoyed visiting these wonderful and resilient communities. As well, our partnership with Newfoundland Power allowed us to do presentations to both retirees and soon to be retirees in the Stephenville and Corner Brook area. I very much enjoyed my travels with Noel Flynn and Cathy Dormody to the West coast of the province and I thank them for the opportunity to travel with them across the island.

Workplace mental health is a growing field and there is so much work to be done. But what all this really means to me is that we are connecting with people who

are working, or who are searching for work and talking to them about balance, stress reduction, healthy workplaces, and positive workplace attitudes. We are hoping our work will have ripple effects, in that our message will have an impact on workplaces, individuals' home lives and even have an impact on a policy level. Our message is one of hope and positivity; that people can lead happier lives with workplace flexibility and consequently achieve a better life balance. This is not always easy as life continues to be stressful and we move forward in uncertain times. We are also hoping to connect with people who may not have mental illness but who may develop mental illness. By encouraging people to re-evaluate their personal coping mechanisms and stress reduction strategies, we expect to help people take a proactive look at keeping themselves mentally well.

We stepped into high technology this past year with our webinar on supportive work environments and the healthy workplace. 17 sites logged on across the province during our busy Mental Health Week in 2008 and webinar evaluations were very positive. Thank you to all the organizations that participated.

The workplace mental health program has been presented to over 700 people in Newfoundland and Labrador since October 2007. 21 organizations have opened the doors to CMHA-NL and we commend you all for your commitment to mental wellness and transparency.

Respectfully submitted,

Roger Baggs
Work Place Mental Health Coordinator

Report from CMHA-NL's Event Manager



2008-2009 has marked another successful fundraising year for CMHA-NL. As with other years, CMHA-NL's yearly budget is a joint endeavor between provincial government grants and internal fundraising initiatives. CMHA-NL's individual

and corporate monthly donors, in memoriam donations, bequests, MIAW Annual Gala, annual mail out campaigns and our Peace of Mind, and the Holiday Raffles together has raised nearly \$80,000 in the 2008-2009 fiscal year.

In October of 2008, CMHA-NL guests, sponsors, partners, board members and staff, came together once again in recognition of Mental Illness Awareness Week. This year's event was held at the Delta Hotel St. John's, featuring the talents of actor-author Joel Thomas Hynes, and musician-song writer Ron Hynes. Over the last two years the Annual MIAW Gala has taken on a completely different theme and venue. In planning for the Third Annual Gala, the Fundraising Committee is looking forward to revitalizing the Mindscapes exhibit from the 2000 CMHA National Conference. Pending the success of this event, the fundraising committee hopes that Mindscapes will become an annual event recognizing Mental Illness Awareness Week for many years to come.

While Peace of Mind has been holding strong for over 16 years, our Holiday Raffle has had its best year to date. This year's event, the 24 days of Christmas, consisted of one draw a day for 23 days and then a grand prize of two West Jet tickets to any Canadian destination drawn on Christmas Eve. Thanks to our loyal supporters, Holiday Raffle has increased by 65% since its conception.

CMHA-NL is committed to expanding both campaigns by continuing to approach new potential ticket buyers,

sellers, and sponsors, as well as looking at promotional opportunities prior to the events.

With all non-profit organizations, our volunteers are our back bone. In addition to our dedicated Board of Directors, CMHA-NL has a small but mighty group of volunteers that work behind the scenes to ensure the success of our fundraising endeavors. Many thanks to Harold and Elizabeth Laite, Rose Marie Harvey, Jennifer Furey, and our newest volunteer Hong Fong for your continued generosity. We look forward to working with you in the future.

In recognition of our valuable volunteers, CMHA-NL awards special contributions to our work and the mental health field as a whole. Ms. Sharron Barnes, a long serving CMHA board member and volunteer with CMHA at the national and provincial levels is this year's recipient of the Pottle Award in recognition of her outstanding contribution to CMHA-NL and in mental health in general. Mr. Edward Greenspon, the Editor of the Globe and Mail, was the recipient of this year's Media award for outstanding achievement and contribution in addressing issues pertaining to mental health care and mental illness in our country. This was evidenced by the recent week-long series in the Globe and Mail on mental illness in Canada.

CMHA-NL would also like to acknowledge its support for local mental health research being conducted in the Faculty of Medicine. Mr. Jeff Kelland, a Master's student, has received a research grant from CMHA-NL to critically examine the state of mental health research in Canada.

CMHA-NL is continuing to take strides to make communication and donation procedures more proficient. We continue to update our email database on a daily basis in order to keep our supporters informed on upcoming issues and events, as well as to do our part in reducing our carbon foot print by communicating electronically.

In terms of donations procedures, not only have we participated in recent upgrades for our monthly

donation program, we have also joined with Canada Helps to ensure that our supporters can make their contribution hassle free directly from our website. To sign up for our updates or to find out how you can support our work in this province please visit

www.cmhanl.ca.

Respectfully submitted

Bev Hiscock
Events Manager

Report from CMHA-NL's Justice Project

The beginning of 2009 marked a significant shift in CMHA-NL's mandate towards direct service to offenders of Her Majesty's Penitentiary. From January to April, I had the privilege of working with a group of people that together would frame the justice project.

During these months a lot of time was spent interviewing offenders, HMP staff, and key stakeholders in the community in order to receive input into the proposed services. From these interviews came a resounding affirmation of our ideas and intentions, as well as a first hand view of the challenges that plague the offenders, H.M.P. staff, and community organizations on a daily basis.

What became overwhelmingly clear was the desire of a one on one conversation on a regular basis with someone unaffiliated with the institution. The offenders repeatedly showed concern for their privacy and the retribution from other inmates that could follow from a breach of that privacy. The staff on the other hand, as with most of the community stakeholders, seemed to applaud the long overdue attention and comprehensiveness of the services proposed.

In conclusion to the work a package was presented to Justice Minister Tom Marshall including the interview report, and procedural manual, as well additional documents that together would outline the proposed program objectives. These services will be available to offenders with a diagnosable mental illness, concurrent disorder, or dual disorder beginning in the fall of 2009

Respectfully submitted,

Bev Hiscock
Justice Project Coordinator (Temporary Secondment)

Report from CMHA-NL's Manager of Corporate Services



First, I'd like to introduce myself. My name is Paul Fifield and I have been working with Canadian Mental Health-NL for eight months now. I was lucky enough to do a work-term at

CMHA-NL, and witness the great work that is done here. I was later the successful applicant for the position of Manager of Corporate Services. My role with the organization is to handle the finances, payroll, human resources, and day to day activities of the office.

In the short time being involved with CMHA-NL I have been fortunate to witness all the helpful work that CMHA-NL offers to the community, and to the promotion of mental health. CMHA-NL will be expanding this year, recruiting three new employees to work on the Justice Project, and relocating to a new office on 70 The Boulevard next to Quidi Vidi, to better serve the community. Our staff is working towards making this move a seamless transition for all of our stakeholders, and members of the community.

My goal throughout the year is to create a better financial tracking system to better handle the Associations financials. Also new procedures were set up in the office to better handle the way donations were received and processed. I look forward to continuing my hard work this coming year, as CMHA-NL tackles new challenges and continues to be proactive in the promotion of mental health awareness.

Respectfully submitted

Paul Fifield
Manager of Corporate Services