

ANNUAL REPORT 2015 - 16

65
Years
Années



Canadian Mental
Health Association
New Brunswick
Mental health for all

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

BE MIND FULL

CHAMPIONS FOR POSITIVE MENTAL HEALTH SINCE 1918



MISSION

As the nation-wide leader and champion for mental health. CMHA of NB 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

DR. RICE FULLER, PRESIDENT &

CHRISTA BALDWIN, EXECUTIVE DIRECTOR

The Canadian Mental Health Association of New Brunswick (CMHA of NB) prides itself on our work and the support we offer people in our communities. Our support includes education, training, employment counseling, awareness events, group work, advocacy and public policy work. As a provincial organization, we speak with a strong province-wide voice and provide consistent and accountable programs and services. CMHA of NB provides a unified message of equal access to positive mental health for all residents of NB.

Over the past year, we have formed and strengthened many community partnerships. We have enhanced our ways of addressing the mental health concern needs of people in New Brunswick.

Residents of New Brunswick are talking more openly and freely about mental health than ever before, in person and online. This is noted in our awareness events, requests from the community for services and in the demand for programming. Our social media reach continues to grow, and along with our Facebook and Twitter accounts, we have added a CMHA of NB YouTube page and developed a new CMHA of NB website. Our following has grown by 70% this year. We continue to use our new, unified brand identity confidently in our materials. Our work has increased from support to 35, 000 New Brunswickers last year, to over 50, 000 this year.

Fund development, marketing and promotion continue to be part of the key work we do. This allows us to have a further reach, especially in our city offices in Moncton, Saint John and Fredericton. We are thankful for our sponsors, donors and business partners who forward us in this need.

The daily quality work done by CMHA chips away at removing the stigma attached to mental illness so people feel able to reach out for support without judgement. We continue to see a positive shift in parts of society which is promising and motivates CMHA to do more in this area.

CMHA of NB has 28 strong staff in 18 locations in NB, along with volunteers, facilitators and Board of Directors members who are committed and passionate working together to promote mental health for all and support the resilience and recovery of people experiencing mental health concerns. We are thankful for mental health champions in NB. We would not have this impact in our province without them, including government, corporations, businesses, foundations, groups and individuals that support our programs, services and awareness events. This is the power of collaboration!

We are proud of the accomplishments of the past year, but we also realize that there is much more to do. CMHA must continue to raise awareness and provide education on mental health. Our work will continue to remove the stigma attached to mental illness to ensure the people who need support are able to freely access what they require for their health and well-being. We will also rise up and demand more investment in mental health services, which currently fall short for this province.

We must all use our voices for mental health and with the current momentum, continue the conversations. CMHA of NB is 65 years proud and we know that together, we are making a difference for mental health in our province.



WHO WE ARE WHAT WE DO WHY WE DO IT



LORI WHEELER, MANAGER OF FUND DEVELOPMENT, MARKETING AND PROMOTION

CMHA OF NB - FREDERICTON PROVINCIAL OFFICE

A key addition to the provincial leadership team is Lori Wheeler, Manager of Fund Development, Marketing and Promotion. This position, which combines fund development with the marketing and communications of CMHA of NB.

Lori brings with her a wealth of experience working in the development of key community relationships, program marketing, event planning, all to community based audiences from her 26 years as Sr. Communications Officer at CBC. She brings a grassroots approach to developing sponsorship and partnership relationships with local community organizations and businesses that sees mutually beneficial synergies between all partners.

While maintaining CMHA of NB's core message, this position incorporates fund developing, marketing and promoting CMHA of NB to New Brunswickers. She represents CMHA of NB at community outreach functions, fundraising initiatives, and work closely with donors, team build with staff and volunteers, and will develop a funding plan reaching out to corporations, businesses, educational institutes, and all levels of government.



Christa Baldwin, Executive Director, CMHA of NB received the "Strengthening CMHA Award 2015" in St. John's NFLD at the National Symposium 2015.

The Strengthening CMHA Award is presented to a CMHA Division or Branch or to a staff member or volunteer who has provided inspirational leadership, innovation and excellence within CMHA related to the collective goals and core functions of CMHA's national strategic plan. This award honours the long and rich history of CMHA and the collaborative efforts of all CMHA locations across the country to achieve its shared vision: mentally healthy people in a healthy society.

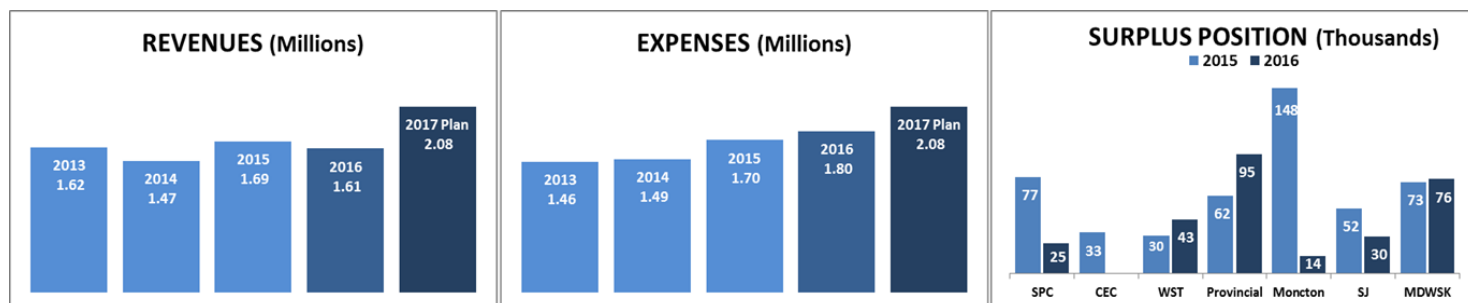
This year's recipient was Christa Baldwin Executive Director, CMHA New Brunswick. Since joining the team, Christa has had a pivotal role in the incredible transformation and success of CMHA New Brunswick in addition to enhancing mental health services in New Brunswick and building capacity. She has worked to better meet the needs of its regional communities and strengthen CMHA in the province.



L to R: Irene Merie, National Board Chair, Strengthening CMHA Award recipient, Christa Baldwin, and Roger Braggs, Chair of the National Council of Persons with Lived Experience

MESSAGE FROM OUR TREASURER

ANGELA HICKEY



"The consolidated 2015/2016 results finished with a net loss of \$192K (\$95K behind plan on a budgeted loss of \$106K). Revenues were down 13% (\$229K) overall, driven by decreased revenues from various campaigns (Women & Wellness, United Way, 3 Mountain Relay, Sobey's) and from a decrease in planned fundraising and donation revenues. 2016 saw excellent expense management, with expenses 7% under plan (\$143K).

Overall variances to budget were split between SPC and Operations. For SPC, budgets are assumed break even as CMHA has no insight into the planning of the program; this year SPC had a net loss of \$56K, using up some of their accumulated surplus. The remaining variance was driven by performance in the operational divisions, primarily Moncton (lower than anticipated fundraising & donation revenues) and Saint John (increased salary expenses)."

2016 represented a \$188K net income decrease over 2015, driven by lower revenues and higher expenses. Combined revenues from all sources were \$84K or 5% lower than last year, while on the expense side we saw an increase over prior of \$104K or 6%. Contrary to last year, expenses increased at a higher rate than revenue; while we did see less revenue than we budgeted, we did anticipate utilizing some of the surplus balances through this year's budgeted \$106K loss.

Looking forward to 2017, we are anticipating a break-even year. Revenues are increased by \$470K (29%) due to a planned climb in fundraising and donation revenue (\$120K), increases in the CEC program (\$174K), and the addition of the At Work program (\$169K). The increased expenses are to support the increases in the CEC and At Work program. Overall CMHA Surplus balances are expected to hold.

Overall, Canadian Mental Health Association of New Brunswick remains financially strong, with cash on hand to meet our obligations and serve our communities as we move forward.

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. This year has been a continued climb of new relationships, media exposure and community involvement and I am pleased to be able to participate.

Respectfully submitted,

Angela Hickey CPA,
Treasurer



MINDSCAPES NEW BRUNSWICK 2015

10th ANNIVERSARY CELEBRATION

CMHA of NB's 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.

Mindscales NB 2015 was held at the Saint John Museum in Saint John NB during the month of October 2015. The exhibit was one again very successful with 93 artists with lived experience of mental illness taking part. There were 156 pieces of art displayed!

Mindscales 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 Working: Stronger Together Program

The Canadian Mental Health Association of New Brunswick (CMHA of NB), has operated the Working: Stronger Together Program since 1989 thanks to the valuable partnership and generous support of the Department of Post-Secondary Education Training and Labour. Working: Stronger Together is a countywide Employment Assistance Service (EAS) which provides employment related services, at no cost, to persons with diverse disabilities in Charlotte County.

CMHA of NB has a vision of *"Mentally healthy people in a healthy society."* Mental illness is not selective. It affects people of all ages, educational and income levels, religions and cultures including persons with physical, sensory and intellectual disabilities. Everyone is affected by mental illness; if not directly then indirectly through a family member, friend and/or colleague. CMHA of NB works with individuals with wide-ranging disabilities.

The Working: Stronger Together Program, comprised of two Employment Counsellors, delivers confidential and professional services for this clientele in Charlotte County with the purpose of helping them obtain meaningful and sustainable employment.



Results Achieved: Provided career search strategies to determine career goals, educational referrals to accommodate vocational goals, taught resume and cover-letter writing, interviewing techniques, job search skills, accessing the hidden job market, as well as, follow up regarding work, providing on-the-job supports as needed, to empower them to set and achieve their personal career and/or employment goals successfully, to ensure that the client and the employer are pleased by the job performance of the individual.

During the 2015-2016 fiscal year, the Working: Stronger Together team served **221** people and assisted with **60** people becoming employed, self-employed or entering post-secondary education in the Charlotte County.



The At Work Employment Program is a National collaboration delivered in 13 communities across Canada. The program was brought to New Brunswick in late 2015 and officially up and running in February 2016. By working with employers and connecting people to meaningful employment opportunities, we can make New Brunswick a diverse and equitable place for all people to work.

The At Work Employment program provides supported employment related services to individuals who have complex service needs related to mental illness and who want to find competitive employment. Participants can self-identify as having mental health issues and no clinical referral is required.

The program, comprised of two Employment Counsellors and one Employment Program Coordinator, delivers confidential and professional services for clients in Fredericton and Saint John with the purpose of helping them obtain meaningful and sustainable employment.

In the last three months only of officially being "open", we have established a database of 47 approved clients, between Fredericton and Moncton. Of that total, 4 have been hired or found employment through the program. In the next few months, we are concentrating our efforts in establishing partnerships with potential employers and we hope to be doing more outreach to businesses.



**At Work/Au travail
New Brunswick**

MESSAGE FROM PROGRAM COORDINATOR

ROBIN WARD - CMHA OF NB FREDERICTON

The Provincial Program Coordinator, CMHA of NB is responsible to coordinate the Changing Minds, ASIST, Living Life to the Full, Kids Have Stress Too! and the Psychological Health and Safety Standards training throughout the province. In Fredericton, for promoting the mental health of all people through education sessions, public awareness activities, advocacy and resources.

Changing Minds during the past year saw 1,120 people trained provincially and 45 individuals trained as trainers through a contract with the Department of Health. The program was well received and appreciated by participants. I would like to thank the Community Education Coordinators and Program Coordinators who made reaching the above numbers possible – this success would not have been reached without you.

Provincial office is very pleased to now have a Psychological Health and Safety (PHSS) Advisor. As the advisor we will promote to businesses and organizations the importance of mental safety in the workplace. We will work towards businesses and organizations implementing in whole or in part the PHSS and creating a more productive and happy work environment.

Living Life to the Full facilitator training was provided to Community Education Coordinators, Julie, Cecile, Veronique, Chelsey and Kelsey through a partnership with Medieve Blue Cross; as well as Program Coordinators, Dawn was trained through MindCare NB. This is exciting as the program is now available in both official languages in the Province and benefits to many is expected.

The 4th annual Women & Wellness event in Fredericton was once again a great success. The evening saw 120 women come together to celebrate their mental health and learn tips on keeping it all together. The absolutely awesome organizing committee contributed countless hours, lots of muscle and great humor in putting the evening together. Thank you ladies!

Public awareness sessions, training, advocacy and display kiosks requests continue to grow in the Fredericton area. This past year we reached approximately 2300 in the greater Fredericton area.



Women & Wellness



The annual CMHA of NB's annual Fundraiser event *Women & Wellness* was held on February 20th 2016 at the Fredericton Inn. This evening, targeted for women, is designed to embrace mental health while dispelling the myths that prevent those affected from reaching out for help. This evening is also a fun night out with refreshments, appetizers and prizes. The guest speakers, Naomi Mahoney and Mary-ellen Landry were inspirational! A total of 120 women attended the event and \$21,740 was raised to help CMHA of NB deliver programs and offer services in the Fredericton area.

Living Life to the Full



FONDATION POUR LA SANTÉ
MEDAVIE
HEALTH FOUNDATION

CMHA of NB received a \$30,000 grant from Medavie Health Foundation for delivering the Program *Living Life to the Full* (LLTTF), an eight-week course building mental resiliency in New Brunswick youth. LLTTF helps bridge the gap for youth waiting to receive publicly funded mental health services.

CMHA of NB staff were trained in November 2015 and have been delivering the program in various schools around the province. Living Life to the Full will alleviate the strain on many tapped-out resources in our communities. Our collaboration with Medavie Health Foundation will allow us to reach those in need of mental health services, directly affecting the lives of New Brunswick youth.



The Runway Run

CMHA of NB's partnership with the YFC Fredericton International Airport and the Capital City Road Runners Club resulted in raising \$20,000 during the Runway Run on May 23rd 2015. The 5k run was sold out months before the actual event with 300 runners. An extra 300 individuals came out to cheer and to participate in the activities. All funds raised are to support our programs and services offered throughout the province.



Mental Health Week 2015

ANBL Store Campaign

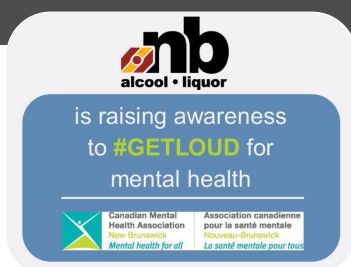
As part of Mental Health Week, ANBL did a Prompt-at-Cash from May 7-9th, 2015 throughout all 43 stores in the province. Some of ANBL staff even wore CMHA of NB's smiley shirt, which was provided by CMHA of NB. A total of \$28,952.00 was raised during those 2 days.

Following the 2 day store campaign, ANBL CEO Brian Harriman was presented with the Mental Health Champion certificate at the ANBL 2015 Spring Conference. The certificate was given by Christa Baldwin, Executive Director of CMHA of NB.



Lunch with Rivers Corbett and Relish partnership

A special awareness lunch with guest speaker, and Relish restaurant owner, Rivers Corbett was held at the Station during Mental Health Week. A total of 70 people attended the event. Mr. Corbett talked about his depression and the coping skills he has developed. Also, as part of Mental Health Week, the Relish Restaurant partnered with us to create a special burger, the *Zen Burger*, which \$2 of the burger sale went to CMHA of NB. A donation of \$500 was made.



THE CANADIAN MENTAL HEALTH ASSOCIATION
OF NEW BRUNSWICK *IS EXTREMELY PROUD TO
CELEBRATE ITS 65TH YEAR IN THE PROVINCE.*

Thank you to our
generous sponsor...



On **Friday, November 27th, 2015**, we celebrated this milestone with birthday cakes in the communities of Fredericton, Moncton, Saint John, Campbellton, and Woodstock.

Who We Are: We are the provincial leader and champion for mental health. CMHA of NB helps people access the community resources they need to build resilience and support recovery from mental illness.

What We do: We are a grassroots organization that provides services to all communities in the province. We do this through presentations, programs, support groups, workshops, and advocacy, our services are provided to children, youth, adults and seniors, living with mental illness, or those in search of mental wellness.

Why We Do What We Do: We work to make a meaningful difference in the lives of those who are living with mental illness and their families, as well as, to promote mental wellness within our communities. Through education, awareness, and service delivery, we work towards the elimination of stigma related to mental illness.



Canadian Mental
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New Brunswick
Mental health for all

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

MESSAGE FROM CMHA OF NB, SAINT JOHN OFFICE

We promote mental wellness in our schools, businesses and the community at large by means of wellness fairs, community presentations, education programs and events reaching more than 2,500 people within the greater Saint John area. Special events such as ***A Day in Her Shoes*** and ***Curl for Mental Health*** could not have been possible without strong community partnerships which are integral to the ongoing success of these events.

Saint John Education Programs:

Understanding Anxiety & Panic Disorder Program
Building Self-Confidence Program
Building Assertiveness Skills Program
Depression: Help Can Make A Difference Program
Mindfulness Program
Hope & Healing: Coping with the Suicide of a Loved One Program

Mental Health Week

On May 6th, we welcomed special guest Donna Craig to ***A Day in Her Shoes***. More than 300 people enjoyed spring fashions, a silent auction, hors d'oeuvres and wine from the shops and restaurants of Market Square. ***A Day in Her Shoes*** was established to unite women to alleviate fears and concerns; thus encouraging us to openly discuss mental health issues.

The Jim Sullivan Curling Classic

We continue to be a key partner in the ***Jim Sullivan Curling Classic***. During, this annual event which is held during the first weekend of December we accept donations for the Sullivan Wristband and raise awareness for those affected by mental illness.

Curl for Mental Health

Thistle St. Andrews Curling Club generously hosted the **26th *Curl for Mental Health*** a key fundraiser of the Canadian Mental Health Association Saint John Office. Together, we are raising awareness of mental health, and providing funds necessary to continue our mandate.

We sincerely thank our sponsors, donors, volunteers and community partners. As the 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.



MESSAGE FROM CMHA OF NB, MONCTON OFFICE

The 2015-2016 fiscal year has been one of growth and development across the board in Moncton/Riverview/Dieppe. As always, our generous supporters have allowed us to provide incredible depth and array of services and programs to the region, and our community stakeholders continue to engage with us on a multitude of levels. To our valued community stakeholders, partners, invaluable program facilitators, passionate volunteers and community members alike, we credit our abilities and strengths to you!

The Moncton office continues to engage in offering direct programming and services to clients and community partners alike free of charge in almost all cases. This reduces (or eliminates) barriers to service access and creates a collaborative and inclusive environment which is second to none. Without continued community stakeholder support we would be unable to meet the needs of our region, and we would be amiss to go without recognizing the partnerships and funders who allow us to support our community. Primary funders for our programs and services this year include; Three Mountain Relay, Horizon Health Network, Vitalite Health Network, United Way of Greater Moncton and Southeast New Brunswick, City of Moncton, Solstice Swap, Ego Studio, New Horizons for Seniors, as well as numerous other public and private donations. The incredible impact you are able to make on individual's lives through your fantastic work and support of our agency is ultimately immeasurable – every life impacted creates a ripple effect that strengthens community bonds, resiliency, social support and quality of life.



CHANGE, RECOVERY AND EMPOWERMENT - ADULT PROGRAMS

The past 12 months have seen an abundance of change within the Moncton office. Perhaps the most significant change has been to our overall service delivery model. In recognition that our services needed revamping to best meet recovery-oriented practices, increase capacity and efficiency, a process was undertaken to adjust the way in which services are delivered and provided, as well as improve future capacity in client management for interdisciplinary collaboration.

In January all on-going support groups were brought to a close and current clients were supported in their transition from one system into the next. Information and intake meetings were held to increase accessibility of staff during the transition period for questions, explanations and guidance. Facilitators were consulted and advised as to the new structure of programming and with the beginning of our Winter Term we had begun implementation. It is a learning process for staff, facilitators and clients alike but overall feedback appears to be positive and we are excited about what the future may hold!

Under the new format, all groups are closed (require registration, set attendance list, set number of sessions) and are based in educational and skill development processes with structured sessions and overall direction toward improving independence, empowerment and recovery. We are currently engaging with community partners to broaden the scope of programming available and have been proud to have piloted several new programs including 'Art of Friendship', 'Trauma', 'Art Therapy', etc.



We have also begun development of open group offerings which are currently offered on a monthly basis for which anyone may attend (RSVP required). We are engaging our community partners to bring in specialized professionals who can educate and speak on a broad range of related topics. As of this fiscal year we are currently running a Wellness Group (goal setting, budgeting, nutrition, sleep habits, community services, etc.) and a Family and Friends Group (supporting loved ones, community resources, psychiatric patient advocate, psychiatric medications, etc.) designed to improve knowledge of community based systems, and empower community members to take ownership of their recovery, wellness and support network. There are also many ideas and collaborations in the works to expand overall open group offerings in the future.

Adult Programs:

Adults with ADHD
Anxiety & Depression
Art of Friendship
Art Therapy
Bipolar

Grief & Loss Recovery
Kids Have Stress Too!
Living Life to the Full
Overcoming Distress Intolerances
Parenting Children with ADHD

Strengthening Families Together
Trauma
Your Recovery Journey
Family and Friends
Wellness

MESSAGE FROM CMHA OF NB, MONCTON OFFICE

RESILIENCY, INCLUSION AND HOPE - YOUTH PROGRAMS

We have been privileged to have another incredible year with our youth programming. We are fortunate to be able to offer programming to support schools, community groups and community partners alike in increasing the resiliency of youth. This year we were able to expand the scope of our youth programming. The 'Learning to Cope' program, originally designed for youth between 15-19 years of age, has been adapted to younger audiences including middle school and elementary school level students in trial sessions which have received wonderful feedback from teachers, guidance and the school district alike. In fact, we have already received individual requests for 7 elementary/middle school programs for the new school year! We have also been able to provide this program in the community through extraordinary partnerships with Youth Impact Jeneusse Inc. and the Atlantic Community Wellness Centre to ensure that youth who may not be enrolled in or consistently attend traditional school settings may still benefit from the knowledge and skills the program imparts.



CMHA of NB is also immeasurably proud of our initiative to partner with regional school districts and community stakeholders to produce Youth Mental Health Summits. These summits provide students with skills, information, and inspiration and then challenge student groups to return to their schools and create an impact regarding mental health literacy.

The CMHA of NB Moncton office has had a dynamic and exciting year. We are more motivated than ever by the growth and adaption of our services, activities and partnerships and already have many more initiatives in the works for the coming year! We are proud to continue to get loud about mental health, stigma reduction, and build on the innovative collaborations that allow us to continue providing unique, flexible recovery-based services for our community!

Youth Programs:
 Learning to Cope
 Grief & Loss Recovery
 Self-Empowerment
 Youth Mental Health Summits



Programs	Programs Offered	Participants Completed	Notes
Adult	17	167	127 New Adult Intakes
Youth	9	173	4 Community Based, 5 School Based

Events	Number of Events	Participants / Reach
Presentations, workshops, special events, kiosks	60+	10,800+

Total Community Impact:		11,000 +
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Community Education Coordinator (CEC) Program

CMHA of NB is proud to continue our long-standing partnership with the Provincial Government, Department of Health which was established to address a number of identified needs related to education, community development, awareness, and connection within the rural regions of New Brunswick.

Historically, the goals and objectives of the CEC program have been:

- 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 generate 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.

Over time the CEC program has evolved to best meet the needs of the rural communities in New Brunswick. Most recently, the Community Education Coordinators have been working to enhance the accessibility of self-help programs, events, and community education within their communities. CMHA of NB is proud of the CEC program, and the impact that each Community Education Coordinator has had this year in their respective regions.

Community Education

Presentations (10 Core Presentations):

English Presentations: 136

French Presentations: 92

Total Presentations: 228

Total Participants: 3,979

Seniors Presentations (Presentations offered in senior nursing or special care homes):

English Presentations: 7

French Presentations: 10

Total Presentations: 17

Total Participants: 182

Self-Help and Education Group Programs

Self Help and Education Groups include programs focused on: Learning to Cope, Self-Esteem, Depression, Anxiety, Developing Coping Strategies, Anger Management, Support for Caregivers, Emotions Anonymous, Why Try, My Coping Box, Your Recovery Journey, Strengthening Families Together, among many other topics.

English Groups Offered: 40

French Groups Offered: 33

Total Groups Offered: 73

Total Participants in Groups Offered: 940



Changing Minds Program

Community Education Coordinators assisted with the facilitation of the Changing Minds Program throughout New Brunswick, increasing accessibility of the program to individuals working in the fields of health, education, and social sciences. Additionally, sessions were offered to community members, organizations, and groups offering front-line service delivery.

Number of English Sessions CECs Assisted with Facilitation: 25

Number of French Sessions CECs Assisted with Facilitation: 20

Total Number of Sessions CECs Assisted with Facilitation: 45

Total Number of Sessions CEC's Assisted with in Other Regions: 25

Total Participants in Sessions Offered by CECs: 1,054

Kids Have Stress Too

Program for Parents:

English Groups Offered: 9

French Groups Offered: 2

Total Groups Offered: 11

Total Participants in Groups Offered: 127

T4T Program for Daycares:

English Groups Offered: 2

French Groups Offered: 1

Total Groups Offered: 3

Total Participants in Groups Offered: 19



Public Education and Awareness

Number of Public Education Initiatives: 134

Number of Kiosks: 51

Total Participation and Reach from Public Awareness & Kiosks: 9,293

Number of Special Events: 112

Number of Participants at Special Events: 14,654

Total Reach from Public Education and Awareness Initiatives: 23,947

Community Committee Participation

CEC's lead and participate with various committees in their regions.

Total Number of Committee Meetings: 218

ASIST & SafeTALK Programs

Programs offered for developing awareness and skills related to promotion of life and suicide prevention.

English Groups Offered: 8

French Groups Offered: 2

Total Groups Offered: 10

Total Participants in Groups Offered: 190



Community Support and Connection

CEC's enhance connection to individuals in their regions through offering information, referrals, and leading advocacy cases for those in need.

- Total Number of Information Requests Responded to by CECs: 2053
- Total Number of Referrals completed by CECs: 350
- Total Number of Advocacy Cases Lead by CECs: 60
- Total Number of individuals Supported Through Community Connections: 2,463

Total Number of individuals reached through the CEC Program 2015-2016: 32,901

Highlights from the past year:

- CMHA of NB strives to reach New Brunswick in any way possible. Over the past year, as our agency's presence has grown on social media, CECs have been working with regional committees to also reach their rural regions through social media as well. Contests, awareness campaigns, and events have all been hosted on social media this year to raise awareness of mental health and suicide prevention.
- New and growing special events include: Wellness Fairs, the Frost Festival, a Fundraising Supper "I Hear You", Youth Wellness Days, Life is Good Art Contest, and the establishment of a permanent gallery display in Caraquet, featuring art created by artists who have experienced mental illness. Furthermore, CECs have lead activities related to Mental Health Week, Mental Illness Awareness Week, and Suicide Prevention Month, among many other activities.
- CEC's have been growing and developing local community advisory committees which function to support the work by Community Education Coordinators in their regions, as well as assist with the overall mental health promotion in New Brunswick.
- CECs have been working more closely with the Community Mental Health and Addicition Clinics throughout New Brunswick, as well as newly formed partnerships with the Department of Social Development in certain regions.

On behalf of the Community Education Coordinators, CMHA of NB is thankful for the kindness and support provided by all community and provincial partners that make our work possible!



Members of Advisory Committee on mental health services and representatives of the community advisory committees organized a joint meeting on October 14 and 15. The Honourable Lieutenant-Governor of New Brunswick, Jocelyn Roy Vienneau, and the Honourable Victor Boudreau took part in the dinner, which was held on October 14 at the Government House. Ms. Roy Vienneau was also present at the reception. I had the opportunity to share the activities carried out by the community advisory committee in zone 5 and the great work done by the Canadian Mental Health Association of N.B.

CMHA OF NEW BRUNSWICK EMPLOYEES 2015-2016

FREDERICTON OFFICE (PROVINCIAL)

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Fredericton, NB E3B 3X6

Tel: (506) 455-5231

Executive Director: Christa Baldwin

Director of Finance and Human Resources: Kimberly Somerville

Manager of Fund Development, Marketing and Promotion: Lori Wheeler

Program Coordinator: Robin Ward

Employment Coordinator: Sylvie Power

Employment Counselor: Cheryl Edwards

Administrative Assistant: Becky Arseneault

MONCTON OFFICE

22 Church Street, Suite 331

Moncton, NB E1C 0P7

Telephone: (506) 859-8114

Operations Manager: Kristen Barnes

Program Coordinator: Corey Ferguson

Program Coordinator: Melissa Baxter

Administrative Assistant: Diana Gregory

Administrative Assistant: Kait Yeomans

SAINT JOHN OFFICE

15 Market Square, Suite 1500

Saint John, NB E2L 1E8

Tel: (506) 633-1705

Program Coordinator: Dawn O'Dell

Employment Counselor: Alex MacCaulay

Job Coach: Yennah Hurley

Administrative Assistant: Neelofar Rahimi

WORKING: STRONGER TOGETHER

Employment Counsellor: Jennifer Price

Employment Counsellor: Michelle Deveau

COMMUNITY EDUCATION COORDINATORS

Zone 1 : Denise Miller

Zone 1 : Veronic Arseneault

Zone 2 : Gwen McKnight

Zone 2 : Rosslyn Allen

Zone 3: Chelsey Nicholson

Zone 3 & 4 : Mindy Levesque

Zone 4 : Josée Martin

Zone 5 : Cécile Goulette

Zone 6 : Jolaine Thomas

Zone 6 & 7 : Julie Spence

Zone 7 : Kelsey Legacy

CMHA of New Brunswick

Board of Directors 2015 - 2016

EXECUTIVE

Dr. Rice Fuller (President)

Angela Hickey (Treasurer)

Juanita Hamilton (Secretary)

MEMBERS AT LARGE

Joy Bacon

Aaron Savage

David Beckerson

REGION REPRESENTATIVES

Roger Stoddard (Saint John)

Francine Bernier (NB Mental Health Consumer Network)

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:

Jennifer Price

Mindy Levesque

Becky Arseneault

Julie Spence

Melissa Baxter

Kimberly Somerville



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

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

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