



**Canadian Mental
Health Association
Ontario**

**Association canadien
pour la santé mentale
Ontario**



2012/2013

Annual Report

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Canadian Mental Health Association, Ontario

2012/2013 annual report





Chair's Annual Report 2012/2013

This past year has been a fairly hectic one as we said goodbye to Lorne Zon, our former CEO.

He had decided that he wanted to retire, sort of! We welcomed Camille Quenneville in December as our new CEO. Camille comes to us from Children's Mental Health Ontario and has extensive knowledge and experience in leadership roles, as well as extensive mental health knowledge.

The recruitment process was quite extensive and lengthy, not just for the candidates, but for the selection committee as well. We learned a lot and, in fact, our past chair, Tom McCarthy has put together a succession planning document which will be shared with boards of our branches. This is a result of many branches having to go through significant retirements of senior staff over the next few years.

Dr. David Korn will be leaving the board this year. David was extremely helpful in educating us in the area of addictions and its relationship with mental health. We also welcomed two new board members, Siu Mee Cheng and Sharon Saunders, both of whom have participated actively at board and committee meetings.

The Board granted two new charters this year. One was Haliburton, Kawartha, Pine Ridge Branch while the other was the Waterloo, Wellington and Dufferin Branch.

Probably one of the more exciting activities was our partnering with Air Miles and many of the Canadian Mental Health Association Divisions across the country and that enabled us to get our message out to thousands of people. It is now under the purview of National.

With my term as Chair ending this year I would like to take this opportunity to thank the board for its support. It has been a very challenging yet rewarding two years and I wish the incoming chair and executive all the best for the many opportunities that lie ahead.

A handwritten signature in black ink, appearing to read "Ron Wyborn".

Ron Wyborn



CEO Message

When I told people I was set to embark on a new journey as CEO of Canadian Mental Health Association, Ontario, many agreed that there really is no better time to be working in the field of mental health.

They are exciting times indeed as the public is hearing more and learning more about mental health, including the stigma that is pervasive and government that is paying more attention. We seem to collectively be on the edge of the tipping point where we can imagine conversations about mental health without hesitation, shame or judgment.

I have learned a great deal about the *Mission* of Ontario Division since I began my journey in December. It is a *Mission* which has been clearly articulated with pride throughout decades of history and has drawn countless volunteers and staff to work towards making mental health possible for all. Like most organizations, our *Vision* is both bold and creative - A society that believes mental health is key to well being. Is it possible that we could accomplish this? I firmly believe we are on the right track, but only by working together can we move this agenda forward.

Perhaps most importantly, however, I've seen our *Values* come to life, up close and in person all across Ontario. Travelling to visit our branches has afforded the opportunity to witness the dedication, care and compassion that front line staff, branch leaders and their volunteer boards provide to those in their community needing mental health support. At no other time have I witnessed a sector so clearly reflect the needs of their community through the programs they offer. It is inspiring.

Much has been accomplished in the past, but a great deal remains to be done. The year ahead will give us incredible opportunities to help shape the policy work of the Ministry of Health and Long-Term Care leading to better outcomes; to find new ways to connect the Canadian Mental Health Association, Ontario family and increase the ability to learn from one another; to build more and greater partnerships and focus our collective energies on how we best serve those in need. We will do all of this and more, and in doing so we will take a giant step forward in realizing our vision.

Thank you for the warm welcome you have all given to me, for the friendships you have offered, the kindnesses extended and the many words of encouragement. I am grateful, and very inspired. I look forward to the many opportunities that await!

Camille Quenneville

children and youth

After School Collaborative

Canadian Mental Health Association, Ontario, on behalf of the Ontario After School Collaborative, developed a mental health literacy training module designed to reach after school supervisors in province.

"Strengthening Children's Mental Health through After School Programs" is a curriculum that is shared through a train-the-trainer model. In 2012 more than 40 leaders have received the training and more than 70 after school supervisors participated in the workshop. The training initiative in 2012 was made possible with funding from the Public Health Agency of Canada and the Government of Ontario. The module has captured the interest of the Canadian Active After School Partnership and a national implementation strategy is being planned in partnership with Parks and Recreation Ontario's HIGH FIVE® National Standard.

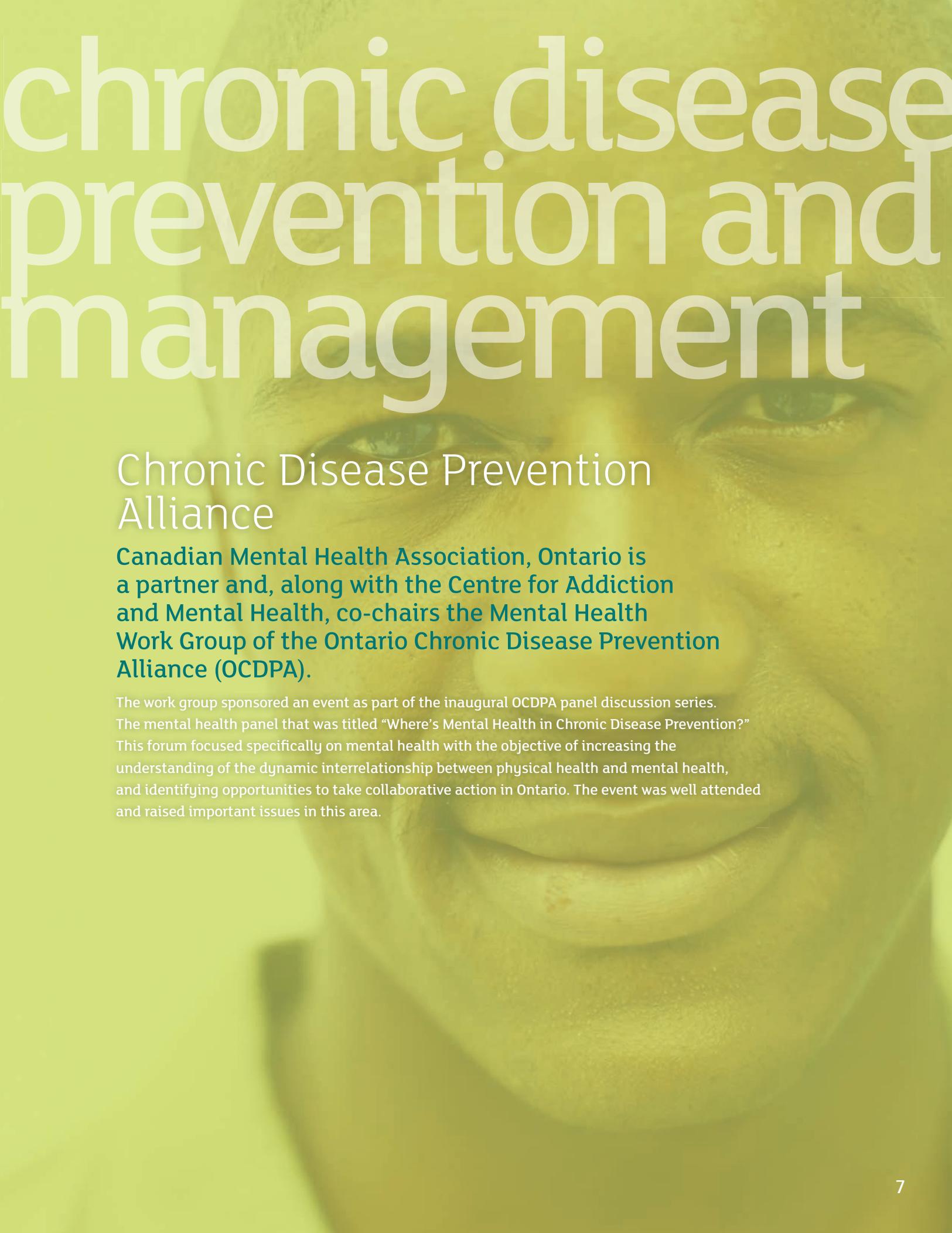
YouThrive

Canadian Mental Health Association, Ontario contributed to the development of YouThrive, a free web-based resource for leaders in communities and schools across Ontario who work with youth ages 12-19. YouThrive provides practical and quality information to:

- Strengthen protective factors and resiliency among youth.
- Build young people's health literacy—with a focus on mental health, tobacco use and substance misuse.
- Address the health inequities that exist among groups of youth in Ontario.

YouThrive.ca was created with the support of the Government of Ontario and developed by the following partners: Centre for Addiction and Mental Health, Canadian Mental Health Association, Ontario, The Lung Association Ontario, Ophea.

chronic disease prevention and management



Chronic Disease Prevention Alliance

Canadian Mental Health Association, Ontario is a partner and, along with the Centre for Addiction and Mental Health, co-chairs the Mental Health Work Group of the Ontario Chronic Disease Prevention Alliance (OCDPA).

The work group sponsored an event as part of the inaugural OCDPA panel discussion series. The mental health panel that was titled “Where’s Mental Health in Chronic Disease Prevention?” This forum focused specifically on mental health with the objective of increasing the understanding of the dynamic interrelationship between physical health and mental health, and identifying opportunities to take collaborative action in Ontario. The event was well attended and raised important issues in this area.

Minding Our Bodies

The evidence is clear: physical activity and healthy eating are effective strategies to manage, and even prevent, chronic physical conditions such as diabetes and heart disease.

Emerging research also points to the significant impact of exercise and diet on positive mental health and recovery from mental illness.

Yet despite the known benefits — and despite the fact that people living with serious mental illness are at much higher risk than the general population of developing chronic physical conditions — physical activity and healthy eating interventions are not commonplace or well integrated with other services delivered by community mental health agencies in Ontario.

Minding Our Bodies: Healthy Eating and Physical Activity for Mental Health is a multi-year project led by the Canadian Mental Health Association, Ontario, in partnership with the Mood Disorders Association of Ontario, the Ontario Public Health Association's Nutrition Resource Centre, YMCA Ontario and York University. Financial support is provided by the Ministry of Health and Long-Term Care through the Healthy Communities Fund.

Since 2008, the Minding Our Bodies project has been working to increase capacity within the community mental health sector to promote physical activity and healthy eating for people living with depression, anxiety, schizophrenia and other mental health conditions. Our program

serves as an “incubator” to help mental health service providers, together with community partners, develop and deliver evidence-informed physical activity and healthy eating programs, improve access to local resources and promote social inclusion.

In 2012/2013, the Minding Our Bodies project provided seed funding for 20 new physical activity and healthy eating programs in Ontario, along with training and support for program planning and evaluation. We also supported the Mood Disorders Association of Ontario to develop Boost Your Mood, a unique program designed to be co-delivered by a dietitian, a fitness instructor and a mental health peer facilitator.

To help spread the word, Minding Our Bodies delivered a series of full-day knowledge exchange forums in London, Ottawa, Thunder Bay and Toronto. Our goal was to share lessons learned, present successful program models, facilitate networking and partnership building, introduce participants to the online toolkit resources and grow our community of practice. For more information about Minding Our Bodies, visit www.mindingourbodies.ca.

chronic diseases
and management

Diabetes and Mental Health Peer Support

The Canadian Mental Health Association, Ontario, the Ontario Peer Development Initiative and the Provincial Consumer/Survivor LHIN Leads Network collaborated on the Diabetes and Mental Health Peer Support project.

This two-year project (2010-2012) provides diabetes competency training and aims to:

- Increase the skills of mental health peer-support workers in providing support for the prevention and self-management of diabetes in the high-risk population of people living with a serious mental illness.
- Increase awareness in the diabetes community of the role mental health peer-support workers can play in prevention and self-management support.

Findings and results from this project will be presented to the Canadian Diabetes Association in fall 2013. For more information on the project visit: www.diabetesandmentalhealth.ca

e prevention
ent

social determinants/ healthy communities

Mental Health Employment Support

It was a busy year for social assistance changes in Ontario. The final report for the Commission for the Review of Social Assistance was released early October, 2012.

Canadian Mental Health Association, Ontario made two submissions during the consultation process and provided a response to the Ministry of Community and Social Services when the final report was publicly released.

Canadian Mental Health Association, Ontario's first submission was written in partnership with the Schizophrenia Society of Ontario and submitted in July 2011. Canadian Mental Health Association, Ontario subsequently submitted a response to the Commission's second paper, *Approaches for Reform*, making 12 recommendations with respect to income and employment policies within social assistance. This "health-in-all" policy approach recognizes that health outcomes are significantly influenced by policies arising from non-health sectors and therefore all policy options need to be reviewed with consideration of their impact on health and well-being. This is a prerequisite for transforming social assistance in Ontario, as income and health are intrinsically linked.

Canadian Mental Health Association, Ontario was quoted in both the final report and the press release for Brighter Prospects: Transforming Social Assistance in Ontario. Canadian Mental Health Association, Ontario continues to work with multiple stakeholders to determine how persons with disabilities will be served in a transformed system. We have also worked in partnership with other networks to ensure that the integration of employment services and the broader changes to the social assistance system are made in the best interest of persons with mental health issues.

equity

Enabling Minds

Physical activity can play an important role in promoting positive mental health and supporting recovery from mental illness. But people living with a mental health issue may encounter barriers that prevent them from accessing physical activity resources at community centres, private fitness clubs, public parks and other recreation or fitness facilities.

These barriers may be related to social determinants such as poverty that disproportionately affect people living with mental illnesses; they may arise from the mental health condition itself or they may be related to the stigma surrounding mental illness.

This project is intended to:

- Improve mental health literacy among both managers and front-line staff, and sensitize them to the barriers faced by individuals with a mental health related disability.
- Equip employees with the confidence, knowledge and skills to respond appropriately.
- Offer guidance to organizations to implement supportive corporate policies to meet their respective requirements under the Accessibility for Ontarians with Disabilities Act.
- Provide tools and resources to assist organizations to develop non-stigmatizing communication and outreach strategies.

With that in mind, Canadian Mental Health Association, Ontario launched a new initiative called Enabling Minds. With funding provided by the Accessibility Directorate of Ontario, the goal is to reduce barriers and improve access to physical activity programs and services for people with mental health related disabilities. Working in collaboration with Parks and Recreation Ontario and YMCA Ontario, Canadian Mental Health Association, Ontario will develop tools and training resources to support organizations in the physical activity sector to meet the requirements of the customer service and information and communication standards under the Accessibility for Ontarians with Disabilities Act, 2005.

For more information, visit www.enablingminds.ca.

Community of Interest for Racialized Populations Mental Health and Addictions

In 2012, the Canadian Mental Health Association, Ontario initiated and led a new Community of Interest (COI) for Racialized Populations Mental Health and Addictions to promote knowledge exchange and collaborative knowledge creation in this issue area.

In its first seven months, this new partnership took impressive strides. In March, the COI brought together 100 in-person and 35 online participants to explore mental health and addictions-related use of hospital emergency departments (EDs) by racialized populations in Ontario. The think tank's keynote addresses were provided by Anne Bowlby (Manager, Mental Health and Addictions Unit, Ministry of Health and Long-Term Care) and Camille Orridge (CEO, Toronto Central Local Health Integration Network). A plenary session moderated by Dr. Vicky Stergiopoulos (Psychiatrist-in-Chief, St. Michael's Hospital) featured findings from the COI's consultations with people with lived experience and service providers, as well as promising practices related to policing and ED protocols, peer support in the ED, and community-hospital for ED diversion.

Additional COI activities:

- Consultations with service providers and people with lived experience to better understand how, when and why racialized individuals or communities use hospitals EDs for mental health and/or addictions issue.
- Related academic and literature review.
- Sector-wide scan to identify promising practices in this area.
- Learning opportunities for three post-graduate students.

Seed funds were provided by the Evidence Exchange Network. COI partners are Canadian Mental Health Association, Ontario; Across Boundaries: An Ethnoracial Mental Health Centre; Canadian Mental Health Association, Toronto; Centre for Addiction and Mental Health; Community Resource Connections of Toronto; Health Equity and Race Ontario; Ontario Multicultural Health Applied Research Network; Ontario Peer Development Initiative; Rainbow Health Ontario; Wellesley Institute; Women's Health in Women's Hands Community Health Centre.

equity

Advancing Equity, Accessibility and Human Rights for People with Mental Health Issues in Ontario

Over the past year, Canadian Mental Health Association, Ontario has continued to advance equity, accessibility and human rights for people in Ontario with lived experience of mental health issues.

This work has included:

- Collaborating with the Ministry of Health and Long-Term Care to provide training to Canadian Mental Health Association, Ontario branches on Health Equity Impact Assessment, a tool that enables organizations to consider needs of marginalized populations.
- Consulting with stakeholders to develop Canadian Mental Health Association, Ontario's forthcoming Framework to Advance Equity in Mental Health, a conceptual and action-oriented resource for the sector.
- As a member of the Elections Ontario Accessibility Advisory Committee, advised Ontario's Chief Electoral Officer Greg Essensa on how to address voting barriers for people with mental health issues.
- Providing recommendations to inform the Ontario Human Rights Commission's forthcoming mental health policy and responding to its consultation paper, Minds that Matter.
- Participating in federal and provincial dialogues to remove barriers faced by people with disabilities in transportation.

A large, stylized word "equity" is written in a light green font. The letters are slightly rounded and have a soft, glowing effect, suggesting a positive and forward-thinking concept.

justice

Provincial Human Services and Justice Coordinating Committee

Canadian Mental Health Association, Ontario has long been in partnership with the Provincial Human Services and Justice Coordinating Committee (HSJCC), a response to a recognized need in the province to coordinate resources and services, and plan more effectively for people who are in conflict with the law.

Priority consideration is for people with a serious mental illness, developmental disability, acquired brain injury, drug and alcohol addiction, and/or fetal alcohol syndrome.

Over the last year, the Provincial HSJCC developed an Information Guide to inform work in the justice sector entitled Strategies for Implementing Effective Police-Emergency Department Protocols in Ontario, which has thus far been met with great enthusiasm.

The Provincial HSJCC, through a partnership with the Evidence Exchange Network (EENet), presented the Strategies for Implementing Effective Police-Emergency Department Protocols in Ontario Information Guide in a webinar and offered a second webinar

reviewing last year's Information Guide entitled, Strategies for Community Service Providers for Engaging in Communication with Correctional Facilities in Ontario. Both webinars received a tremendous response, with the former webinar registration reaching capacity within only a few days of its announcement.

This partnership also allowed the Provincial HSJCC to revamp its website, making this information and information on all the work being done by HSJCCs across the province readily accessible. The new website is expected to be available by Fall of 2013. In the meantime, please visit www.hsjcc.ca for more information about the work of the Provincial HSJCC.

quality

Quality Improvement in Mental Health and Addictions Sector

A Provincial Quality Improvement Task Group and Provincial Technical Group comprising Canadian Mental Health Association, Ontario branches has convened and started to work together to address quality improvement across the branches and to share work that is being done. Two surveys of branches and a work plan for future work has also been completed.

Concurrent Disorders Project

The Canadian Mental Health Association, Ontario and the Ontario Federation of Community Mental Health and Addiction Programs / Addictions Ontario have been working on an agenda-setting report to identify priority issues in planning, delivering and monitoring services for people with concurrent disorders that require attention in Ontario. This project has included a review of multiple reports, key informant interviews and a survey of mental health and addictions agencies.

mental health works

Mental Health Works has enjoyed a significantly productive and expansive year of partnership, growth and recognition.

With the release of the National Standard of Canada for Psychological Health and Safety in the Workplace (the Standard), the issue of workplace mental health is now indelibly on the landscape of organizational practice in Canada.

Employers are increasingly aware of their legal and ethical responsibilities regarding employee mental health and are readily turning to Mental Health Works for training, consulting and resources. Mental Health Works is responding effectively to meet this crucial need for knowledge and providing practical tools towards organizational effectiveness.

Kathy Jurgens, Mental Health Works National Program Manager, was a member of the Standard's technical committee. Mental Health Works has partnered with Mercer Canada to develop and deliver training and consulting services around the Standard, led by Mental Health Works consultant Martin Shain. Our team of experts guides organizations on how to develop a strategic plan and ways to implement the standard effectively in each organization.

This year marked a significant achievement when Mental Health Works was recognized by the Mental Health Commission of Canada through its 5th Anniversary National Mental Health Award as winner in the Workplace category. This award adds to the recognition received in previous years from the Canadian Council on Learning and the Canadian Society for Training and Development.

This year we saw remarkable expansion into the United States with our first international affiliate, Wellness Works! in the state of California. This multi-million dollar state-funded program selected Mental Health Works to be their flagship training product. Our content consultant, Donna Hardaker, worked closely with the US content lead and produced an American version of the core training products to align with US and California legislation with relatively little modification as to the content and messaging. This speaks to the universality and congruence of the Mental Health Works messaging and tools to apply in all workplace jurisdictions, settings and contexts. Three train-the-trainer sessions were held in winter 2013, with Wellness Works trainers now actively engaging with businesses and beginning their extensive roll out of Mental Health Works products throughout the state of California.

This year all Mental Health Works training products were completely revised, updated and relaunched with new branding and content. Mental Health Works added the evidence-based team intervention Vital Workplace, created by Martin Shain, to our suite of training products. Mental Health Works is partnering with the Tema Conter Memorial Trust in the development of a management workshop specifically for managers of emergency first responders to serve the unique needs within policing, firefighting, paramedics, ambulance services and other first responders.

We look forward to building on the successes of this year, with continued commitment to be the leading-edge program for information, training and consulting on workplace mental health in Ontario, in Canada, and around the world.

mental
health works

website

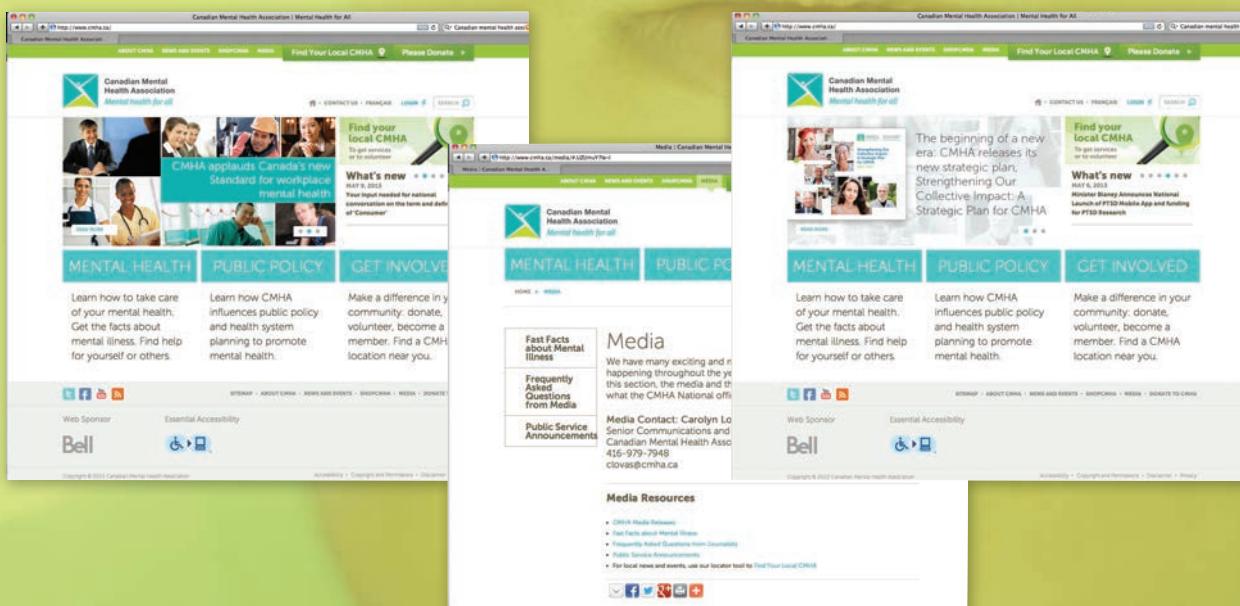
Website Redesign and Social Media Community

The Canadian Mental Health Association, Ontario unveiled its new website in April, 2013.

Redesigned to make navigation as simple as possible, the site allows visitors to find information on mental health issues easily. Connected with the Canadian Mental Health Association, Ontario nationwide multi-site network, the newly redesigned site aims to better serve the needs of Ontarians looking for mental health information and connect visitors quickly with their local community branches for services.

Featuring a new "Our Work" section with updated content, the new site allows visitors to browse Canadian Mental Health Association, Ontario's numerous submissions, backgrounders and latest policy work on current issues. Visitors can use a searchable document library to find specific Canadian Mental Health Association, Ontario reports and submissions, as well information on special capacity building and knowledge exchange projects.

In addition, it is easier for visitors to discover ways to get involved with Canadian Mental Health Association, Ontario, with information about how to donate and volunteer and speak up about mental health issues. Built-in interactive capabilities allow visitors to share pages and posts easily through social media channels.



fundraising

Fundraising

On behalf of the Canadian Mental Health Association, Ontario Board of Directors, staff and volunteers we would like to thank our loyal supporters who have contributed so generously this year.

During the year under review we continued to rely mainly on our direct mail program. However, with growing competition and the advent of social media, new ways of reaching donors, especially younger donors, will need to be explored. For the year ending March 31, 2013, net contribution from fundraising programs (excluding bequests), totaled \$148,266 compared to \$151,245 in fiscal 2012.

In the year ahead, we look forward to growing our donor base through both our direct mail program and the utilization of social media based fundraising.

financials

Treasurer's Report

The Canadian Mental Health Association, Ontario's financial statements provide our stakeholders with a summary and insights into the organization's financial health and well-being. This year's results reflect the commitment of our management and Board of Directors to invest in programs which will sustain the organization into the future.

Canadian Mental Health Association, Ontario's financial results for the fiscal year ended March 31, 2013 reflect a deficit of \$110,459, compared to a budgeted deficit of \$21,742. During the year, significant one-time investments were made to enhance our mental health in the workplace program, fund national strategic planning initiatives, social media based public awareness programs and the recruitment of a new Chief Executive Officer.

Our financial position remains strong and allows us to continue to support two important objectives of the Board of Directors – to maintain sufficient reserves to provide a financial cushion in these times of economic uncertainty and to support the achievement of strategic objectives. As all strategic activities undertaken this year have been funded by current year's operations, these reserves remained unchanged.

In closing, I am pleased to report that Canadian Mental Health Association, Ontario is indeed well positioned to meet the challenges that may arise in the current economy and provide the foundation necessary to meet our continuing goals and directions.



Joan Patrick

Canadian Mental Health Association, Ontario

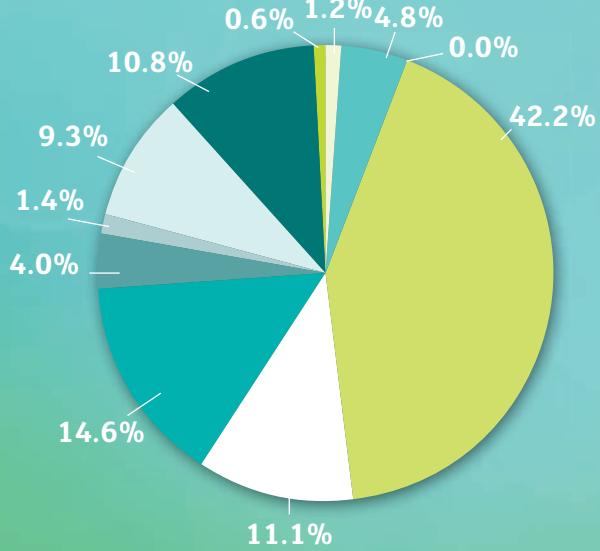
Statement of Financial Position March 31, 2013

ASSETS	2013	2012
CURRENT		
Cash	\$ 2,193,282	\$ 3,409,718
Short-term investments	181,016	169,091
Accounts receivable	356,730	701,998
Prepaid expenses	4,411	8,937
	2,735,439	4,289,744
INVESTMENTS	1,257,501	1,189,916
CAPITAL ASSETS	66,413	77,342
TOTAL ASSETS	\$ 4,059,353	\$ 5,557,002
LIABILITIES		
CURRENT		
Accounts payable and accrued charges	\$ 259,363	\$ 2,138,403
Amounts held on behalf of the Government of Ontario	1,385,310	692,496
Due to Government of Ontario	57,634	64,833
	1,702,307	2,895,732
DEFERRED CAPITAL CONTRIBUTIONS	10,518	14,113
DEFERRED CONTRIBUTIONS	197,184	387,354
TOTAL LIABILITIES	1,910,009	3,297,199
NET ASSETS		
INVESTED IN CAPITAL ASSETS	\$ 55,895	\$ 63,229
INTERNALLY RESTRICTED	1,475,000	1,475,000
UNRESTRICTED	618,449	721,574
TOTAL NET ASSETS	\$ 2,149,344	\$ 2,259,803
TOTAL LIABILITIES AND NET ASSETS	\$ 4,059,353	\$ 5,557,002

Canadian Mental Health Association, Ontario

Statement of Revenue and Expenses year ended March 31, 2013

REVENUE	2013	2012
Ministry of Health and Long Term Care - Grants	\$ 1,821,204	\$ 1,811,642
Ministry of Health Promotion and Sport - Special Projects	204,113	51,397
Other - Special Projects	171,201	272,390
Fundraising	314,760	339,797
Bequests	64,999	12,054
Branch membership fees	183,000	150,000
Investment income	51,271	45,356
Unrealized investment gains	40,039	-
Mental health works programs	311,361	213,368
Other	212,711	184,028
	3,374,659	3,080,032
<hr/>		
EXPENSES		
Knowledge Centre	\$ 1,470,020	\$ 1,495,745
Communications and marketing	386,712	223,373
Management, operations and support services	509,049	426,677
Volunteer support	48,079	54,898
National office support	140,822	93,878
Mental health works programs	325,403	225,631
Mental health education and capacity building projects	375,314	323,788
Amortization of capital assets	21,974	22,684
Revenue Share Program	41,251	39,861
Fundraising	166,494	188,552
Unrealized investment losses	-	437
	\$ 3,485,118	\$ 3,095,524
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DEFICIENCY OF REVENUE OVER EXPENSES	\$ (110,459)	\$ (15,492)

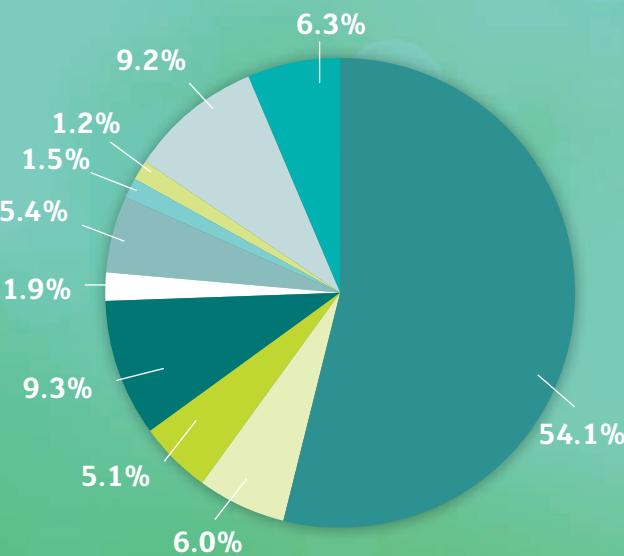


Expenditure by Program Fiscal 2012/13

- Knowledge Centre
- Communications and marketing
- Management, operations and support services
- Volunteer support
- National office support
- Mental health works programs
- Mental health education and capacity building projects
- Amortization of capital assets
- Revenue Share Program
- Fundraising
- Unrealized investment losses

Revenue by Source Fiscal 2012/13

- Ministry of Health and Long Term Care - Grants
- Ministry of Health Promotions and Sport - Special Projects
- Other - Special Projects
- Fundraising
- Bequests
- Branch membership fees
- Investment income
- Unrealized investment gains
- Mental health works program
- Other



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