

**Canadian Mental  
Health Association**  
Newfoundland & Labrador  
*Mental health for all*

# ANNUAL REPORT 2019-2020

## A vertical collage of 15 triangular photographs arranged in a zig-zag pattern. The photos depict various community events and group photos. The top photo shows two men in athletic wear standing on a beach. The second photo shows a group of people holding certificates. The third photo shows a group of people in a hallway. The fourth photo shows a man in a crouched position. The fifth photo shows a group of people in a gym. The sixth photo shows a group of people in a hallway. The seventh photo shows a person in a green costume holding a sign that says "Get Real About Elderly Mental Health". The eighth photo shows a group of people holding certificates. The ninth photo shows a group of people in a hallway. The tenth photo shows a group of people in a gym. The eleventh photo shows a group of people in a hallway. The twelfth photo shows a group of people in a gym. The thirteenth photo shows a group of people in a hallway. The fourteenth photo shows a group of people in a gym. The fifteenth photo shows a group of people in a hallway.

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**Canadian Mental  
Health Association**  
Newfoundland & Labrador  
*Mental health for all*



## OUR MISSION

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.

## OUR CORE FUNCTIONS

- Building Capacity
- Influencing Policy
- Providing Services
- Developing Resources

## OUR KEY VALUES & PRINCIPLES

- Promoting inclusion
- Working collaboratively
- Using evidence to inform our work
- Being transparent and accountable
- Focusing on the mental health needs of all
- Influencing the social determinants of health
- Embracing the voice of people with lived experience

## CONTACT US

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### WEBSITE

<https://cmhanl.ca>

### E-NEWS

<https://cmhanl.news/subscribe>

### DONATE

<https://cmhanl.info/give>

### FIND US ON SOCIAL MEDIA





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## BOARD OF DIRECTORS - 2019/2020

President - Kimberly Yetman Dawson

Vice President - Dr. Greg Radu

Secretary - Ronnie Walsh

Director - Dr. Tanis Adey

Director - Dr. Janice Candow

Director - Peter Head

Director - Donna Kavanagh

Director - Patrick Martin

Director - Robert Salsman

Director - Joe Thorne





# MESSAGE FROM THE PRESIDENT

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As someone that has struggled with mental illness my entire adult life, I am pleased to be in the position of President of CMHA-NL. I am proud of the team, our approach and commitment to breaking down stigmas.

I would like to begin by thanking the Government of Newfoundland and Labrador for their continued support of mental health services in our province. The government's investment in The Recovery Action Plan is unprecedented and welcomed by the mental health community.

Increasing amounts of people are reaching out for mental health services for themselves, family members, coworkers and friends. As education and awareness increases so does the need for support and services. While we have come a long way, there is still much work to be done.

This past year our mental health workshops like Mental Health First Aid, ASIST, safeTALK, Psychological Health and Safety Advisor Training, and Changing Minds have all been well attended. Through these workshops we are breaking down barriers and helping people talk about their mental health, just like you would talk about your physical health.

Our signature fundraising events, The Tickle Swim, Ride Don't Hide and the Guiney Pushup Challenge not only support our work financially but also bring much needed awareness to the importance of good mental health.

CMHA-NL has worked extremely hard this year to engage a variety of community partners to support our work. An increasing amount of businesses and community groups

# MESSAGE FROM THE PRESIDENT

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have joined us to fight stigma and provide much needed education and training. Thank you to everyone who continues to partner with us. Together we can support individuals, families and communities throughout Newfoundland and Labrador in maintaining and sustaining good mental health.

While this has been a strange beginning to 2020 with snowmageddon and Covid 19; now more than ever we need to talk openly and support each other in maintaining good mental health. CMHA has stepped up to that challenge with much needed on-line and virtual offerings.

**“...now more than ever we need to talk openly and support each other in maintaining good mental health.”**

In closing, thank you to our many volunteers that help with fundraising and awareness activities, workshops, community booths, committees, etc. I would like to extend a special thank you to my fellow Board members that volunteer their time and expertise in the leadership of CMHA-NL.

And finally thank you to each of the staff at CMHA-NL for their valuable contributions to mental health in our province and especially to our CEO, John Abbott. It has been my pleasure to work alongside you this year and experience firsthand the insightful leadership you have brought to the organization. Thank you!



**Kimberly Yetman Dawson**

PRESIDENT





# MESSAGE FROM THE CEO

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It was truly a pleasure to return to CMHA-NL in September 2019 as its new Chief Executive Officer. While I served on the board as president and treasurer in the past, now I was taking on a new role to ensure the Division's continued success. Once offered the coveted position, I asked myself: But where do I start?

As is the case for most successful organizations, CMHA-NL's strength rests with its employees who are the heart of the Division. You will read of their accomplishments throughout this annual report.

My job was to build on their achievements, strengthen the capacity of the Division to allow them to grow professionally, and engage with the community, government and our funders. After six months on the job I can say with confidence we have arrived.

Governance of the Division has been improved. Training has taken place. Board members and committees are working more than ever as a collective in support of the strategic plan. The roles of the board and the CEO are clearly defined. Financial management practices are improved. Employees are more engaged and becoming best of class in how they approach their work, and support their clients – whether at community centres, private sector training sites, or working with recent offenders integrating back into the community. Client feedback is awesome for our staff – which I greatly appreciate as their supervisor and CEO.

This province is well-served by the number, range of activities and commitment of community-based agencies working with our vulnerable populations, like those with mental illnesses and mental health issues. This was best demonstrated at the outbreak of COVID-19. While we professed collaboration and engagement in the past, COVID-19 has really changed how we do business together. We all realized we had to ensure the clients we serve are not left behind. My thanks and appreciation go out to the board members, staff

# MESSAGE FROM THE CEO

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and supporters of all these agencies, ours included, who kept their eye on the ball. We learned a lot over a very short period that we are bringing forward to the future. We did not let the crisis defeat us. Instead it emboldened us to do more, and better!

And, we need the community's ongoing financial support to sustain us. Our very active Fundraising Committee with a new Fund Development Coordinator plan our 'asks' of the business community, granting foundations and the general public. Their work is supplemented by our marketing and communications activities, largely on-line, where the bulk of our promotion and giving activities take place. We met our financial targets but know there is more to be achieved in the years ahead.

“ **...we tried to live the advice we give to others – be mindful of what you have and live in the moment.** ”

Finally, we had fun. Whether it was as 'stars' in our float in the Downtown St. John's Christmas Parade where we placed second in our category, in lighting the star on Signal Hill to welcome in the holiday season as guests of Parks Canada, in welcoming friends and colleagues to our open houses, or in enjoying each other's friendship outside of work, we tried to live the advice we give to others – be mindful of what you have and live in the moment. That's my life motto, and it helps me incredibly as CMHA-NL's CEO.



**John G. Abbott**

CHIEF EXECUTIVE OFFICER





# ANNUAL AWARDS

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Each year, CMHA-NL invites nominations for our annual awards to recognize individuals or groups who make outstanding contributions to mental health in Newfoundland and Labrador. We are pleased to recognize the following recipients of the 2019 annual awards:



## **The Mental Health Research Scholarship 2019 Recipient – Kayla Hollett**

One scholarship valued at up to \$1,000 is awarded to both recognize and support mental health research relevant to Newfoundland and Labrador. Kayla's research topic was Exploring the Intersectional Stigma of Binge Eating and Obesity.

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## **The Pottle Award 2019 Recipient – Adam Lake**

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 awareness and initiatives in Newfoundland and Labrador. It is awarded based on the quality and quantity of volunteer work and overall impact within the community.



# ANNUAL AWARDS



## Leadership Award

**2019 Recipient – Dr. Greg Radu**

This award will honour 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 would like to congratulate all award recipients and nominees for the work they do to support mental health.

Be the first to know when our next award nominations open! Sign up for our e-news at [www.cmhanl.news/subscribe](http://www.cmhanl.news/subscribe).

# CENTRAL REGIONAL OFFICE

CMHA-NL's Central Regional Office in Grand Falls-Windsor hired a new Regional Coordinator in May 2019. Bailey Reid is a Registered Social Worker with the Newfoundland and Labrador Association of Social Workers (NLASW). In addition to managing the Central Regional Office, Bailey provides information booths and mental health displays for conferences, events and workplaces, and facilitates mental health education and training sessions throughout the region. Sessions include Living Life to the Full—an 8-week mental health promotion course—SafeTALK, ASIST, anxiety and stress presentations, and more.



## COMMUNITY CONNECTION DURING COVID-19

Before the end of the 2019 fiscal year, CMHA-NL's CRO had to adapt quickly to a changing working landscape due to the global pandemic. Meetings were held with various partners to determine the needs of regional communities and find innovative and effective ways to deliver essential programs and services.

The Central Regional Coordinator has remained connected to the community through the use of ZOOM conferencing technology, email, phone and social media. Bailey has begun Mental Health Minute videos streamed on CMHA-NL's social media platforms to reach audiences far and wide. Presentations on anxiety and stress have been facilitated to audiences provincially with the help of community partnerships such as Connector NL, Association for New Canadians, and CHANNAL-NL.

# WESTERN REGIONAL OFFICE

Tianna Butler continues to lead CMHA-NL's Western Regional Office where staff and volunteers spent the year providing essential mental health training sessions to the region, including ASIST, SafeTALK, and Living Life to the Full. Special focus was given to developing community projects, activities and events, and creating a positive impact on community well-being and mental health awareness.

## EVENTS & ACTIVITY HIGHLIGHTS 2019/20

- Sisters in Spirit, walk and vigil — 350 participants
- Wellness Day, Sir Thomas Roddick Hospital — 43 participants
- Wellness Fair, College of the North Atlantic, Corner Brook — 40 participants
- Trivia Night, Killick Café, Stephenville — 14 participants
- Unmask Your Mental Health, Kippens — 6 participants
- Multicultural Welcome Community Event, Arts & Culture Centre, Stephenville — 100 participants
- Addictions Awareness Week Community Event, Boardgame Night, co-hosted with Community Youth Network — 36 participants
- WholeARTed, art event, hosted at Western Regional Office — 9 participants
- Glimmer of Hope, Christmas Social, Tree of Memories Lighting Ceremony — 30 participants
- Community Café Christmas Dinner — 226 participants





# WORKPLACE MENTAL HEALTH PROGRAM

A central part of CMHA-NL's mandate is to educate and increase awareness about mental health, and eliminate stigma associated with mental illness. The Workplace Mental Health Program continues to be a flagship program of CMHA-NL offering a wide variety of evidence-informed, best-practice educational workshops, courses, and presentations to workplaces, government, health care facilities, non-profit agencies and communities across the province. The program also offers informational display booths at community events and conferences, and responds to a variety of inquiries for services and resources from the public daily.

**\$214,601**

**TOTAL  
REVENUE  
GENERATED**

**4,539**

**PARTICIPANTS  
TRAINED**

This year marks a major milestone for the Workplace Mental Health Program. Since revitalizing its training programs and implementing a fee-for-service model in May 2016, the program has generated over \$200,000.00 in gross revenue for CMHA-NL. To date, \$214,601.00 has been generated with 4,539 people having received direct mental health training, education, services and resources. This revenue is reinvested back into the program to cover operational costs, develop new and existing courses, and provide free resources and education to the general public.

“ I cannot say enough good about this training... I now have the tools in my tool belt to appropriately help those in need. ”  
— ASIST Participant



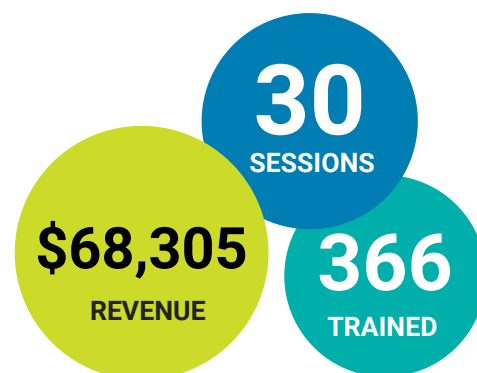
“ John brought understanding to a difficult aspect of humanity. I learned / added more information to my knowledge of mental health and [have the] confidence to help another person if needed. ”

— Mental Health First Aid Participant

# WORKPLACE MENTAL HEALTH PROGRAM

## TRAINING SESSIONS

30 workshop sessions were held and 366 people were trained in either Mental Health First Aid Basic, Mental Health First Aid for Youth, Mental Health Works, Applied Suicide Intervention Skills Training, SafeTALK, and CMHA Psychological Health and Safety Advisor Training, generating a gross revenue of \$68,305.00 to be reinvested back into the program.



## WORKPLACE PRESENTATIONS

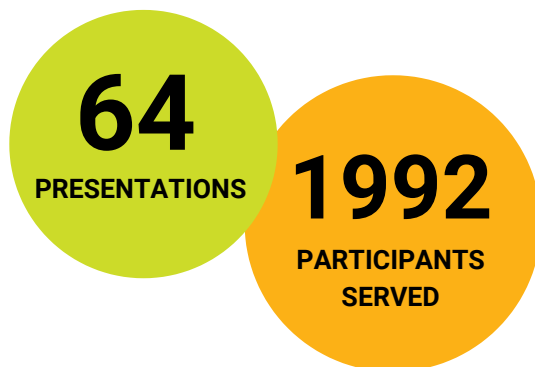
14 presentations were delivered to a total of 529 managers, employees, professionals, volunteers, and adult students generating \$3,233.00 in revenue for the program.

## TOTAL REVENUE GENERATED BY WORKSHOPS, TRAININGS AND PRESENTATIONS

The total gross revenue generated through workshops, trainings, presentations and donations this fiscal year was \$72,283. Due to a snowstorm, which caused a State of Emergency in St. John's, and COVID-19 pandemic closures at the end of the fiscal year a total of 21 training days were lost. This caused several presentations and trainings to be cancelled, resulting in a combined loss of \$25,075.00 and 131 missed training contacts. The gross revenue amount also does not include any funding equivalents obtained through in-kind donations or sponsors in lieu of payment.

# EDUCATION PROGRAM

The Education Program focuses primarily on the needs of the student and youth population across Newfoundland and Labrador. Presentations and training sessions feature topics relating to mental health and mental illness, anti-stigma, coping skills, and more. Presentations are designed and adapted to meet the needs of children, teens, school staff and students, parenting groups, and community groups.



## **Presentations delivered in 2019/20 included:**

- Kids Have Stress Too
- Mental Health, Anxiety, and Coping with Stress
- Living Life to the Full
- Applied Suicide Intervention Skills Training (ASIST)
- SafeTALK
- Think Twice



There have been many partnerships formed and renewed in the past year. Thankfully, technology has allowed us to continue our partnerships and support our communities throughout COVID-19.

— Grant Fitzpatrick  
CMHA-NL Education Facilitator



Living Life to the Full had its most successful year to date. The course was delivered five times to over 40 participants at Daybreak Parent Child Centre, Rabbittown Community Center, and the Murphy Center.

CMHA-NL strives to identify new programs and initiatives that will continue to serve the needs of the people of Newfoundland and Labrador.



**Living Life to the Full graduates.**

# AT WORK PROGRAM

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The At Work Program provides supportive employment services for individuals who may be living with a mental health issue or mental illness and who are struggling to find competitive employment due to various barriers when entering the workforce. CMHA-NL's Employment Case Manager provides career counselling, workshops on resume and cover letter writing, and interview preparation, as well as aid with job search strategies. We are client-focused in order to ensure we are meeting the needs of the individual. The program also provides financial support for eligible small and medium sized employers in the form of a wage subsidy.



11/28

**28 individuals are enrolled in the At Work Program. Currently, 11 participants have secured employment, over 150 employer contacts have been made, and 1 subsidy granted.**

## PROGRAM ELIGIBILITY REQUIREMENTS

- Aged 16 and older
- Self-identify as having a mental illness
- Unemployed or underemployed (working less than 20 hours per week)
- Legally entitled to work in Canada
- Require assistance to prepare for, obtain and maintain competitive employment
- Not EI eligible
- To be considered employed, participants need to be working in the same job for six (6) weeks



# THE JUSTICE PROGRAM

## Justice Program Overview

The Justice Program provides intensive case management to individuals with a diagnosed mental illness within the justice/correctional system at Her Majesty's Penitentiary (HMP) and following release into the community for a period of 12 - 18 months. Justice Program staff are continuously busy advocating and working to ensure the basic needs of program participants are met to assist in promoting recovery and reducing recidivism. The program relies on collaborations in the community and with government to achieve these goals.

## 10th Anniversary

November 2019 marked the program's 10th anniversary. Over the last 10 years, CMHA-NL's Social Work Case Managers have had the privilege to support and work with 120 individuals. Of these, 81 or 68% have not reoffended/been incarcerated.



SINCE 2010

**68%**

HAVE NOT  
REOFFENDED / BEEN  
REINCARCERATED

\*Data as of March 2020

## Housing

The Justice Program continues a close partnership with Newfoundland and Labrador Housing (NLHC) and ensures Complex Needs Rent Subsidies are available for clients. This partnership allows the program to access safe and affordable housing offered through market rent in the community. The program has also worked closely with Department of Advanced Education, Skills and Labour, City of St. John's and End Homelessness. Program staff continue to build and improve relationships with private landlords and apartment building complexes to work on tenancy stability/eviction prevention. At the end of the fiscal year, 96% of the individuals in the program were safely and securely housed with 13 clients are availing of a complex needs subsidy through the NL Housing Corporation.

2019-2020

**96%**

SAFELY AND  
SECURELY HOUSED

# THE JUSTICE PROGRAM

## Program Expansion

The program was able to add another Social Work Case Manager to our team in November allowing us to increase our capacity and support an additional 10 people. The Justice Program is also exploring an expansion of the program to the Labrador Correctional Centre to support the indigenous population transition from incarceration and back into the community. These discussions have begun, and the Justice Program Manager looks forward to collaborating to ensure the program meets the needs of the community in providing culturally appropriate supports where they are needed and to those who need it most.

**9/35**

**REFERRALS  
ACCEPTED IN  
2019-2020**



## Justice Program: Her Majesty's Penitentiary

The Justice Program continues to have an excellent relationship with Her Majesty's Penitentiary (HMP) and the Department of Justice. Program staff continue to participate in mental health meetings and peer consults at HMP. Program staff are often called into consultations at HMP with regards to inmates with complex needs.

**12,957  
UNIQUE CLIENT  
INTERACTIONS**

Justice Program staff have had 12,957 client interactions in the past year (in-person, by telephone, or contact with collateral sources providing advocacy).

**557.5  
HOURS  
AT HMP**

Justice Program staff have spent 557.5 hours at HMP providing counselling, support, and release planning.

**119  
HOURS IN  
COURT**

Justice Program staff have spent 119 hours in court providing advocacy and support to clients.

# FUND DEVELOPMENT AND EVENTS

2019-2020 was a noteworthy year for CMHA-NL's Fund Development team. We saw an increase in donations received and funds raised from our events, allowing us to expand existing programs and develop new resources.

“

Mental health and workplace well-being were topics that were brought into the forefront thanks to the help of a variety of third-party fundraisers, events, advocates, and local businesses striving to make a difference in our province.

— Laurabel Mba

CMHA-NL Fund Development Coordinator

”

Over the course of the year, third-party events raised over \$60,000 for mental health initiatives and operations within CMHA-NL. If you or your organization would like to support mental health in your community, we invite you to connect with us.



**OVER  
\$60,000  
RAISED BY  
3RD PARTIES**



# FUND DEVELOPMENT AND EVENTS

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## Hot Soup Cool Jazz

Celebrating its 12th anniversary, Hot Soup Cool Jazz 2019 benefited four local charitable organizations, including CMHA-NL, supporting those affected by mental health issues, poverty, and homelessness. In total, \$9,000 was distributed to each organization involved in the gala event.

## Mental Health Week

Mental Health Week 2019 we asked you to #GetLoud about what mental health really is. Communities across NL signed proclamations, residents lit up their homes in green, green ribbons of hope went up in Bannerman Park (St. John's) and CMHA-NL had the opportunity to work with amazing local businesses, like Newfoundland Chocolate Company, Jumping Bean, and Modo Yoga who raised funds for mental health initiatives.





# FUND DEVELOPMENT AND EVENTS

## Ride Don't Hide

Our 3rd annual Ride Don't Hide community bike ride and walk supports our mental health programs and services, and encourages participants to bring mental health into the open. While awareness for this event is still growing, and weather conditions on ride day were less than ideal, riders and supporters came together and raised a total of \$31,345!



## Tickle Swim

For the 7th year in a row, participants completed a 5 km open-ocean swim across the Tickle. The 2019 event also saw the addition of the first-ever Little Tickle and both events raised \$32,344 in support of our education, resources, and services. Thanks to our swimmers, kayakers, safety support, volunteers, and the towns of Portugal Cove-St. Phillips, Wabana, and CBS.

# OUR SUPPORTERS

**Thank you for making  
mental health a priority  
in our community.**



Atlantic Sports Enterprises Ltd.

Rock Construction



**Ready to help  
make a difference?**

# THANK YOU

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To our volunteers, program participants, staff, and Board...

**THANK YOU.**

To our donors, members, third-party event coordinators and fundraisers...

**THANK YOU.**

To our partners, corporate sponsors, and community organizations...

**THANK YOU.**

**Donate:** [cmhanl.ca/donate](https://cmhanl.ca/donate)

**Volunteer:** [office@cmhanl.ca](mailto:office@cmhanl.ca)

**Sign up for our e-news:** [cmhanl.news/subscribe](https://cmhanl.news/subscribe)









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