



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

# mental health matters

2022 ANNUAL REPORT



We are so proud that CMHA-NL is part of our nationwide federation of CMHAs - a network of 80 organizations in 330 communities across the country, with 7000 staff, and 11,000 volunteers and members. It's a mighty team!

CMHA National Office works on behalf of CMHA's across the federation to maximize our impact locally, provincially/territorially, and nationally. This work includes amplifying local programs and services, advocating for mental health system change, and educating people in Canada to create a climate of empathy and understanding.

In 2022-2023, CMHA National leveraged the voices of the federation like never before to help ensure Canadians get the mental health care they need. In October 2022, all CMHA provincial/territorial Divisions, including CMHA-NL, along with members from the National Council of Persons with Lived Experience, came together in Ottawa for a "Hill Day". Together we met with over 20 Parliamentarians and their staff. And it didn't stop there. The Hill Day corresponded with the Launch of a long-term nationwide advocacy

strategy that rallies Canadians to press our leaders for universal mental health care. Through Act for Mental Health, CMHA National on behalf of the federation has:

- Distributed a national press release
- Generated over 554 million media impressions
- Secured 229 news stories including The Globe and Mail, CBC Radio Syndication, and The Canadian Press syndication
- Reached \$1.1 million in ad value
- Received endorsement from 39 organizations
- Released a white paper calling for universal mental health and substance use health

This work complements the goals we are working towards locally and highlights the power of our collective voice across the country.

We look forward to further engaging with CMHA-NL in the coming year to support your capacity building and to strengthen our federation. Together we can make real change and ensure Canadians get the mental health care they need.

## 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 Service
- Developing Resources

## OUR KEY VALUES AND 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 Voices of People with Lived Experience





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# cmha-nl staff



**Catherine Kennedy BA**  
Interim CEO



**Bernice Haley**  
Manager of Corporate  
Services



**Jillian Maloney BSW**  
Regional Manager, Central NL



**Trina Morgan**  
Former Office Coordinator,  
Western NL



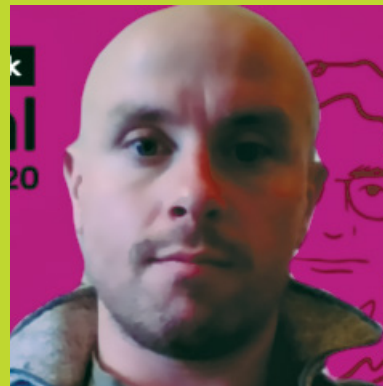
**John Dinn BA, MEd, BSW, RSW**  
Workplace Mental Health Coordinator  
& Regional Manager, Eastern NL



**Heidi Edgar BA, BSW, MSW, RSW**  
Former Justice Program Manager



**Jill Norman**  
Former Social Work Case Manager



**Taedy O'Rourke MSW, RSW**  
Former Social Work Case Manager



**Justin Mahon**  
BSc, BSW, RSW  
Former Social Work Case Manager



**Chandra Kavanagh, PhD**  
Permanent CEO (On Leave)



**Grant Fitzpatrick**  
Former Educational Facilitator



**Laurabel Mba**  
Former Communications, Marketing,  
& Fund Development Specialist



**Courtney Jackson**  
Former Employment Support  
Coordinator



**Kristi Lavalley**  
Former Housing Support Coordinator



**Paul Fifield**  
Former Manager of Corporate Services

# A YEAR OF INNOVATION, GROWTH, AND RENEWED PURPOSE

Dear Members and Stakeholders,

As the Chair of the Board of Directors for our vital mental health non-profit charity in Newfoundland and Labrador, it is with great pleasure and enthusiasm that I present to you our annual report, reflecting on a transformative year of progress, innovation, and unwavering commitment to our mission.

One of the highlights of the past year has been the recruitment of our new CEO, Dr. Chandra Kavanagh. Dr. Kavanagh brings not only a wealth of experience but also a genuine passion for innovation and leadership. As we navigate through strategic planning to achieve our growth objectives, her dynamic leadership is proving to be the driving force behind our pursuit of excellence. Dr. Kavanagh's vision aligns seamlessly with our commitment to fostering positive change in mental health, and we are confident that under her guidance, we will reach new heights in our endeavors.

In our pursuit of excellence, we took a bold step in consolidating programs to realign our position within the federation.

This strategic move places us at the forefront of advocacy, education, and promotion in the mental health sector. By streamlining our efforts, we are better equipped to address the evolving needs of our community, making a more significant impact in the lives of those we serve.

Furthermore, our commitment to effective governance has been reinforced through the recruitment of five new board members. These individuals bring a diverse and well-rounded skill set that will undoubtedly strengthen our governance model and financial structure, and contribute to the success by also overseeing strategic projects. Their collective expertise is a key asset.

This past year has been a period of

introspection, during which we delved deep into our overall strategic direction. We sought to answer the fundamental questions of who we are, why we exist, and what we do. Though not yet complete, the insights gained from this introspective process will become the pillars that guide every decision we make. These foundations will be pivotal in the development of obtainable and measurable growth objectives through shorter-term thematic goal setting.

Our aim is not only to stand out in the sea of non-profit charitable organizations but also to emerge as the clear leader in our ecosystem, fostering collaboration with all stakeholders, including industry associations, the provincial government, the federal government, industry partners, and the community sector.

On behalf of the Board, I express my sincere gratitude to Catherina Kennedy for her exceptional professionalism, passion, and commitment during her tenure as the acting CEO. Her dedication has been instrumental in steering the ship through a time of critical change within the division. We eagerly anticipate Dr. Kavanagh's return from parental leave, confident that her leadership will further propel us towards our vision of a thriving and resilient mental health ecosystem.

In closing, I extend my heartfelt thanks to every member of our team for their unwavering dedication and hard work. Together, we are shaping a brighter future for mental health in Newfoundland and Labrador. As we continue this journey of impact and growth, let us be inspired by the possibilities that lie ahead.

With gratitude and optimism,

**Sean Kennedy**  
Chair of the Board of Directors

Canadian Mental Health Association Newfoundland and Labrador

message from the president





# cmha-nl board

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Sean Kennedy  
Board Chair



Chad Perrin  
Vice-President



Fabian Connors  
Director



Gordon Hawkins  
Director



Brenda Dennis  
Director



Joe Thorne  
Director



Ronaldo Walsh  
Director



Jackie McCann Scott  
Treasurer



Alison Greenoff  
Director

# annual awards – 2022



The CMHA-NL Annual Mental Health Awards recognize and celebrate the remarkable efforts of individuals, groups, and organizations that have made significant contributions to promoting mental health, raising awareness, and supporting those living with mental illness. These awards aim to acknowledge the exceptional work being done in our communities to create a positive impact on mental health.

## **PICTURED HERE FROM LEFT TO RIGHT:**

The Cahill Group, Blake Cryderman, Tina Davies, Henrike Wilhelm



## The Cahill Group

### 2022 Workplace Excellence Award

The Cahill Group's commitment to mental health and building a mentally healthy workplace first began with employees receiving Mental Health First Aid training in 2016 and the company rolled out an updated Wellness program. They have since invested over \$200,000.00 in their Mental Health and Wellness programing for their employees to participate in events and direct training and have been regularly supporting employee's mental health by providing many programs, benefits, and initiatives.

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## Blake Cryderman

### 2022 Pottle Award

Blake has been a very active volunteer with CMHA since 2011, serving several terms on the Board and has been on a number of committees. Since 2013 he has been a volunteer facilitator with the Changing Minds Program because of a deep desire to educate people about mental health and mental illness. He has educated hundreds of people and is committed to reducing stigma, educating people, improving existing services, and helping to develop new ones.

## Tina Davies

### 2022 Leadership Award

Tina's name is synonymous with suicide prevention, intervention and postvention in our province. Tina has a passion, born tragically out of the death of her son, Richard, who died by suicide at the age of 18. In 2000 she founded "Richard's Legacy" to provide support and services to others facing the same loss. She continues to offer regular support group meetings and has helped set up other support groups in rural areas.

## Henrike Wilhelm

### 2022 Media Award

In her position as an online and broadcast journalist for CBC, Henrike has the unique opportunity to provide both written and A/V coverage of mental health issues. She has focused on access to treatment in rural areas, eating disorders, access to resources and supports for those living with mental illness and has strongly advocated for families and those living with mental health issues. Some of her reports have captured the attention of provincial political leaders and have helped raise issues in the House of Assembly.

## Brooklyn Goucher

### 2022 Research Scholarship Award

Brooklyn's research focused on access to Animal Assisted Interventions (AAI) for children with Autism Spectrum Disorder (ASD) in Newfoundland. Human-animal interactions have been shown to reduce anxiety, provide companionship, and encourage social connections. A 2019 survey directed toward NL families of children with ASD noted many barriers to accessing this service. Brooklyn compiled research results along with evidence-based literature in a summary report to present to the provincial government with the aim to increase access and funding for AAI.

## PROGRAM HIGHLIGHTS

- Roxanne Letiec acted as a BIPOC Peer Support worker from January to August 2022
- The Western Office staff participated in a variety of committees including:
  - \* Mental Health Promotions Regional Committee
  - \* Housing Stability Initiative (HSI)
  - \* CMHA National Youth Networking
  - \* Right To Decide (RTD)
  - \* Bay St. George Pride Committee (BSGPC)
  - \* Suicide Prevention Awareness Committee (SPAC)
- Provided presentations and trainings on the following:
  - \* Living Life to the Full
  - \* Toxic Positivity
  - \* Kids Have Stress Too!
  - \* Self-Care Presentation Stigma Awareness
  - \* More Than Mama
  - \* Stress Strategies
  - \* safeTALK
  - \* MHFA
  - \* Active Wellness
  - \* Coping with Stress
  - \* Anxiety, Stress, and Helplines for Children
  - \* ASJST
  - \* CMHA Presentation
  - \* Earth Day
- Partnered with Labrador West Health to promote June as Men's Mental Health month
- Worked with several community organizations to secure client housing, safety, and food security
- Provided support to meet communities' food, furniture, household needs under the RHINL & CFCC programs
- Various Mental Health Week events (Releasing Ceremony, Drive-in Movie, Community Beach Clean-up, Paint Night, Beach Fire & BBQ)
- Indigenous Day Flag Raising Opening Ceremony, and Teaching Circle
- Partnered with Tri-Fitness, and the Zion Pentecostal Church to offer a summer youth camp in July and August. They participated in disc golf, painting, making vision boards, cooking, and making Cricut art tote bags. Also, they attended 2 mental health presentations and participated in anti-stress activities. They were provided lunch and self-care items
- As a member of SPAC helped organize the annual walk for World Suicide Prevention Day
- Engaged with community partners:
  - \* People of the Dawn Indigenous Friendship Centre
  - \* Empower NL
  - \* Lifewise
  - \* No'Kmaq Village
  - \* Labrador West Health
  - \* Canam Lodge
  - \* St. George's Fire Department
  - \* Stephenville Fire Department
  - \* Mental Health and Addictions
  - \* AIDS Committee NL
  - \* Newfoundland Aboriginal Women's Network
  - \* Stephenville Primary, Elementary, and High, and St. Thomas Aquinas, and Bayview Academy Schools
  - \* SPAC Committee
  - \* Benoit's Cove Native Women's group
  - \* Community Education Network
  - \* Mi'Kmaq Melginat Women's group
  - \* BSG Status of Women
  - \* Tri-Fitness
  - \* Aids Committee NL



# cmha-nl central office

## PROGRAM HIGHLIGHTS

- The Central Office is led by Jillian Maloney, BSW, RSW.
- During this fiscal year, the new Manager became a certified trainer in MHFA Standard, ASIST, and Living Life to the Full and met annual training requirements for each program
- Presentations were offered to non profit community groups, schools and organizations that addressed mental health promotion, stigma awareness and suicide intervention
- The Central office continued outreach to not for profits, municipalities, community organizations and schools throughout the year to secure new partnerships and training opportunities
- The Central Regional Manager was invited to sit on various boards and committees, and joined a total of 8, helping to represent CMHA-NL at the local and regional level

**25**

**Trainings & Presentations**

**286**

**Participants**  
(172 adults, 114 youth)

**97**

**Hours spent on training & presentations**

**20**

**Committee Meetings**

**27**

**New Partnerships in Community**

**20**

**Professional Development Trainings/Sessions Completed**





# the 2022 tickle swim

# \$40,000

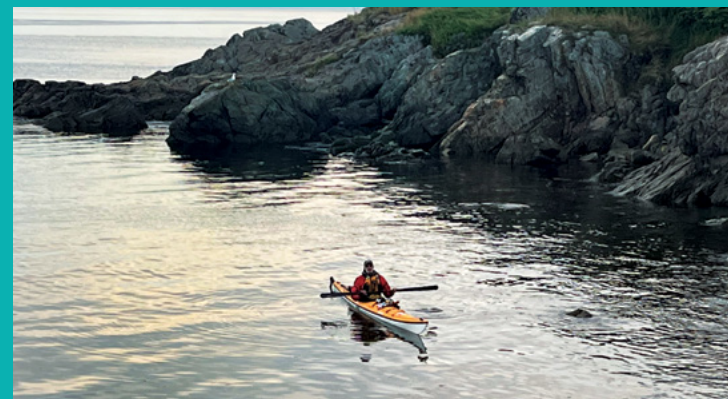
The 2022 Tickle Swim was held virtually, due to inclement weather! But our participants took to their own waters and swam for mental health to raise vital funds and create awareness!

\$40,000 was raised in 2022!

The Tickle Swim is a 5 km Open Ocean Swim from Portugal Cove to Bell Island - The Tickle. All swimmers are welcome provided they are able to complete the distance.

We also host a separate 1 km near-shore "Try the Tickle" ocean swim for juniors and new swimmers.

The aim of the swim is to raise awareness and reduce stigma around mental health and wellbeing, and to remind us that physical and mental health go hand-in-hand.





# workplace mental health program

John Dinn BA, MEd, BSW, RSW, leads the Workplace Mental Health program, one of CMHA-NL's innovative and evolving offerings. A central part of CMHA-NL's mandate is education and training. The Workplace Mental Health Program champions mental health wellness offering a wide variety of evidence-based, and best practice programming, for a variety of workplaces, government, health care facilities, non-profit agencies, and communities throughout the province.

*Excellent training. Very engaging and informational. I felt as though it was a safe, non-judgmental environment. Both trainers knowledgeable and comfortable in their roles. Thank you.*







## training stats and numbers

A total of **1,174** people received mental health education and training through the Workplace Mental Health Program this year generating revenue for the program's continued operating costs.



## 25 CERTIFIED TRAININGS

**252** people were trained in either Mental Health First Aid Basic and Virtual, Applied Suicide Intervention Skills Training, SafeTALK, Mental Health Works, or Psychological Health and Safety.



## 18 presentations and webinars

18 workplace presentations/webinars were delivered to **922** managers, supervisors, employees, professionals, volunteers, and adult students. 11 of these were offered via webinar.



# youth and education

CMHA-NL's Education Program offers mental health and mental illness awareness and educational sessions for children, youth, young adults and parents through schools, community groups, and community centres.



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## PUBLIC ENGAGEMENT

- Panelist on Mental Health First Aid for Workplace NL's Health and Safety Podcast: The Signal
- Panelist on Workplace NL's Suicide Prevention webinar: Taking care of your Mental Health: Suicide prevention in the Workplace
- Guest speaker on CBC's Morning Show: Bullying in Schools, advice to children and parents
- Guest speaker on VOCM radio: The effects of hurricane Fiona on our Mental Health
- Guest speaker on CBC radio's Cross Talk: CMHA-NL resources for Anxiety
- Guest speaker for Workplace NL's podcast The Signal: Mental Health and Communication in the Workplace
- Interview with NTV News on Seasonal Affective Disorder
- Interview on VOCM's On Target radio program: CMHA's position on Medical Assisted Dying
- Interviewed by CBC News St. John's on Suicide Risk Factors and Preventative Measures
- Interview with NTV News on Mental Health and Grief heading into the Holiday Season
- Bell Let's Talk Day public webinar on Mental Health and Stigma
- CMHA Mental Health Week public webinar: Mental Health at Work: Resiliency During Unusual Times
- Webinar for Sport NL: Introduction to Mental Health First Aid
- Webcast professional development presenter for the Newfoundland and Labrador College of Social Workers: Psychological Health and Safety: Creating Mentally Healthy Workplaces
- Invited speaker for Canadian Red Cross First Aid Instructors conference: Introduction to ASIST

# justice program

CMHA-NL's Justice Program concluded on November 5, 2022. A comprehensive program review in September and October determined the program was not fulfilling its mandate year over year and that there were resources in the community capable of delivering more program supports to Justice Program clients. Through November and December 2022 and January 2023 CMHA-NL worked with the John Howard Society to prepare transition plans for the ten Justice Program clients. This work was successful in the introduction of the clients to the JHS team with continuous and relevant supports beginning in January 2022. This transition process was a demonstration of how the community sector in our province work collaboratively.



you matter

CMHA-NL – mental health matters

## GET IN CONTACT

### Provincial Head Office

Toll Free: 1-877-753-8550

Phone: (709) 753-8550

Fax: (709) 753-8537

### Location

603 Topsail Road, St. John's,  
NL, Canada A1E 2E1

### Central Regional Office

Toll Free: 1-855-489-3302

Phone: (709) 489-3302

### Western Regional Office

Toll Free: 1-855-643-5553

Phone: (709) 643-5553

### Donate

[cmhanl.ca/donate-today](http://cmhanl.ca/donate-today)

### Website

[cmhanl.ca](http://cmhanl.ca)

### E-News

[cmhanl.ca/the-latest](http://cmhanl.ca/the-latest)

### Resources

[cmhanl.ca/resources](http://cmhanl.ca/resources)



# corporate partners and donors 2022-2023

Financial and in-kind support from governments and our business community gives CMHA-NL a base from which we can carry out our mandate as the leaders in education and advocacy for mental health in our province. Through private fundraising events and our In Memoriam program the generosity of individuals never ceases to amaze us.

## CMHA-NL IS GRATEFUL TO ALL OF YOU.

- Government of Newfoundland and Labrador
- Government of Canada
- City of St. John's
- Pennecon
- Shopper's Drug Mart
- Toronto Dominion Bank
- RBC
- United Way
- NL Power
- Vale
- St. Kevin's Junior High School
- Grant Hiscock Memorial Foundation
- Son of a Critch
- Faculty of Engineering, Memorial University
- Guiney Push Up Challenge
- Community Food Centers Canada
- Toyota
- Penney Kia
- Techlift Crane & Transport
- Fig Fund Foundation
- Modo Yoga
- Leon's Furniture
- National Energy Equipment
- Enterprise Holdings
- Newfoundland Chocolate Company
- Jumping Bean Coffee
- Nape Local 7104
- Northview Canadian HY Properties
- Burnt Chef Project – EVO

## SERVICES/PROGRAMS FUNDED 2022-2023

- Adult Focused Mental Health Education Training Programs
- Youth Focused Mental Health Education Training Programs
- Workplace Mental Health Focused Training Programs
- Mental Health Week (Point of Sale)
- Justice Program
- Housing Support
- At Work Program





Newfoundland  
& Labrador

Canada

ST. JOHN'S



ENGINEERING AND  
APPLIED SCIENCE



# thank you

To our volunteers, program participants, staff and board.  
**THANK YOU** for your hard work and dedication.

To our members, donors, third-part event coordinators and fundraisers.  
**THANK YOU** for your time, effort and support.

To our partners, corporate sponsors and community organizations.  
**THANK YOU** for your generosity and commitment.

**JOIN US ON SOCIAL @CMHANL**



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