AT THE FOREFRONT

IMPACT REPORT 2018
This is a key moment for community mental health in Canada. For the Canadian Mental Health Association, 100 years old in 2018, this is the very moment when we look up from the past, and into the future.

It is a future where schools foster resilience in our children, where our campuses and our jobs are psychologically safe, where communities are diverse. Where people thrive.

Mental health promotion and mental illness prevention can be the vaccines of the next century.

Today is the pivot point; the moment when our first century meets the next. In our first hundred years, CMHA made mental health history. We shone light in some very dark corners.

We helped give rise to more compassionate care and respect for people with lived experience of mental illness, including addictions, including them and recognizing them as experts in CMHA's work. We worked to put people at the centre of a system that went around them. We spoke up and we advised. And when we got hoarse, we just got louder. We made change happen.

We were ahead of our time. Our vision may be a century old; but we are not tired. We are the resounding voice of 100 years, leading us forward.
The current mental health system in Canada is based on responding to crisis, and to meeting the acute care needs of people with severe mental illness.

53% of Canadians consider anxiety and depression “epidemic” in Canada.

2/3 of those facing mental health issues do not access help, largely due to stigma.

85% of Canadians say mental health services are among the most underfunded services in our health-care system.

86% of Canadians agree that the Government of Canada should fund mental health at the same level as physical health.

1 in 5 Canadians have a mental illness or problem in any given year, but 5 in 5 Canadians have mental health that deserves to be celebrated, protected and promoted.

Everyone deserves to feel well, whatever their mental health experience. And we all need a support system to lean on.
We identify and respond to today’s most pressing mental health priorities.

As the only national organization that addresses all aspects of mental health and mental illness, CMHA provides a strategic, big-picture view of Canadians’ mental health needs. At the community level, Canadians rely on CMHA’s extensive grassroots presence.

1 national office, 11 provincial/territorial divisions, 75 local branches/regions

5,000 staff and 11,000 volunteers and members on the ground in over 330 communities across Canada.

HEALTH PROMOTION & ILLNESS PREVENTION programs and activities in 294 communities

EVIDENCE-BASED PROGRAMMING in 291 communities

YOUTH services and supports in 216 communities

SUICIDE PREVENTION initiatives in 201 communities

VETERANS, MILITARY PERSONNEL and their FAMILIES crisis services, rehabilitation and supports in 68 communities

SUBSTANCE USE/ADDICTIONS programs and services in 207 communities
CMHA is the go-to source for accessible, reliable mental health information and resources to help all Canadians stay mentally healthy.

OVER 5,440,000 WEBSITE USERS in the past year. Most popular resource is “fast facts about mental illness.”

OVER 65,000 SOCIAL MEDIA FOLLOWERS – and growing.

MORE THAN 130,000 PRINTED BROCHURES purchased on everything from Youth and Self Injury to Stress and Anxiety Disorders.

www.cmha.ca
info@cmha.ca
Every May for the last 67 years, Canadians in communities, schools, workplaces and even the House of Commons have rallied around Mental Health Week. In 2018, we asked everyone to #GetLoud about what mental health really is. Mental health is about more than mental illness. It’s more than being happy all the time. It’s about feeling good about who you are, having balance in your life, and managing life’s highs and lows.

“This week, I encourage all Canadians to raise their voices and #GetLoud for mental health. Led by the Canadian Mental Health Association, Mental Health Week calls on all of us to share our stories and listen to others, and make sure those struggling with mental health issues know they are not alone.”

- Prime Minister Justin Trudeau
Throughout our centennial year, we partnered with organizations with overlapping missions and mandates to mark major milestones and #CMHA100.
Not Myself Today is a proven, practical initiative that helps employers transform mental health at work. Through attention-getting materials like mood buttons, turnkey activities, tools and resources, the program educates about mental health, reduces stigma and fosters safe and supportive cultures in public, private and not-for-profit organizations, big and small.

“The toolkit takes a difficult subject and addresses it in a non-threatening manner, using Canadian statistics, helping everyone see how mental health affects all of us.”

– Not Myself Today participant

275 COMPANIES
with 311,350 EMPLOYEES
in the first 6 months of 2018/19

321 COMPANIES
with 329,064 EMPLOYEES
in 2017/18 said Not Myself Today:

Increased employees’ awareness and understanding of mental health 96%

Prompted dialogue about mental health in the workplace 98%

Helped to create a more supportive work environment 91%
CMHA’s Workforce Mental Health Collaborative provides employers and unions with in-depth training, practical resources and valuable support to address and improve psychological health and safety in the workplace.

**CERTIFIED 454 PSYCHOLOGICAL HEALTH AND SAFETY ADVISORS** since inception in 2015

Because of their training, certified advisors have been able to:

- Educate and inform employers: **67%**
- Support existing mental health initiatives: **51%**
- Engage leaders in discussion and planning: **59%**
- Support organizational assessments of psychosocial risk factors: **35%**

A peer supporter has lived experience of a mental health or addiction issue and is trained to provide emotional and practical support to walk beside others on their recovery journey. In 2017, Peer Support Canada transferred its operations to CMHA with an aim to expand its scope and build capacity for peer support across the country.

65% of CMHA locations offer a formal peer support program.

63 PEOPLE designated as Certified Peer Supporters so far.

64 PEOPLE in the process of earning their certification.

Develop a plan to improve psychological health and safety: **32%**

Implement new initiatives or psychological safeguards: **35%**

“I believe that [the training] is a giant step in the right direction to effectively managing staff, but also being sensitive to each and every person's own mental health in the workplace.”

- *Management Response Training participant*
Digital Ecosystem

Many Canadians do not access resources or services to support their mental health and well-being due to barriers such as stigma, geographic location and lengthy wait lists. CMHA is in the early stages of building a leading digital innovation to address this gap. This new offering will transform the way Canadians take care of their mental health and well-being by inspiring, supporting and empowering citizens to achieve greater levels of positive mental health and will include:

- Online mental health and well-being self-assessment tools
- Digital peer support and online community
- Curated and validated mental health tools and resources
- A virtual CMHA recovery college and well-being learning centre

This national digital mental health ecosystem will complement and support the diverse program and service array available across our federation.

Recovery College & Well-being Learning Centres

CMHA recovery college and well-being learning centres are innovative learning environments where people with lived experience of mental health issues, peers, family members and mental health professionals work together to co-produce and co-deliver courses that support well-being and recovery. Rarely has an innovation in the mental health arena presented such possibility for system transformation. In pursuit of our goal of 20 learning centre locations across Canada, we have:

- Co-produced a national toolkit to support CMHAs and partners to develop their own recovery colleges and learning centres
- Created a Canadian Community of Practice and are members of the international Recovery College Network
- Partnered with global leaders in recovery college development and innovation
As the most established, most extensive community mental health organization in Canada, CMHA is a major voice in the mental health landscape.

CMHA was a part of the Canadian delegation to the 73rd Session of the United Nations General Assembly (UNGA).

At the UNGA mental health meeting, Minister of Health Ginette Petitpas Taylor called CMHA the Government of Canada’s “main ally” in mental health.

**Thought Leadership**

The CMHA sits at a variety of tables across Canada and around the world, and is regularly asked to comment in the media, offer testimony and advice to government and partner with other researchers and advocates working on a variety of important issues in mental health.

**COLLABORATE ON 18 COMMITTEES, ALLIANCES OR WORKING GROUPS**, including the Canadian Alliance on Mental Illness and Mental Health (CAMIMH), the National Collaborative for Suicide Prevention and the First Peoples Wellness Network.

**OVER 8,500 NEWS STORIES** across Canada

**OVER 1.65 BILLION** earned media impressions

**PARTNER ON 8 EXTERNAL RESEARCH PROJECTS** in 2018
The CMHA Mental Health for All national conference is an important place of convergence, where service providers, front-line workers, researchers, funders, policy makers and people with lived experience of mental health problems and illnesses come together to set the agenda. The 2018 theme, *Ahead by a century: the shape of things to come*, built on the 2017 theme, *It takes a nation*. Together we envision the future of mental health in Canada, moving “upstream” to ensure we are promoting mental health, and preventing mental illness before it can take hold.

At our 2017 MH4A conference:

- 90% found the conference beneficial
- 85% said their personal learning objectives were met

▶ Ginette Petitpas Taylor gave her first public speech as Minister of Health

“Always well organized, excellent quality of speakers and provides a wealth of information and hope to move forward. Thank you.”

- *MH4A Conference Attendee*

The 2018 National Conference on Peer Support brought together almost 400 peer supporters, non-profit leaders, health care providers, health system leaders, thinkers and innovators connected to share ideas, research, promising practices, successful programs, and tools to grow and strengthen peer support.

- 99% acquired new ideas and left feeling energized and inspired
- 92% said the event met or bested their expectations
In response to escalating rates of opioid-related harms in Canada and the connections with mental illness and addictions, CMHA developed an in-depth evidence-based policy paper directed at government, policy makers and health organizations.

- Feature of a 2018 editorial in The Lancet
- Cited at 2018 Liberal policy convention
- Cited at first-ever United Nations event on mental health
- Slated for presentation at Parliamentary Mental Health Caucus

“Our universal health-care system is a point of pride for Canadians. But the reality is, we don’t have a universal health-care system, but a universal medical system that doesn’t guarantee access to some of the most basic mental health services and supports.”

- Dr. Patrick Smith, national CEO
The annual fundraising bike ride smashes the stigma of mental illness and demands that mental health be seen, be accepted and be treated as just another part of the diverse human experience.

FUNDRAISERS
36 amazing individuals and organizations who’ve generously and tirelessly raised funds on our behalf, including MindCycle, Home Trust and Ernst & Young Canada.

VOLUNTEERS
- National Board of Directors
- National Council of Persons with Lived Experience

STRATEGIC PARTNERS

$1.89M raised for essential mental health programs and services.

17,308 donors.

30 community ride sites.

Over 8,000 local riders.
References and financial statements are available at www.cmha.ca.
100 YEARS OF:
STRENGTH
HOPE
TOGETHERNESS
PROGRESS
COMMUNITY