



**Canadian Mental
Health Association**
New Brunswick
Mental health for all

**Association canadienne
pour la santé mentale**
Nouveau-Brunswick
La santé mentale pour tous

Annual Report 2013-2014

MISSION

As the nation-wide leader and champion for mental health, CMHA facilitates access to the resources people require to maintain and improve mental health and community integration, build resilience, and support recovery from mental illness.

VISION

Mentally healthy people in a healthy society





Message from Rice Fuller, President

The process of amalgamating all the CMHA branches in New Brunswick into one entity began over 2 years ago. This journey has been full of impassioned debate, uncertainty, and at times has been quite difficult. It is with a great deal of satisfaction that I can tell you that the process of legal amalgamation was completed as of October 1, 2013. Our new legal name is “Canadian Mental Health Association of New Brunswick/Association canadienne pour la santé mentale du Nouveau-Brunswick.”

We undertook the difficult process of re-organization because it was clear to all of us that CMHA in New Brunswick could not survive as a loosely knit group of organizations with no common voice, vision, or purpose. By combining our diverse strengths into a single entity we will speak with a stronger province-wide voice, be able to make a powerful case for support of CMHA, and provide consistent and accountable programs and services throughout the province while keeping in mind that different regions require different approaches.

Of course there is much work to be done as we move forward. One of the most important issues that we are currently working on is ensuring that local representation from all areas of the province continues under our new structure. It is essential to the survival of CMHA of New Brunswick that we continue to have input, support, and direction from all regions in New Brunswick; local input and representation has been and always will be the lifeblood of our organization. In order to do this we are setting up local CMHA advisory committees across the province. We are starting out by establishing 5 committees that each cover a fairly large and distinct area of the province (Northeast, Northwest, Central, Southeast, and Southwest). Each of the five local advisory committees will nominate a “regional representative” to sit on the Board of Directors for CMHA of NB. Our longer term goal is to have local advisory committees operating at the community level rather than just at a “regional” level to ensure that we are getting the best local representation possible from around the province of New Brunswick. There will be more to follow about the local advisory committees in the coming months.

Thank you to everyone who has worked hard to make amalgamation a reality. Special thanks must go to Joan Mix who has stepped down as our Executive Director effective May 21, 2014. Without her efforts the transformation of CMHA of New Brunswick into a single unified organization would never have happened. We were extremely lucky to be able to coax a person with Joan’s skill and experience out of retirement 3 years ago to come work with us. Joan has done a remarkable job on behalf of CMHA of New Brunswick during a particularly difficult time for our organization. Her work ethic is absolutely unparalleled and because of her tireless efforts I believe that CMHA of New Brunswick is well-positioned for the future. Please join me in thanking Joan for all the work she has done for us and in wishing her well in her next chapter.

The reason that CMHA of New Brunswick exists is to promote the mental health of all and to support the resilience of/advocate for people experiencing mental illness; this work has continued unabated during the process of amalgamation. For this we have many people to thank including our amazing team of Regional Community Workers and the Program Coordinators and other Staff at our regional and provincial offices. I would also like to recognize the efforts of Kimberly Wall, our Director of Operations, who has returned to her position after a maternity leave and Sylvie Power who is our new Director of Fund Development. Finally I would like to extend a warm welcome to Christa Baldwin as our Acting Executive



Director. Although she has only been on the job for a week or two Christa has hit the ground running and appears ready to help lead CMHA of New Brunswick into our next chapter.

I look forward to working with all of you as we continue to work to achieve our Vision of mentally healthy people in a healthy society.

Respectively Submitted,
Rice Fuller
President CMHA-NB



Message from Joan Mix, Executive Director

I am happy to announce that effective October 1, 2013, all the Canadian Mental Health Associations in New Brunswick (division and branches) amalgamated into one legal entity known as “Canadian Mental Health Association of New Brunswick/Association canadienne pour la santé mentale du Nouveau-Brunswick Inc” (CMHA of New Brunswick). Originally founded under the name “Mental Hygiene Council of New Brunswick” this organization became recognized as CMHA New Brunswick Division in 1950 and was incorporated in 1979. Our branches are now referred to as satellite offices.

How did this come about? In 2011 our association undertook a major strategic planning initiative and developed a proactive aggressive strategic plan “Charting our Future 2011-2016”. We felt it important to listen to our stakeholders so in the fall of that same year we had an independent governance/structural review completed and we made the bold but necessary decision to reorganize our structure to position ourselves for the future, to improve services to all New Brunswickers and to streamline internal processes and focus our resources. “Charting our Future 2011-2016” consists of four (4) strategic directions and twenty-seven (27) strategic objectives. Of the strategic objectives CMHA of New Brunswick has completed 15, has 6 in process and has 6 to commence.

As we continue to move forward we are gradually changing our operational structure to be a line-program based organization. For example, the staffs of the “Working Stronger Together Employment Program” are reporting directly to the Director of Operations. All of this will result in greater support for our staff and organizational accountability.

This renewal process has met with the approval of the CMHA and the National CEO, Peter Coleridge. Like CMHA of NB our organization at a national level wants to make change and move to a more coordinated and effective organization as we approach our 100th anniversary in 2018. CMHA of New Brunswick is seen as being a leader in this change.

Such a significant change is difficult. Given that our old structure was in place for over sixty years we wanted to be able to reassure our members throughout the province that we were not going to lose our “grassroots” community perspective. We are in the process of replacing the former boards of directors of the former regional branches throughout the province with CMHA of NB Community Advisory Committees and will gradually grow the number of committees in each of the five zones of New Brunswick, Northwest, Northeast, Southwest, Southeast and Central.

Furthermore CMHA of NB is committed to ensuring that designated local funding is spent on programming and services delivered in the respective communities. It is important to note that funds held by a “branch” prior to the amalgamation have been specifically designated for mandatory use within that community; all funds received by a satellite office resulting from a local fund raiser will be designated for within that community to support operations and programs; and funds raised through a provincial fund raiser, that may include involvement by a satellite office, will be used to develop and support programming throughout the province. A new financial system is being implemented to make sure all funds both revenue and expenses are tracked against their respective budgets to ensure funds are allocated appropriately.



There have been a few changes at the Fredericton provincial office: Kimberly Wall, Director of Operations, returned from her maternity leave on October 15th, 2013 and Sylvie Power, Director of Fund

Development joined our team on October 21st, 2013. We would like to say thank you to Christa Baldwin and Stacy Agar who covered Kim's maternity leave. We are very fortunate to have skilled, dedicated, hard working staff.

CMHA-NB is indebted to our Board of Directors, all of our staff and volunteers for the hard work they have done this past year to move change forward, to meet the needs of those we serve and to promote the mental health for all. By working together we are making a difference. We are also thankful to the government, corporations and businesses that support specific CMHA of New Brunswick programs, services and/or events.

Respectively Submitted,
Joan Mix,
Executive Director CMHA of New Brunswick



Financial Information

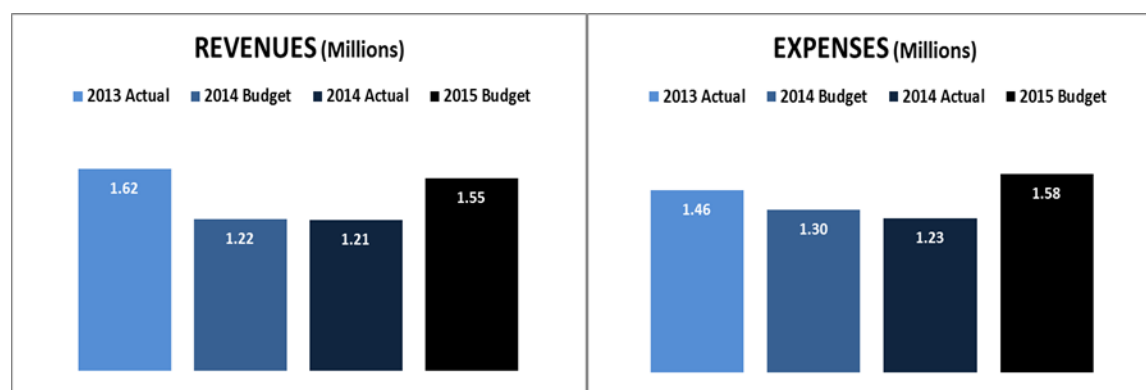
The consolidated 2013/2014 results finished at \$18k below break-even due largely to amalgamation expenses incurred in the year. Overall provincial revenue was on plan, however the incremental expenses resulted in a budget miss of \$72k. RCW was \$92k better than plan due largely to under-spend in salaries related to vacancies. In Saint John, higher than planned fundraising revenue and further salary under-spend (executive assistant vacancy) led to positive performance. Moncton, Madawaska, SPC and WST performed very close to their original budgets.

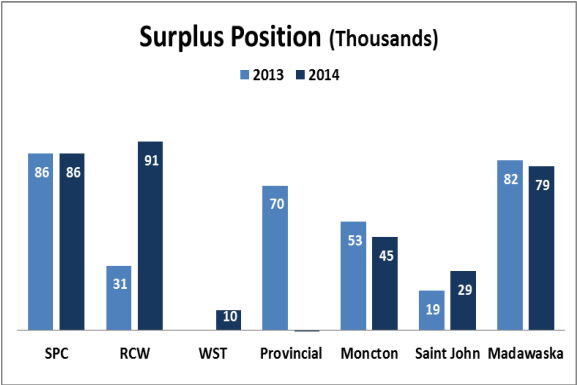
Compared to prior year, we were \$60k lower, driven by an \$100k performance reduction from the provincial office (program revenue, salaries, and audit & legal fees related to the amalgamation). This was partially offset by savings in RCW related to personnel vacancies.

Looking forward to 2015, we largely return to a break-even budget, anticipating a return to normal spend in Saint John and RCW salaries. In the provincial office, decreased government funding and expenses related to the new Director of Fund Development position has been offset with increased fundraising revenue targets. Planned net losses in RCW, and Saint John will be covered by existing surplus.

Overall, Canadian Mental Health Association of New Brunswick remains financially strong, with ample cash on hand to meet our obligations and serve our communities as we move forward. The addition of our new Director of Fund Development is timely as we are beginning to see decreased Department of Health and United Way funding.

I would like to acknowledge management for their skilled leadership and stewardship of our financial resources as well as the Board of Directors for their demonstrated fiduciary responsibility and due diligence. The passion and enthusiasm I've witnessed in my short time with the organization has indeed been inspiring.





Respectfully submitted,

Angela Hickey, CGA
Treasurer



Highlights from 2013-2014



CMHA New Brunswick's Mental Health Week 2013: 62nd Anniversary

Mental Health Week 2013 focused on Youth Mental Health while the underlying theme remained “Mental Health for All”. The intent is to help people gain a broader understanding of mental health; improve the understanding of mental health issues; and inspire Canadians to protect their mental health. Did you know that up to 70% of young adults living with mental health problems report that the symptoms started in childhood?

Why a focus on youth mental health? The teen years are already hard as we try to define who we are as individuals and try to figure out where we fit in the world. An even greater burden is put on youth when they are struggling with mental health issues, the stigma that still exists and do not know where to turn.

Do you know:

- 10-20% of Canadian youth are affected by a mental illness or disorder
- Children who have mental health problems are more likely to become adolescents and then adults with mental health problems and illnesses.
- 5% of male youth and 12% of female youth, age 12 to 19, have experienced a major depressive episode.
- The total number of 12-19 year olds in Canada at risk for developing depression is a staggering 3.2 million.
- Suicide is among the leading causes of death in 15-24 year old Canadians, second only to accidents
- Surpassed only by injuries, mental disorders in youth are ranked as the second highest hospital care expenditure in Canada.
- Only 1 out of 5 children who need mental health services receives them.

The Regional Community Workers and CMHA of New Brunswick throughout the province held special events, public displays, education sessions and workshops throughout the week. Mental Health Week 2013 was launched with its Mental Health Week Awareness Walk in communities around the province. Thank you to all those who joined us at the various walks, your simple actions help raise awareness and breakdown the stigma.



Mindscapes New Brunswick



Mindscapes New Brunswick, a CMHA-NB annual provincial art exhibit, celebrates the talents of persons with lived experience of mental illness. The works of art can offer insight into life's small moments and victories. They can reflect the importance of expressing life's challenges and finding peace in the face of adversity. The exhibit can be seen as a road map through mental health. The talent is amazing.

Mindscapes New Brunswick 2013 was held at the Arts and Culture Centre of Dieppe, Dieppe during the month of October 2013 was once again very successful with 59 artists with lived experience of mental illness taking part. There were 75 pieces of art displayed!

Mindscapes New Brunswick is a well-deserved celebration of abilities and talents. It is about making connections and helping to rid society of the myths and stigma surrounding mental illness. Annually attendance has grown and it is easy to see the increased level of self-confidence and pride that the artists demonstrate. The planning for 2014 is well underway.





It has been an amazing year for *Women & Wellness*®!!



This unique charity event grew out of one family's response to the loss of a beloved son and brother to suicide. It supports the important work of the Canadian Mental Health Association, backed by generous sponsors and dedicated volunteers. The money raised helps the CMHA of New Brunswick deliver programs that support people with mental illness and their caregivers as well as to educate the public on mental health issues.

What began as a kitchen party with 54 women has grown to reach thousand of women annually through events in Nova Scotia, Prince Edward Island, New Brunswick, Ontario, Manitoba and British Columbia. Since its inception, over \$1,000,000 has been raised for CMHA offices throughout Canada. People are talking and programs are being supported.

The walls which have surrounded those with mental health issues are coming down. Gwen Breneol and Helen MacDonnell have been key in its growth and development. We continue to invest significant funds and volunteer hours to support the growth of this signature event nationally.

Women & Wellness® Fredericton



Clara Hughes addressed over 440 women at the 2nd annual CMHA of NB *Women & Wellness*® April 8th, 2014 despite the inclement weather! This year Women & Wellness was organized in partnership with Maureen Bilerman, Executive Director, Dots NB, as the local champion for the Bell Clara's Big Ride.

Motivational speaker Janice Butler left everyone in an energetic and positive frame of mind.

The corporate, business and individual sponsorship for Women & Wellness was exceptional. Our sincere thanks go to our regional and community sponsors Shopper's Drug Mart; Scotiabank; Cox and Palmer; Department of Post Secondary Education Training and Labour and IBEW Local 37. A special thank you to our local supporters including: Dots NB; the New Brunswick Association of Social Workers; VIA Rail; Fredericton Inn; Avalon Spa; NB Power; the Town of Oromocto; Ambulance New Brunswick; Dr. Susan Smith; Avondale Kitchens & Baths; Shannon & Buffet; Fredericton Nissan; Riverview Ford; Gorham Realty; Vitaré and Outreach Productions.



Women & Wellness® Moncton

February 1st, 2014 marked the 11th anniversary of Women & Wellness in Moncton, which has been a key fundraiser and awareness event since its inception. Over 600 women attended the event! Chaired by Cindy Comeau, this year's event featured the Jack Project's Sandra Hannington. The Jack Project is a charitable organization founded in 2010 as the legacy of Jack Windeler, a student at Queen's University who tragically and unexpectedly died by suicide. Jack Windeler's mother, Sandra Hannington, was a member of the Kids Help Phone Board of Directors at the time her son died by suicide. Jack had expressed a wish that his family focus on helping others. Karen MacDonald of Ambir Solutions was the events motivational speaker.



CMHA of New Brunswick in Fredericton and Moncton wish to send a huge thank you to all the many businesses and individuals of both communities who gave so generously with door prizes, auction items and contributions for the gift bags!! Everyone played a part in making this event a remarkable success. This event would not be possible without our wonderful group of volunteers – thank you ladies for going above and beyond!

Women & Wellness® Kitchen Party Website



April 8th, 2014 was also the official launch of the Women & Wellness® Kitchen Party Website! In 2012-2013 BELL teamed up with CMHA of New Brunswick, Moncton Satellite Office by granting them \$50,000 towards the development of the website. A **kitchen party** brings together and engages women to stay strong. The focus is on raising **awareness** about mental and physical health while raising spirits through sharing and support.

Check out www.womenandwellnessfriends.com! It is in both official languages. Go into the site, look around and tell us what you think! It is easy - simply click on the link and follow our user friendly instructions. The website includes a “tool kit” that acts as a guide to allow anyone anywhere to host their own kitchen party where friends and family can learn more about mental health, dissolve the stigmas that surround it, support one another and have the ability to make on-line donations to the Canadian Mental Health Association of their choice. You can make a big difference by taking a small action!



To make the launch even more exciting, Kathleen Howard and Karen MacDonald, of Ambir Solutions, issued a corporate challenge in support of the *Women & Wellness®* Kitchen Parties. Ambir Solutions is encouraging and supporting their employees to host *Women & Wellness®* Kitchen Parties and will match their dollars raised up to \$5,000 a year!!!!



Scholarships

CMHA of New Brunswick is fortunate to have two educational scholarships. Both are intended to help people experiencing mental illness acquire the educational or vocational skills necessary to reintegrate into society and help them move forward with their lives. To be eligible for the scholarship applicants must be: a resident of New Brunswick; diagnosed with a severe mental illness, for example, schizophrenia, schizo-affective disorder or bipolar disorder; receiving medical treatment for the disorder, including medication and psychiatric care.

Moving Lives Forward

CMHA New Brunswick has been offering the “Moving Lives Forward Scholarship” funded by Eli Lilly Canada since 2008. The “Moving Lives Forward Scholarship” offers financial assistance for a variety of educational opportunities to residents of New Brunswick.

The past few years has seen a greater demand from highly qualified talented youth. The funds were distributed among two recipients. Eli Lilly Canada Foundation granted CMHA New Brunswick Division \$2625.00 for the “Moving Lives Scholarship” for the school year 2013-2014. CMHA of New Brunswick was able to grant two (2) scholarships valued at \$1,312.50 each.

Bayview Credit Union Terry Craig Memorial Scholarship

In 2013-2014 the Bayview Credit Union and CMHA of New Brunswick partnered on the establishment of the *Bayview Credit Union Terry Craig Memorial Scholarship*. The Bayview Credit Union's Board of Directors authorized the establishment of an annual \$1000 scholarship for a student who is a resident of Southern New Brunswick (St. Stephen to Sussex) with a diagnosed mental health issue in memory of their former employee Terry Craig. It will be offered for the first time during the academic year 2014-2015.



Program Reports

Regional Community Worker Program

In 1979, the Canadian Mental Health Association of New Brunswick formed a partnership with the provincial government to develop the Regional Community Worker Program. This partnership was established to address a need for mental health education, community development and supports in the rural areas of the province. The Goals & Objectives of the Regional Community Worker Program are:

- To promote good mental health by increasing public awareness, attitudes and practices that lead to the enhancement of good mental health.
- To promote appropriate use of the mental health service system by providing information that encourages appropriate self-responsibility and making appropriate community linkages.
- To promote community awareness of mental health issues and generates the development of community services and programs.
- To support mental health consumers by promoting and supporting the development of self-help groups and by advocating on behalf of individual mental health consumers when they are unable to resolve questions/concerns on their own.

Currently we have a team of eleven dedicated Regional Community Workers who are passionate about the work they do in their local communities. During the 2013-2014 fiscal year, this team worked with over 19,000 people in workshops, presentations, support groups and/or on an individual basis. In addition to meeting their public awareness and support mandate, the Regional Community Workers were active on many committees who were developing services for their communities. The Canadian Mental Health Association of New Brunswick is lucky to have a very strong and innovative team who are always coming up with new ideas to generate community involvement through public awareness, special events and regional initiatives. Most of these events are open to the general public and therefore it is difficult to obtain a clear picture of the number of people actually touched by the work of our Regional Community Workers. This program continues to be a tremendous asset to the Canadian Mental Health Association of New Brunswick!



**CMHA of New Brunswick
Regional Community Worker Program
Annual Report 2013-2014**

PUBLIC EDUCATION AND AWARENESS

PRESENTATIONS		
Workshop	Number of Presentations	Number of Participants
Anger	3	42
Bereavement / Grief	6	15
CMHA-NB / RCW's Role	6	99
Depression	18	386
Mental Health, Illness and Wellness	18	373
Panic, Phobias & Anxiety	5	89
Self-Esteem	37	533
Stress	30	770
Suicide Awareness	27	488
Work Life Balance	12	273
Bullying / Workplace Bullying	32	580
Homophobia	1	150
Meditation for Stress Management	1	14
Seasonal Affective Disorder	2	25
Eating Disorders	1	18
Mood Disorders	1	6
Communication Skills	7	138
Positive Attitude	48	1294
Anxiety and Depression	4	83
Teen LINK and Kids Have Stress Too!	3	170
Wellness	1	15
Recovery	1	9
Youth and Mental Health	2	103
The Empowerment Project	14	172
Summary of Presentations	280	5,845

CHANGING MINDS		
Workshop	Number of workshops	Number of Participants
Changing Minds	6	93



Changing Minds Promo	1	60
Summary of Changing Minds Trainings	7	153

PUBLIC AWARENESS		
Type of Awareness	Number of Events	Number of Participants
Community Booths / Displays	31	Public
Newspaper Articles	17	Public
TV / Radio Interviews	39	Public
Delivery of Information Packages on Mental Health/Illness	50	Public
Radio Public Service Announcements	19	Public
Mental Illness Awareness Week Posters	2	Public
Wellness Newspaper Supplement	1	Public
Networking within zone	42	62
Advertising in Church Bulletins	9	Public
Mental Health Break	1	38
Press Conference	3	189
Mental Health Walk	5	310
Father's Day contest	1	Public
Mental Health Week Speaker Series (Depression, Autism & ADHD)	4	76
Youth Mental Health Public Presentation (Youth Speak, Laing House)	5	800
Teen LINK, distribution of magnets with resource listing	1	Public
Link to Life promotion (placemats)	1	Public
Suicide Prevention Month promotion (placemats, cards for pharmacies)	25	35
Suicide Prevention breakfast	1	80
Fundraiser Ideal Center "Tag Day"	1	Public
Supper Fundraiser Ideal Center	1	11
Dialogue Social Inclusion	1	60
Pirate team meeting	3	115
Social Inclusion Regional	1	38
Regional Evaluation of needs in Mental Health	1	15
Forum "PSI"	1	142
Summary of Presentations	266	1,971

SPECIAL EVENTS		
Type of Event	Number of Events	Number of Participants
Annual Suicide Awareness Walk	2	135
Wellness Day	1	300



SPC Annual General Meeting	1	9
Mindscapes New Brunswick	1	Public
Suicide Survivor's Day	3	34
Christmas Show	1	28
Personal Growth courses	5	207
Link for Life Event	6	96
Mental Health Week Walk	3	100
Mental Health Symposium	1	200
Health Summit	1	150
You are Wonderful, Did You Know?	1	125
Event to Make You Dream	1	300
Link for Life Promotional presentations	6	96
Link to Life Free Skate	1	Public
Link to life Golf memberships	1	Public
Give A Day Get Away	1	150
Mental Health Brunch Fundraiser	1	180
Youth Soccer Game	1	12
BBQ/Mental Health Awareness Booth	1	50
BBQ Fundraiser/Kiosk	1	200
Grande Grouille – Mental Health Consumers Activity at the Botanical Garden	1	25
Clara's Big Ride	2	500
Sharing among Women	1	75
Walk a day in my shoes	2	75
Defeat Depression walk	1	60
Fundraising Supper Mental Health week	1	125
Meet Minister Dube	1	28
Meet Ryan Riordon	1	5
Neguac Youth Convention	1	200
Wow! Day!	1	260
Capsules	1	Public
Dialogue on poverty	3	120
Book launch	1	55
Summary of Special Events	57	3,900

COURSES		
Name of Course	# of Course Sessions	Number of Participants
Kid's Have Stress Too!	36	278
Your Recovery Journey	17	87



Girls Circle	8	9
Kids Have Stress Too! T4T	6	57
The Coping Box Workshop	8	25
Self Esteem	36	196
Anger Management	6	10
Summary of Courses	117	662

"ASIST" APPLIED SUICIDE INTERVENTION SKILLS & TRAINING		
Workshop	Number of workshops	Number of Participants
ASIST Workshop	7	150
ASIST Refresher Workshops	3	24
safeTALK	4	74
Summary of ASIST Trainings	14	248

"I'M THUMBODY" PROGRAM		
Presentations	Number of Presentations	Number of Participants
I'm Thumbody Training	63	1134
Summary of Presentations	63	1,134

COMMUNITY DEVELOPMENT AND SUPPORT

Self-Help / Support groups		
Group Name	Number of Meetings	Number of Participants
Youth Self Esteem	8	50
Survivors of Suicide	13	12
Emotional Support	3	2
Strengthening Families	4	8
Café causerie - Mental Illness	3	35
Grief	10	30
Chronic Illness Support Group	3	6
CIPA Project Mental Health	3	10
Meeting Xstrata Mental Health Board	1	4
Communic'Action	2	24
Summary of Self-Help / Support Groups	50	181
COMMITTEES / MEETINGS / OTHER		



Number of Committees	Number of Meetings	Number of Participants
82	273	1641

REGIONAL INITIATIVES		
Regional Initiatives	Number of Meetings	Number of Participants
Awareness in schools	1	90
Frost Festival	1	250
Self Esteem Retreat	1	15
True Colors DJ Skate	1	100
Family Wellness Carnival	1	250
Suicide Prevention Benefit Concert With Andy Brown	1	100
Closest to the Pin fundraiser	1	150
Clara Hughes	1	250
Flash mob	1	75
First Nations Youth Retreats	2	30
Girl's Retreat	2	3
Teaming up with School social workers	5	3
Youth Soccer Game	1	7
Mental health project in schools	3	4
Fundraising Supper	5	24
Communic'Action	3	25
Forum Santé	6	52
Anger Management	3	6
Kiosk Development	1	2
Support Group - Middle School	1	1
Friends & Family of People with Mental Illness	1	1
Opening Residence alternative	1	13
Summary of Regional Initiatives	43	1,451

ADVOCACY / INFORMATION / REFERRAL	
	Number of
Information Requests	1,804
General Referrals	317
Advocacy calls and Cases, Referrals & Other Agencies Contacted	13
Summary of Advocacy / Information / Referrals	2,134

Changing Minds Program



Changing Minds is a two-day, eight module innovative, multi-use mental illness educational program. Developed by CMHA-Newfoundland, "Changing Minds" provides effective communication tools to help people understand mental illness. It was created in order to address a community need for mental health education, stigma reduction and to promote a better understanding of mental health and mental illness. It is a evidence based, best-practice model that uses personal stories/videos to elucidate the lived experience of mental illness, didactic and experiential material to educate participants on signs and symptoms of mental illness, resulting greater understanding and reduction of the misconceptions and stigma associated with mental health issues. CMHA-NB obtained sole ownership for delivery in New Brunswick and launched it in both official languages in spring 2010.

During the fiscal year CMHA New Brunswick provided 12 "Changing Minds" sessions attended by 263 participants.

The feedback we have received to date is excellent. At the end of the session each participant is asked to complete and submit an evaluation form. The data on forms has been collated and tracked. We will continue to distribute the evaluation forms at each training session, collate and analyze the data to determine whether we need to be doing anything differently.



I'm Thumbbody

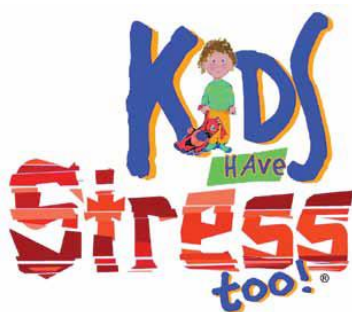


The "I'm Thumbbody" program is a mental health program for children designed for use within the public school system at the grade 3 level. The thumbprint, the unifying theme of the program, represents the uniqueness of each individual. Just as no two thumbprints are alike, no two people are alike.

"I'm Thumbbody" is presented in the classroom by volunteers trained by the Regional Community Workers. It is presented to the children in two one-hour sessions. The first session focuses on the awareness of the uniqueness of self and others, and the second session focuses on identification, recognition and acceptance of feelings. Each session has a range of activities, from the examination of thumbprints to group discussions about different types of feelings. Parents and teachers are also provided with material to assist them in reinforcing the development of self-esteem and good mental health in children. During fiscal 2013-2014, 94 sessions were delivered which included 1,134 participants.



Kids Have Stress Too!



In New Brunswick CMHA-NB delivers “Kids Have Stress Too” through the Regional Community Workers. The program is designed to help parents and caregivers understand childhood stress and how to provide children with the tools to deal with stress effectively. It is a prevention program intended to provide parents, caregivers, and communities with the knowledge, awareness, and skills to help young people become healthier and more resilient through learning how to manage their stress. Stress can affect children’s physical, emotional, social and intellectual well-being and they experience stress differently than adults. Children under stress have weakened immune systems and are three times more likely to catch

respiratory infections. Brain development in very young children can be negatively affected by extreme stress.

In fall 2013 MindCare New Brunswick through the Skate To Care Funding provided CMHA of New Brunswick with a grant of \$10,000 towards the implementation of “Kid’s Have Stress Too” in the following areas: Zone 1 (Moncton), Zone 1 (Grand-Digue), Zone 2 (Sussex), Zone 2 (St. George), Zone 3 (Woodstock), Zone 3 (Fredericton) and Zone 3 / 4 (Grand Falls-Perth) as well as Saint John. Initial implementation of “Kids Have Stress Too!” is a two (2) step process targeting day cares, the operators and day care staff. During fiscal 2013-2014, 37 sessions were delivered which included 294 participants as well as 7 Kids Have Stress Too Train the Trainer sessions to 73 participants.



Program Coordinator CMHA of New Brunswick, Fredericton

The Program Coordinator, CMHA of New Brunswick in Fredericton is responsible for promoting the mental health of all people through education sessions, public awareness activities, advocacy and resources in the urban communities. The Program Coordinator's main responsibilities include; coordination and delivery of programs (including Changing Minds, Kids Have Stress Too!, Applied Suicide Intervention Skills Training, workshops and presentations, development of community partnerships, promotion of CMHA of New Brunswick programming and services, volunteer management, coordination of special events and assist with fundraising. The CMHA of New Brunswick Program Coordinator, Fredericton Office, is the primary trainer for the "Changing Minds Program" public Anglophone sessions throughout the province and the sole trainer for the programs private/group Anglophone sessions.

Changing Minds continues to grow as one of the signature programs of CMHA of NB. The past year has seen both private and public sessions of the program presented with over four hundred participants. The feedback on the program is always positive and participants leave with a feeling that they will be able to work with or support someone with mental illness in a much more knowledgeable and empathic manner. In providing this training I have met many wonderful people who care deeply about mental health and want to make a difference within their communities and families. For me personally this is a very rewarding program to facilitate.

The "I'm Thumbbody" program continues to grow within the Fredericton and Oromocto areas. The volunteers are such wonderful ladies who are so enthusiastic and fun to work with.

Our newest program Living Life to the Full is set to make its debut in September in Woodstock. This eight week program promises to be one which will make such a difference in the lives of those dealing with mental illness and impact their road to wellness.

CMHA of NB in partnership with Healthy Minds Canada was able to provide two youth anti-stigma gatherings. One was in Fredericton in partnership with DOTS NB and the second was held in the Moncton area. The schools were very supportive of these events and the participating students were awesome! Thank you to Melissa in the Moncton office for putting together such a great event in Moncton.

Our 2nd annual Women & Wellness event in Fredericton was once again a great success. The organizing committee was fantastic! They contributed countless hours, lots of laughs and much muscle to make the evening such a success. Thank you ladies and I look forward to working with you again for the 3rd annual.

Public awareness sessions, display kiosks and committee representation requests continue to increase as we become better recognized within the Fredericton area.

Sometimes we are fortunate enough in life to have very special people cross our paths. People, who treat us with respect, allow us to observe and learn and let us know being human is OK. Joan you are one of those people and I thank you for giving and showing such great leadership while at CMHA of NB. I wish you all the fun in the world with your grandchildren in your retirement.

CMHA of New Brunswick Satellite Office Reports

Moncton

Mental Health for All! continues to be the driving force behind all of our work. Throughout the year, we have continued to provide support and education programs in both French and English to individuals living within the Greater Moncton Area. We would also like to thank our dedicated facilitators who deliver programming! Thank you to Sherrill Proctor, Shirley Ross, Dan Baker, Paulette Robichaud, Jeannette Mallet, Vaunna Frennette, Janice Tilley, Danielle Whalen, and Lesley Smyth.

Support Groups are ongoing throughout the year

- Living with Depression Support Group – 24 sessions delivered
- Group pour les personnes vivant avec la dépression – 24 sessions delivered
- Bipolar Mood Disorder Support Group – 36 sessions delivered
- Family and Friends Support Group – 12 sessions delivered

Programs are offered during the Winter, Spring, and Fall

- Adults with ADHD – 1x 8 week program delivered
- Parenting of Children with ADHD – 2x 8 week programs delivered
- Your Recovery Journey – 3x 10 week programs delivered
- Votre cheminement vers le rétablissement – first program to be delivered April 2014
- Kids have Stress Too! – 2 programs delivered
- Grief and Loss Recovery Program – 2x 8 week programs delivered
- Program de récupération face au deuil et aux pertes – 4x 10 week programs delivered
- Strengthening Families Together – 2x 10 week programs delivered

Education: We provided presentations to over 400 people this year on CMHA programming, Stress and Resilience in the Workplace, Coping Skills, Grief & Loss, Suicide, and Mood Disorders.

Mental Health Week: The second annual Mental Health Week Walk was held along the Riverfront on May 6th, with approximately 50 people in attendance! We participated in the 3rd annual Mental Health Symposium in partnership with the Anglophone East School District with over 200 people in attendance. Our first Mental Health Information Fair brought non-profit organizations and community members together to discuss mental health and obtain information on available services.

Youth Support Program: This program continues to develop and grow. We have delivered 8 programs to 238 students in both school districts. We have been able to provide 2 Art Therapy programs, a 2-day wellness conference, coping skills on depression and anxiety as well as 2 depression and anxiety programs, self-empowerment program, and a resiliency program. Developed as a partnership with the Atlantic Wellness Community Centre, we are reaching out to other organizations to build capacity throughout our region.

Anti-Stigma Youth Summit: Through funding received from Healthy Minds Canada, we were able to host an Anti-Stigma Youth Summit in Shediac on March 28 (thank you Robin, Program Coordinator,

Fredericton!) We partnered with the Francophone South School District with support from Fédération des jeunes francophones du Nouveau-Brunswick and the Kent Centre for the Prevention of Family Violence.



In consultation with students from Francophone South School District we offered a day of education and awareness on mental health issues. We had multiple workshops in the morning on various topics such as mental illness, depression and anxiety, stress management, and self-esteem. In the afternoon a panel of experts, facilitated by a local radio personality, gave students the opportunity to ask questions about mental illness and mental health. Yoga laughter filled the room with positive vibes! Finally, Christian “Kit” Goguen, spokesperson for the event, provided his testimonial along with a musical performance. It was an excellent event that saw 90 students from 17 schools in the region, some as far as Fredericton.

Solstice Swap: We were selected to be the recipient of the Summer and Winter Solstice Swap again this year! Dedicated community volunteers organize a breakfast fundraiser and jewelry swap to raise funds for CMHA Moncton and the Atlantic Wellness Community Centre. We have received over \$3,000 to date from these fundraisers to support our youth programs.

Three Mountain Relay: The 5th annual event, organized by four dedicated community members, to raise funds for CMHA Moncton Satellite Office, took place on June 8th, 2013 at the Mapleton Park Rotary Lodge, Moncton, NB. The Three Mountain Relay is an awareness event and fundraiser – raising a remarkable \$35,000 in its fifth year. They have raised the bar again and have partnered with a local energy business to bring even more funding to CMHA NB Moncton. We are so lucky to work with such an energetic and dedicated group of guys who support our growing youth programs.

Sobeys in-store campaign and Golf Tournament: We were very fortunate to be chosen by local Sobeys stores to be the recipient of funds raised through their annual golf tournament. August 2013 marked the 11th anniversary of the Sobeys Charity Golf Classic and the second year for CMHA being the recipient of the funds. In addition to the golf tournament, there is a three week in-store campaign where cashiers solicit donations from customers. We were able to present to all of the department managers this summer on the impact of their support of the campaign. The combined donation for this year was \$65,000. Sobeys has become a key partner to our agency, also supporting Women & Wellness, the Three Mountain Relay and other smaller events.

Summer Students: Summer students were hired last year through Canada Summer Jobs to work on projects, events, and fundraisers.

2013 Strengthening CMHA Award: CMHA Moncton Branch (now CMHA NB Moncton Satellite Office) and Helen MacDonnell were given the 2013 Strengthening CMHA Award in recognition of leadership, innovation and excellence in support of CMHAs mission, collective goals, and core functions. Helen MacDonnell and Gwen Breneol traveled to Ottawa in October to accept the award. We are so lucky to have such dedicated volunteers and mental health champions in our region! The work that Helen has done has spearheaded so many important initiatives in our region!

Annual Christmas Party:

The staff and volunteers organized the annual Christmas Party on December 4, 2013 for clients and their caregivers. The 150 participants enjoyed spending time together in a fun and secure environment. For most of these individuals, it will be the only Christmas celebration they will have. Each year, CMHA

Moncton does its absolute best to make this happen. It is an evening planned with a turkey supper, a visit from Santa where each individual person is given a gift, door prizes, and followed by a dance.



We sincerely thank all our volunteers, those serving now and those who have served CMHA during the past years. CMHA Moncton continues to grow every year, thanks to the dedication of our staff, volunteers, and the support of our local community.

For additional information, please contact us by phone at 859-8114 or by email at cmhamctn@nb.aibn.com or cmhamctn2@nb.aibn.com

Respectfully,
Melissa Baxter
Program Coordinator, Moncton Satellite Office

Saint John

2013-2014 was another busy year for the Saint John Satellite Office which provided many wonderful opportunities.

During the Fall 2013, Winter and Spring 2014 we provided the opportunity for more than 150 individuals to benefit from our community education programs:

- Understanding Anxiety & Panic Disorder (8-Week) Program offered during the Fall and Spring
- Building Assertiveness Skills (6-Week) Program
- Depression: Help Can Make A Difference (6-Week) Program
- Mindfulness (6-Week) Program
- Hope & Healing: Coping with the Suicide of a Loved One (10-Week) Program

The education programs offered by the Saint John Satellite Office continue to be in high demand by the citizens of the greater Saint John area. Participants have an opportunity to learn positive coping strategies, share insights thus reducing the social isolation.

Throughout the year, we provided countless presentations within the community focusing on - Mental Fitness, Mental Wellness in the Workplace, Coping with Stress, Work / Life Balance, Youth & Mental Illness and attended wellness fairs within our schools, business and the community at large reaching more than 1,300 attendees.

Special events throughout the year have kept our staff and volunteers busy. These special events could not have been possible without strong community partnerships which are integral to the ongoing success of ***A Day in Her Shoes*** and ***Curl for Mental Health***.

Mental Health Week

On May 8th, we welcomed special guest Sophie Grégoire-Trudeau to ***A Day in Her Shoes***. Sophie continues to spread the word about eating disorders, and self-esteem in women. 400 people enjoyed spring fashions from Manchester Shoe Salon, Samuel & Co. and Envy, a silent auction, hors d'oeuvres and wine from Market Square restaurants and raised more than \$14,000 for mental health program and services in the Saint John area.

Curl for Mental Health

Once again Thistle St. Andrews Curling Club generously hosted ***Curl for Mental Health*** a key fundraiser of Canadian Mental Health Association Saint John Satellite Office. The staff and volunteers of Thistle St.



Andrews Curling Club have been instrumental in the continued success of this event. They have helped us in our goal of raising awareness of mental health, and providing Canadian Mental Health Association Saint John Branch with the funds necessary to continue on our mission.

Medicine Shoppe

We have been fortunate to partner with the Medicine Shoppe in Grand Bay-Westfield providing us with the opportunity to provide several mental health presentations within the community including ~ Holiday Stress and two Mindfulness presentations.

The Jim Sullivan Curling Classic

The Saint John Satellite Office continues to be a key partner in The Jim Sullivan Curling Classic. During the event we accept donations for the Sullivan Wristband and raise awareness for those affected by mental illness.

We sincerely, thank our volunteers and community partners. As Canadian Mental Health Association of New Brunswick continues to grow your dedication and support is needed to continue to make positive impacts in the coming year. For more information, please contact us at 633-1705.

Respectfully,

Dawn O'Dell


Program Coordinator, Saint John Satellite Office



Staff Recognition

The employees of CMHA of New Brunswick are leaders in their fields and are highly professional. Each employee is valued for the role they play in serving New Brunswickers. We work in a climate of trust, respect and communicate openly. Our management style is team-based, providing us with opportunities to facilitate change within the organization. The leadership is strengthened by the participation of employees, at all levels and the volunteers who form the Board of Directors. We have the authority, responsibility and support needed to do our jobs well. We value team success, while recognizing individual contributions.

CMHA of New Brunswick has a staff recognition program thanking staff at 5, 10, 15, 20, and 25 years of service with the association. This year we would like to publicly recognize the following:

 Cecile Goulette - 15 years

 Joanne Gallant - 5 years

 Denise Miller - 5 years

 Diana Gregory - 5 years

Thank you.



CMHA of New Brunswick Board of Directors 2013/2014



Executive Committee

Rice Fuller
Gwen Breneol
Angela Hickey
Juanita Hamilton
Joan Mix

President
Vice-President
Treasurer
Secretary
Executive Director

Directors-at-Large

Joy Bacon
Aaron Savage
David Beckerson

Member at Large
Member at Large
Member at Large

Zone Representatives

Christine Thériault
Connie Cliffe
Roger Stoddard

Madawaska
Charlotte County
Saint John

NB Mental Health Consumer Network

Francine Bernier

Nomination Report

Nominations

CMHA of New Brunswick Employees 2013/2014



DIVISIONAL OFFICE

Joan Mix
Christa Baldwin/Kimberly Wall
Becky Arseneault
Robin Ward
Stacy Agar/Kimberley Wall

Executive Director
Director of Operations
Administrative Assistant
Program Coordinator
Accountant

REGIONAL COMMUNITY WORKERS

Denise Miller
Joanne Gallant
Gwen McKnight
Rosslyn Allen
Chelsey Nicholson
Stephanie Lindsay/Mindy Levesque
Josée Martin
Cécile Goulette
Lucie Robichaud/Jolaine Thomas
Julie Spence
Kelsey Legacy

Greater Moncton
Kent County
Sussex
Charlotte County
Outlying Fredericton Area
Perth Andover/Grand Falls
Edmundston
Campbellton
Acadian Peninsula
Bathurst
Miramichi

CMHA NB Division Schedule of Meetings 2014 - 2015



Board of Directors

- March 22nd, 2014
- June 7th, 2014 (AGM & Board Meeting) Fredericton Provincial Office
- September 27th, 2014 (Location TBD)
- December 6th, 2014 (conference call)
- March 14th, 2014

Program Coordinators/Regional Community Worker Program/Working Stronger Together

- September 25th and 26th, 2014 (Miramichi)
- December 4th and 5th, 2014 (Fredericton)
- March 19th and 20th, 2015 (Fredericton)
- STORM DATE March 26th and 27th, 2015 (Fredericton)



**Canadian Mental
Health Association**
New Brunswick
Mental health for all

**Association canadienne
pour la santé mentale**
Nouveau-Brunswick
La santé mentale pour tous

The Canadian Mental Health Association of New Brunswick
403 Regent Street, Suite 202 Fredericton, NB E3B 3X6
Tel: (506) 455-5231 Fax: (506) 459-3878
info.cmhanb@rogers.com
www.nb.cmha.ca