

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.

IT'S TIME FOR CHANGE

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

**So much more can be done
—and done earlier.**

Community mental health services and supports, mental health promotion and early intervention programs, peer support programs, recovery coaching, and e-mental health technology are cost-efficient and highly effective.

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.

LEADING THE WAY

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.



@CMHA.ACSM.National



@CMHA_NTL



@cmhanational



Canadian Mental Health
Association

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Initiatives

CMHA Mental Health Week

#GetLoud

May 7-13, 2018



#GetLoud and
#MentalHealthWeek
**TRENDING #1 AND
#2 IN CANADA**



OVER
300 MILLION
hashtag impressions



OVER
13,500
TOOLKIT downloads
(up 1,262% from 2017)



OVER
151,000 VISITS
to mentalhealthweek.ca
(up 433% from 2017)



1,300
NEWS STORIES and
113 MILLION earned



"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.



FEATURED IN
TWITTER Nonprofits
Global Moment for
#WSPD





Not Myself Today is a proven, practical initiative that helps

"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

CERTIFIED 454 PSYCHOLOGICAL HEALTH AND SAFETY ADVISORS since inception in 2015

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



Peer Support Canada

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.

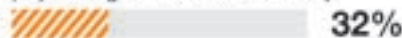
63 PEOPLE

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



Implement new initiatives or psychological safeguards



"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 innovation

for the next 100



Digital Ecosystem

Many Canadians do not access resources

CMHA is in the early stages of building a **leading digital innovation to address this gap**. This new offering will transform the way

▶ Digital peer support and online community

▶ A virtual CMHA recovery college and well-being learning centre

▶ Co-produced a national toolkit to support CMHAs and partners to develop their own recovery colleges and learning centres

A POWERFUL VOICE

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



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.

100% | 100% | 100%



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*

**NATIONAL
CONFERENCE
ON PEER
SUPPORT**



**MAY 7-8, 2018
CALGARY, ALBERTA**

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

CMHA is committed to advancing the goals of the Truth and Reconciliation Commission.

We are committed to learning from and working with Indigenous partners, through a process of mutual respect and cultural humility, to ensure our programs are culturally safe and meaningful.



We have established an Indigenous Elders Advisory Council



Have begun the work of partnering with Indigenous communities to better understand the mental wellness needs.

Policy papers

In August, 2017, the CMHA Position on **Medical Assistance in Dying** asserted that medically assisted death for psychiatric patients should remain illegal, and that, with the right supports and services, recovery from mental illnesses is possible. The position was supported publicly by the Canadian Association for Community Living (CACL) and the Centre for Addiction and Mental Health (CAMH).



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



Policy paper calls on the federal government to enact a **Mental Health Parity Act** to address unmet mental health needs and bring mental health care into balance with physical health care.



- ▶ 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

THANK YOU FOR YOUR SUPPORT



ride don't hide

The annual fundraising bike ride smashes the stigma of mental illness and demands that mental

be treated as just another part of the diverse human experience.

\$1.89M

raised for essential mental health programs and services.

17,308
donors.

30
community
ride sites.

Over
8,000
local riders.

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



FUNDERS

THE Great-West Life
ASSURANCE COMPANY

STRONGER COMMUNITIES TOGETHER™



MEDAVIE
HEALTH FOUNDATION



ADAPT
PHARMA



The Medicine
Shoppe
PHARMACY

Guardian



Remedy'sRx



The Nosreap Family
Foundation

CGI



References and financial statements are available at www.cmha.ca.

100 YEARS OF:

STRENGTH

HOPE

TOGETHERNESS

PROGRESS

COMMUNITY