

# ANNUAL REPORT 2021-2022



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

# CMHA NATIONAL

We remain committed to mentally healthy people in a healthy society, but we see an urgent need to dial up the intensity and push for social and system change. We want our brand to boldly reflect our higher-order purpose: what we all get up each day to fight for.

The concept of human rights is powerful. Human rights are widely understood yet strike a personal, emotional chord. They include the right to timely mental health treatment or access and secure jobs, safe places to live and good relationships that make good mental health possible for every person in Canada. They also include the conditions that allow us to feel well wherever we live, work, learn and play.

## CMHA NEWFOUNDLAND AND LABRADOR

### 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 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

# » TABLE OF CONTENTS

**01**    **Contact Us**

**02**    **Our Staff**

**03**    **Our Board**

**04**    **Message From The President**

**05**    **Annual Awards 2021**

**06**    **Western Regional Office**

**07**    **Central Regional Office**

**08**    **Workplace Mental Health Program**

**09**    **Education Program**

**10**    **Justice Program**

**11**    **Fund Development & Events**

**12**    **Our Supporters**

**13**    **Thank You**

**14**    **Our Resources**

# Contact Us

## Donate:

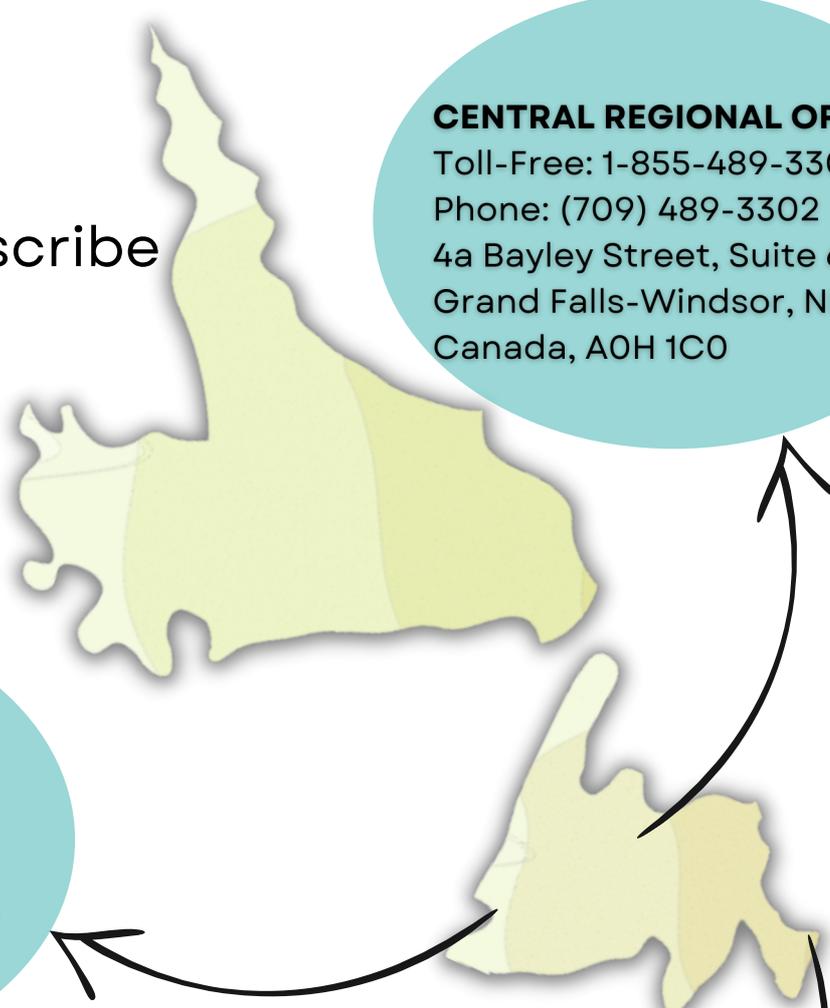
» [cmhanl.info/give](https://cmhanl.info/give)

## E-News:

» [cmhanl.news/subscribe](https://cmhanl.news/subscribe)

## Website:

» [cmhanl.ca](https://cmhanl.ca)



### CENTRAL REGIONAL OFFICE

Toll-Free: 1-855-489-3302  
Phone: (709) 489-3302  
4a Bayley Street, Suite 600  
Grand Falls-Windsor, NL  
Canada, A0H 1C0

### WESTERN REGIONAL OFFICE

Toll Free: 1-855-643-5553  
Phone: (709) 643-5553  
106-108 Carolina Avenue,  
Suite 3 Stephenville, NL  
Canada, A2N 2S4

### PROVINCIAL HEAD OFFICE

Toll Free: 1-877-753-8550  
Phone: (709) 753-8550  
Fax: (709) 753-8537  
603 Topsail Road  
St. John's, NL  
Canada, A1E 2E1

Follow us: @CMHANL



# Our Staff



**Catherina Kennedy**  
Interim CEO



**Bernice Haley**  
Manager of Corporate Services



**Laurabel Mba**  
Marketing, Communications and Fund Development Specialist



**Jillian Maloney BSW**  
Regional Manager (Central NL)



**Trina Morgan**  
Regional Manager (Western NL)



**John Dinn BA, MEd, BSW, RSW**  
Workplace Mental Health Coordinator



**Heidi Edgar B.A, BSW, MSW, RSW**  
Justice Program Manager



**Jill Norman BSW, RSW**  
Social Work Case Manager



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



**Justin Mahon B.Sc., BSW, RSW**  
Social Work Case Manager

# Our Board



**Joe Thorne**  
Vice-President



**Fabian Connors**  
Director



**Gordon Hawkins**  
Treasurer



**Brenda Dennis**  
Director



**Ronaldo Walsh**  
Director



**Jackie McCann  
Scott**  
Director



**Sean Kennedy**  
Director

# Message From The Board



The need for advocacy and education to support access to mental health care has never been greater. Our communities have been greatly impacted by the strain and turmoil the Covid-19 pandemic created, and by uncertainty that exists in the world right now.

As Vice President of CMHA-NL, I could not be prouder of the commitment of the entire team – staff and volunteers – whose continued diligence to advocacy and program delivery makes a difference every day in the lives of the people of our province. I am also grateful to our funders, the Government of Newfoundland and Labrador and corporate donors, who value the work we do and continue to support us.

Most impressive though are the donations from people from all over Newfoundland and Labrador to support our day-to-day operations and our program delivery.

## Growing our Presence

In times of concern and uncertainty there is always hope.

The community looks to CMHA-NL for support and information as they seek care for themselves or a loved one, and depend on us for the continued delivery of mental health training programs by our expert educators.

It is during times of unpredictability and high stress that the work of CMHA-NL is most needed. We have been diligent in responding to the growing need for accessible, quality mental health care for all we.

We have renewed our focus on increasing our presence and availability across the province. This year we hired a very experienced social worker as regional manager and educator in our central NL office. We are expanding our reach to a broader demographic with more program offerings. In our western office we hired an office coordinator to enhance our presence and provide support to the communities in the region. In January 2023 we will begin a search for the regional manager and educator role in the western region.

With the generosity of a corporate donor in Labrador, we will have a presence in this part of the province, where CMHA-NL has yet to make a consistent impact. We are developing our plan to begin delivery of mental health programming there in 2023.

We have re-established our relationship with the national CMHA federation. Our Interim CEO attended national meetings in Ottawa in November and CMHA-NL staff have connected with their peers in the organization. This supports access to existing resources, funding, and programming opportunities, as well as renewed participation in the pan-Canadian advocacy network.

## Fund Development Goals

This fall, we set very ambitious goals for fund development. It is not enough that we sustain our community development work. We must grow our programming.

In September we welcomed an experienced communicator and fundraiser to our team. Under the new role of Communications, Marketing and Fund Development, a Fund Development Policy was developed. We have also developed a Community Investment Strategy that strengthens the expansion of our donor base. Specific attention has been given to increasing our brand with improved, consistent, and relevant social media campaigns. In November we launched an online holiday season fundraising program 'Give the Gift of Mental Health'

## New Programs

We have established two new programs to ensure free access to mental health care.

In October we launched the Wellness Learning Hub. Lead by another remarkably talented mental health practitioner, this virtual group program provides community learning to help people live well and feel capable despite life's challenges. In January 2023 we will launch a series of monthly in-person community mental health education sessions. These will be open to the public, and will cover a variety of geographic locations with themes relevant to the communities.

## A Strong Organization

In its governance role the CMHA-NL Board of Directors prioritizes a strong and viable organization. To advance that mission, at the end of August we engaged the services of an experienced business management consultant as Interim CEO operating with a detailed scope of work from the Board. This mandate has resulted in improvements and steadiness in financial and corporate management, better HR alignment, confidence in the organization for funders, mentoring, guidance and leadership for the team, and continued engagement with our valued stakeholders and partners.

Through her work, our Interim CEO has made significant improvements to our operations, and has taken steps to re-align the organization with its core functions: advocacy and education.

I am pleased to announce that CMHA-NL expects to welcome a permanent CEO in January 2023. This dynamic individual has vision for the growth of the organization and substantial experience to strengthen our organization's core focus of mental health care for all.

My deepest thanks to all of you, our CMHA-NL membership, for your continued commitment to our mandate and vision.

Joe Thorne, LLB  
Acting President / Vice President  
CMHA-NL

# Annual Awards 2021

## THE LEADERSHIP AWARD

2021 Recipient - Constable Krista Hogan & PSD Stella, RNC



Constable Hogan & PSD Stella's social media following supports the mental health and wellness of many people. They demonstrate the impact of animals in overall wellness. Their connections to the children of the province through their visits to schools, daycares and recreational programs providing early education on the value of good mental wellness. Stella has also inspired the Stella Wellness Corner at the RNC that promotes workplace wellness.

**This award honours a mental health service provider, researcher or community leader for excellence in mental health leadership within Newfoundland and Labrador. Awardees must have shown dedication to furthering mental health within the province through their clinical practice, research or community service.**

## THE MEDIA AWARD

2021 Recipient - Paddy Daly, VOXM

**This award recognizes a person, group or organization that has shown outstanding quality, promotion and awareness of mental health issues in Newfoundland and Labrador. Media includes all print, broadcast and internet based material.**

Paddy Daly is the Host of VOXM Open-line, a radio show that allows callers to openly. Mr. Daly works to normalize mental health, putting it on par with physical health. His consideration of the people who call seeking mental health supports is very helpful. He is compassionate, supportive, and non-judgmental when listening to any caller. Mr. Daly remains current on the services and shares this information consistently. Paddy Daly gives the people in our province a voice, support and comfort when most needed.



# Annual Awards 2021

## THE POTTLE AWARD

2021 Recipient - Bill and Susan Guiney



Bill & Susan Guiney is a longtime advocate for mental health. He & Susan are well known in the community for their work on breaking the stigma associated with mental health and making people feel comfortable talking about their own experiences. In addition to Bill's work with the annual Push-up Challenge and raising funds for CMHA-NL, Bill started a Tree of Hope to show support for those struggling with their mental health. Bill and Susan have volunteered their time and resources over many years to ensure the advancement of mental health in the province.

This award was established in memory of the late Dr. Clarence Pottle, a psychiatrist and the first Provincial Director of Mental Health Services in NL. This Award honours a volunteer in the community who has demonstrated tireless commitment toward furthering mental health awareness and initiatives. It is awarded based on the quality and quantity of volunteer work and overall impact within the community.

## THE MENTAL HEALTH RESEARCH SCHOLARSHIP

2021 Recipient - Tamunotonye (Tonye) Omoluabi.

**This scholarship is awarded to a researcher whose work is specific to mental health care and wellness.**

Tonye's work focuses on the Differential Effects of Pasic and Tonic Activation of the Locus Coeruleus in a Pre-tangle Tau Model



# Annual Awards 2021

## THE WORKPLACE EXCELLENCE AWARD

2021 Recipient - VALE



This award is given to an outstanding organization that has advanced the promotion of workplace mental health. The nominee organization will have demonstrated their commitment to fostering a safe and supportive work culture for its employees, through such things as new policies and processes, regular wellness activities and initiatives that help shift workplace culture and stimulate meaningful discussion around mental illness and mental health.

CMHA-NL would like to thank everyone who submitted nominations/applications for an award and recognizes all efforts from individuals who have made significant contributions to mental health care here in Newfoundland and Labrador.

# Western Regional Office

The Western Regional office serves as an important hub for the people in the area for information about and access to mental health care needs. This was led by Tianna Butler, Mary Burt, Roxanne Letiec and Trina Morgan.

## PROGRAM HIGHLIGHTS

- Training has been given for Mental Health First Aid, ASIST (Applied Suicide Intervention Skills Training), and SafeTALK certifications.
- Reaching Home Indigenous NL (RHINL), Community Food Centres Canada (CFCC), and Safe Works Access Program (SWAP) reached homeless/low-income homes supplying **food, hygiene, appliances, cleaning, clothing necessities, and delivery of safe drug kits.**
- Weekly online support group with many guest speakers.
- Presentations offered to schools, colleges, and organizations addressed mental health, stigma awareness, and conflict resolution. Stress & anxiety toolkits for self-care, managing stress, daily prevention practices, meditation, movement and nutritional information.



# Western Regional Office

Through our partnerships, with other organizations and committees, we were able to host and/or participate in many community and cultural events. We are grateful for our dedicated community partnerships and established relationships to better support our regional rural and remote communities.



## Community & Cultural Events

- Walk for World Suicide Prevention Day
- Sisters in Spirit Walk & Vigil
- Every Child Matters
- The Sweetgrass Festival
- National Indigenous People's Day
- National Day of Awareness of Missing and Murdered Indigenous Women And Two Spirited
- Mental Health Week awareness campaign
- Earth Day tree planting



# Central Regional Office

Central Regional office provides a valuable role in connecting people with mental health and wellness resources led by Amy Palmer.

## HIGHLIGHTS

- Continued "Wellness with Amy", a weekly radio show on a local station sharing information about mental health and wellness while playing feel-good music.
- Offered special events and activities such as trivia and paint nights.
- "Monday's Matter" & "Wellness Wednesday" - Provided weekly presentations and education sessions in partnership with the Youth 2000 Centre.
- Assisted with food security campaigns in the region in partnership with local community agencies.



# Workplace Mental Health Program

## INTRODUCTION

John Dinn BA, MEd, BSW, RSW, continues to deliver the Workplace Mental Health program, one of CMHA-NL's innovative and ever-growing offerings. A central part of CMHA-NL's mandate is education. The Workplace Mental Health Program continues to champion mental health wellness offers 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.



## HIGHLIGHTS

- Nav Net's guest speaker on "Avoiding Burnout and Self-Care During a Pandemic."
- St. John's Board of Trade Mental Health Week webinar .
- FFAW-Unifor's Convention guest speaker on "Mental Health and Ending Stigma".
- Canadian Home Builders Association keynote speaker.
- Municipalities NL's Mental Health Task Force guest speaker for 27 municipalities and municipal leaders across the province.
- Partnered with Workplace NL and Made Safe NL to deliver a webinar on "Taking Care of Your Mental Health: World Suicide Prevention Day."
- Offered public webinars for Bell Let's Talk Day, World Bipolar Day, and Returning to the Workplace Toolkit.
- Invited guest for two interviews with CBC Morning Shows in St. John's and Gander on the effects of the Pandemic on our Mental Health and Work Lives.

**"Great training with a great facilitator! I feel much more prepared to work with people who may be experiencing problems with their mental health." - MHFA for Seniors Participant.**

**\$42,135**

**1362**

Total revenue generated and people who received mental health education and training for this year.

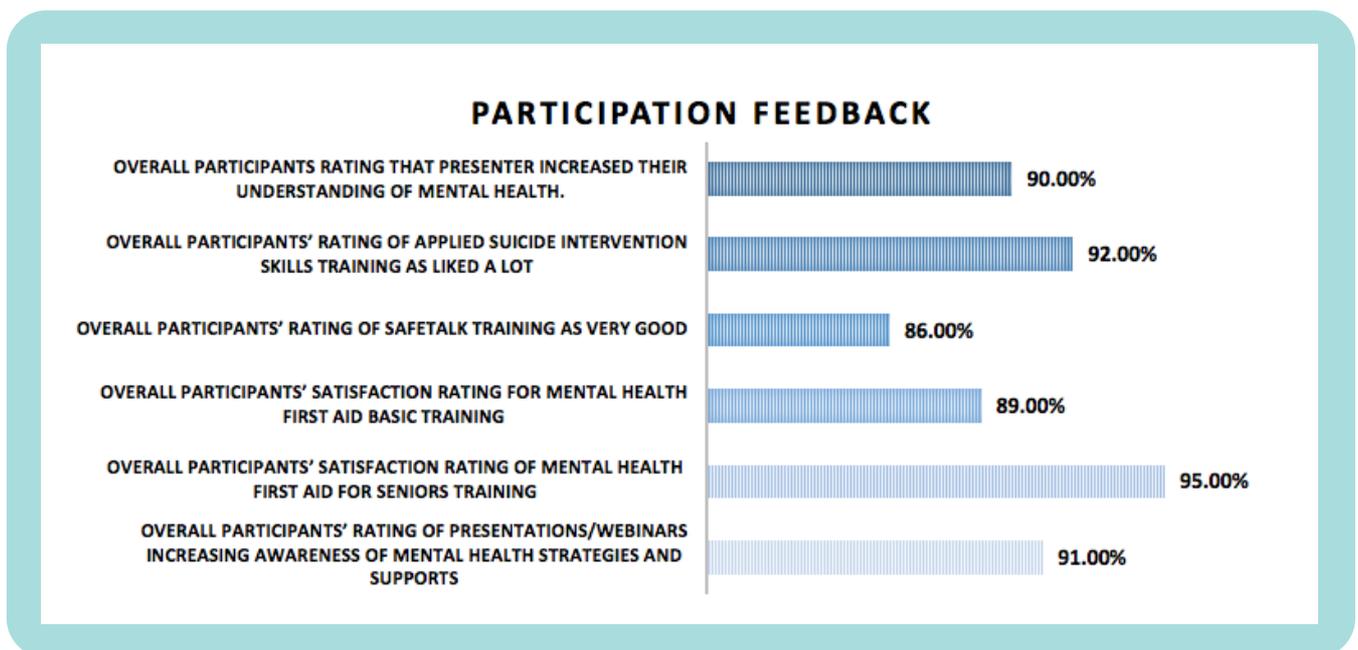
**1561**

Total number of people who accessed training, education, online courses, webinars, information, and services through the Workplace Mental Health Program this year.

# Workplace Mental Health Program

## WORKSHOPS, TRAINING SESSIONS & PRESENTATIONS

The program continues to offer a robust Training Menu of 11 courses and workshops to meet workplace-specific needs. The program continues to develop and offer new workplace-specific webinars, presentations, and updated offerings to meet our evolving community needs. Many webinars and trainings were provided to workplaces and the public through sponsorships this year as a social response to the COVID-19 pandemic. The sessions targeted specific mental health challenges people faced during the pandemic.



293 people were trained in either Mental Health First Aid Basic; Virtual, Youth, or Seniors, Applied Suicide Intervention Skills Training, SafeTALK, or Resilient Minds in 33 certified training sessions. \$39,255.00 was generated in revenue for the program's operating costs.

28 workplace presentations were delivered to 1,069 managers, supervisors, employees, professionals, volunteers, and adult students. 23 of these were offered via webinar. \$2,880.00 was generated in revenues.

# Workplace Mental Health Program

## NEW INITIATIVES

- **Mental Health First Aid for People who Work Youth Virtual** course from the Mental Health Commission of Canada. The Coordinator can now offer this training online to people throughout the province virtually.
- **Wellness @ Work Webinars** offered to workplaces across the province through sponsorship by Green Shield Canada.
- **Wellbeing Learning Hub Coordinator position** – Deidre Keating has been hired on as our new Recovery College Coordinator. The Wellbeing Learning Hub is a model of free and accessible mental health education and training widely utilized across Canada and the world. The Wellbeing Learning Hub invites people to learn about mental health so they may support themselves, their loved ones, and their community. We will be offering classes and workshops, virtually and in person, to people across our province, on various topics related to mental health and wellbeing. This exciting new program will be launched in September 2022.

## SPONSORED TRAININGS

- 6 Applied Suicide Intervention Skills courses sponsored by Pennecon Ltd.
- 13 Wellness @ Work Webinars sponsored by Green Shield Canada
- 4 Mental Health First Aid Seniors courses sponsored by Bell Let's Talk
- 2 Mental Health First Aid courses sponsored by TD Ready
- 4 Resilient Minds courses sponsored by TD Ready

## PARTNERSHIPS

- Jacob Puddister Memorial Foundation
- Pennecon Ltd
- Newfoundland and Labrador Housing and Homelessness Network Training Center
- Workplace NL
- Living Works START program
- Canadian Red Cross Psychological First Aid - Self Care, and Caring for Others

## COMMITTEE INVOLVEMENT

- CMHA-NL's Education and Public Awareness Committee
- CMHA's National Recovery College Community of Practice Committee
- CMHA's National Workplace Mental Health Collaborative
- CMHA's National Resilient Minds Community Workers Committee and Community of Practice
- Construction Industry Mental Health and Suicide Prevention Task Force with the NL Construction Safety Association
- Community Wellness Coalition – Avalon East



# Education Program

## INTRODUCTION

Grant Fitzpatrick led the Education Program delivery again during the 2021 and 2022. The Education Program focuses on mental health and mental illness awareness and educational sessions for children, youth, young adults and parents through schools, community groups, and community centers. Grant's interactions with youth and adults contribute to the awareness and anti-stigma sentiment around mental health. As a provincial Educational Facilitator, Grant often travels to rural areas, as well as co-facilitating programs and training with our Western and Central regional managers.

## HIGHLIGHTS

As a response to the COVID-19 pandemic and the resulting increase in anxiety and stress among the population, many presentations, programs, and resources were developed to help youth and adults deal with their mental health needs. Grant had a busy year delivering in person safeTALK suicide alert programs and anxiety sessions created for groups such as Epilepsy NL.

**983**  
Total  
Participants

**221.5**  
Total Training  
Hours

### TRAINING DELIVERED

- 7** — Communities across the province
- 25** — Organizations
- 283** — Participants Total

### PRESENTATIONS DELIVERED

- 1** — Youth Sessions for 60+ participants
- 104** — Other Unique Presentations
- 25** — Different Organizations
- 8** — Different Communities and Online
- 700** — Participants Total

# Justice Program

## INTRODUCTION

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 advocating and working to ensure needs of program participants are met to assist in the promotion of recovery and reducing recidivism. The program relies on community and government collaborations to achieve these goals.

## HIGHLIGHTS

**7133**

Unique client interactions either face to face or virtual.

**6522**

Collateral Contacts providing advocacy and support.

**66%**

Have not reoffended/been reincarcerated

# Justice Program

## Housing

The Justice Program has completed a full year of the housing support worker position. This position was recommended in the 2018 evaluation of the Justice Program. The funding for this position began with End Homelessness St. John's and then third-party funding. Through this position, we have supported our clients with their housing support in a much more focused way.

## Partnerships

The Justice Program continues a close partnership with Newfoundland and Labrador Housing (NLHC), to ensure Complex Needs Rent Subsidies are available for our clients and are implemented successfully. During this past year, the Justice program continued its partnerships with community agencies and government departments and made new ones. The program continues to value and appreciate these partnerships. Some of the invaluable partnerships that have supported the justice program in completing our work include:

- Her Majesty's Penitentiary (HMP) and the Department of Justice.
- Eastern Health (Housing, CAST, Trauma Program, Community Support Program, ACT)
- Stella's Circle (Community Support Program,
- Salvation Army Centre of Hope (Supportive housing, Identification)
- John Howard Society Programs and services
- Choices for Youth (Outreach, Rally Forward)
- Gathering place
- Thrive

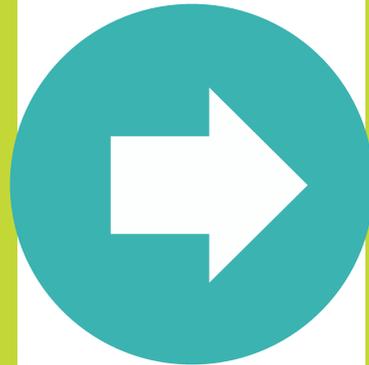
# Fund Development & Events

## INTRODUCTION

Challenges that arose due to the Covid-19 public health protections required us to be creative in achieving our funding goals.

### Corporate Sponsorships, Donors and Fundraising Partners:

Government of Newfoundland and Labrador  
Pennecon Ltd.  
Bell  
TD Bank  
Vale  
Penney Kia  
Toyota  
City of St. John's  
Food first NL  
Community Foundations  
Community Food Centers Canada  
A.E Hickman Foundation  
United Way  
End Homelessness St. John's  
VOOM Corp



### Programs and Services Funded:

Fairness in Transition  
MHFA-Seniors Program  
Education and Training  
COVID-19 Mental Health Recovery Program  
Youth Focused Programs  
Justice Program Emergency  
COVID-19 Aid  
Community Programs Support  
Virtual and Justice Program  
Justice Program and Regional Offices  
Indigenous Community Funding  
TALK Today  
COVID Expansion  
Small Business and Community Organization Support  
Housing Support  
Mindfulness Suicide Prevention

**\$220,387.47** in secured funding.

Bill Guiney's  
push for mental  
health

Bill walked across the province to raise funds and awareness for the mental health services provided by CMHA-NL. He was able to donate \$20,000

# Our Supporters



VALE



TOYOTA



community food centres  
CANADA good food is just the beginning



THE  
READY  
COMMITMENT

ST. JOHN'S  
NEWFOUNDLAND AND LABRADOR

PENNEY KIA  
THE POWER TO SURPRISE



RBC  
Foundation



COMMUNITY  
FOUNDATIONS  
OF CANADA

Newfoundland  
Labrador



United Way  
Newfoundland  
and Labrador

END HOMELESSNESS  
ST. JOHN'S #WECANENDIT

VOCM  
Cares

PENNECON

# Thank-You



TO OUR VOLUNTEERS, PROGRAM PARTICIPANTS, STAFF AND BOARD

**Thank you** for your hard work and dedication!



TO OUR MEMBERS, DONORS, THIRD-PARTY 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!

# Resources

Visit our website for toolkits, printable handouts, and more.



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



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