



**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

2020 - 2021



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BounceBack Welcome!

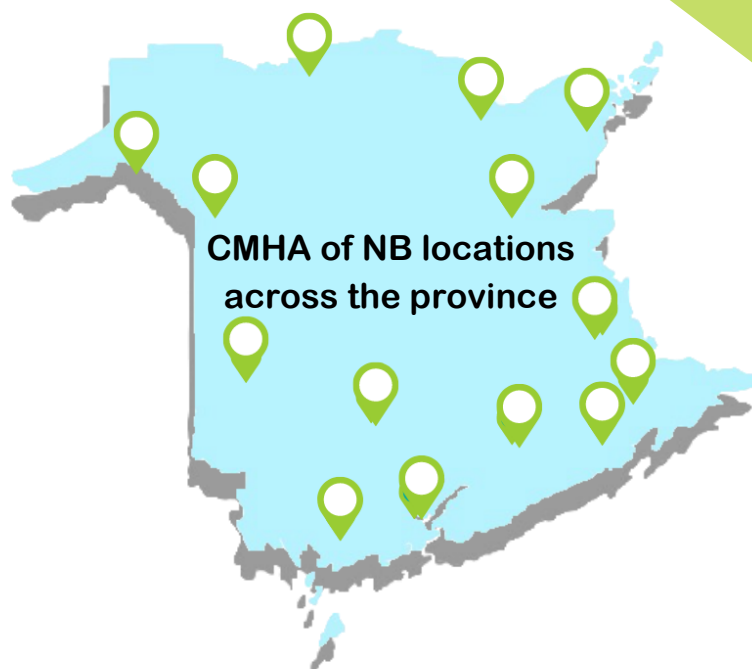
*The lightbulb
went on! Good
tools!*

- Mary M.
Self-care
presentation



*A lifetime of
learning
experiences!*

- Shirley H.
Self-esteem
presentation





EXECUTIVE MESSAGE

ANNUAL REPORT 2020 - 2021

We recognize and respectfully acknowledge that the Canadian Mental Health Association of New Brunswick works on unceded traditional homelands of the Mi'kmaq, Wolastoqiyik, Passamaquoddy, and Penobscot all of which create the Wabanaki Confederacy as signatories of the Peace and Friendship Treaty of 1752.



Reflections over the past year have a different energy than other years. The COVID-19 pandemic had us pivot, grow and learn like never before. Our staff and services persevered through adversity, and we continue to think about how we can do more for people living in New Brunswick.

Our team has grown closer this past year, through our 'all hands-on deck' mindset to meet the mental health demand. CMHA of NB is evolving and we know we can count on one another and through our shared focus we bring our best to the people we support.

The research over the past year through CMHA highlighted important information for our work and provided a service focus. One example is the increased substance use during the pandemic which led us to increase our dependency programming. We know loneliness through physical distancing guidelines was a concern and we created different ways to link to CMHA of NB to show people they were not alone, as evidenced through themed activities and hundreds of webinars and live chats. Research indicated that certain subgroups were impacted more than the general population when it comes to mental health and the pandemic. One such group is people with a disability, and we are excited to launch a new mental health training in partnership with the New Brunswick Deaf and Hard of Hearing Services.

The staff of CMHA of NB have had vulnerable conversations around the social injustices in our world. We have made a commitment to understand our roles and to learn where and how we can do better. We have started on a strong educational and advocacy path through meaningful work with the Systemic Black Racism Health Task Force and a call to government for true and immediate action with Truth and Reconciliation for Indigenous peoples. There is careful and focused work on our own historical roots as a settler organization with history that intertwines with Canada's colonial practices. There is truth that needs to be seen, and justice is needed for healing.

With a grateful heart, we thank the staff, board, volunteers, and partners who made a difference this year for over 205,000 New Brunswickers! Thanks for showing up and being mental health champions. The world needs more of you!



Our Vision:
*Mental healthy
people in a
healthy society*

ABOUT US

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.

WHO WE ARE

CMHA of NB is working hard to raise awareness on mental health and provide education on mental illness which in turn helps remove the stigma so people reach out for support without discrimination.

We feel a positive shift in society but there is still much more work to do. We are committed to providing quality programs and services and are determined to promote our vision of mentally healthy people in a healthy society.

WHAT WE DO

We are a grassroots organization that provides services to all communities in the province such as employment services, peer support, CBT coaching, presentations, programs, support groups, workshops and advocacy for children, youth, adults, and seniors living mental illness or those in search of mental wellness.

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WHY WE DO

We do it to make a meaningful difference in the lives of those who are living with mental illness and their families and to promote mental wellness within our communities. Through education and awareness we work towards the elimination of stigma.

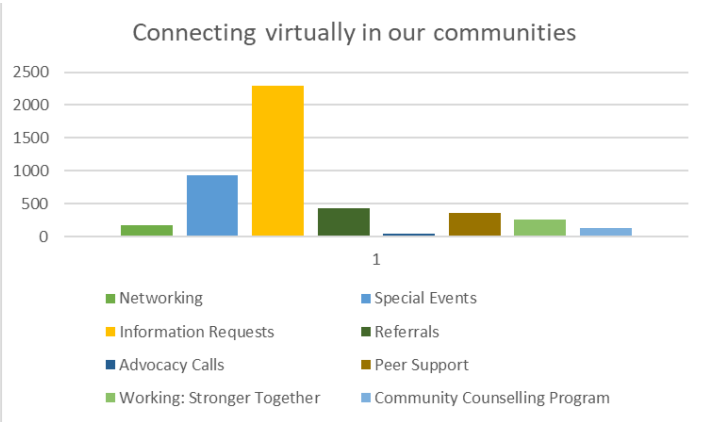
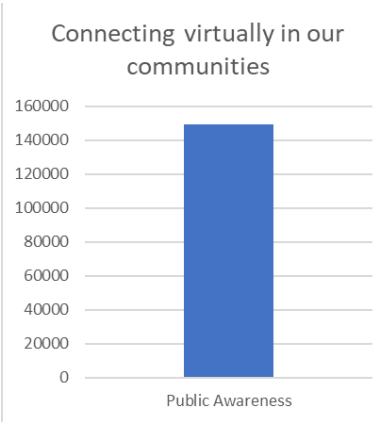
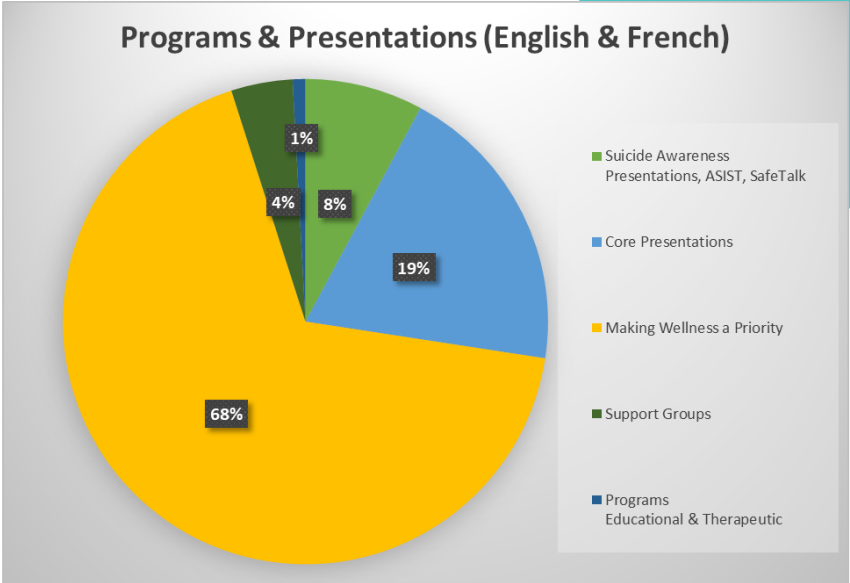




The most valuable part of the program was switching my negative thinking to positive thinking.
 - Ben T.
 Living Life to the Full

PROGRAMS & SERVICES

The Community Program Coordinator (CPC) program serves every urban and rural region of New Brunswick. CPC's, 14 in all, offer education through workshops, and training, self-help and support groups, advocacy, awareness, stigma reduction initiatives, special events, community networking, committee work, as well as information and referral related to mental health, mental illness, addictions, and suicide prevention.



2020-2021 CMHA of NB served:



WORKING: STRONGER TOGETHER

Working: Stronger Together provides employment related services, at no cost, for qualifying individuals in Charlotte County having difficulty finding meaningful and sustainable employment.

Working: Stronger Together clients also benefit from our employer network. We are able to connect with many of the employers of Charlotte County offering an advantage that has resulted in many of our clients becoming employed while providing employers with dedicated and skilled employees.



**2020-2021 W:ST helped
270 people**

PEER SUPPORT PROGRAM



**2020-2021 Peer Support helped
253 people**

The **Provincial Peer Support Program** promotes the hiring and integration of peer support staff by addictions and mental health services.

Peer support workers are members of staff who, in the course of their work, openly acknowledge that they currently live, or have previously lived, with a mental illness. The purpose of using their recovery is to inspire hope, act as a role model and a source of motivation and inspiration, and support and educate those living in situations similar to the ones being shared. Peer Supports complete a training to help them acquire the knowledge and skills they need to carry out their specific role as peer supports in a professional manner.

The 119-hour training program is recognized by the Continued Education Branch of Université de Moncton.



BOUNCEBACK® PROGRAM

I felt I was always putting on a mask to hide my depression. Before I would not make eye contact to people or speak until I was spoken to. Last night I was at the hairdressers with my daughter and I would not stop talking! I am loving myself.

- BounceBack® participant



Launched in
New Brunswick

January 2021

January to March 2021
BounceBack® helped

108 participants

BounceBack®
reclaim your health

BounceBack® is a free skill-building program designed to help adults manage low mood, mild to moderate depression, anxiety, stress, or worry. Delivered over the phone with a coach or through online videos, you will get access to tools that will support you on your path to mental wellness.

Available in English and French to residents of New Brunswick, the program is free to all participants and will be delivered by coaches who are extensively trained. Participants can be referred by a primary care provider (doctor, nurse practitioner, or psychiatrist) or choose to self-refer as long as they are connected with a primary care provider.

BounceBack® gives New Brunswickers more choice in accessing support from home to help navigate this difficult time and improve coping mechanisms.

Based on cognitive behavioural therapy, BounceBack® has been shown to reduce depression and anxiety symptoms by 50% at program completion.

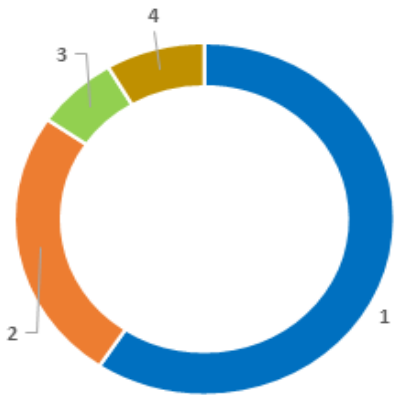


FINANCIALS

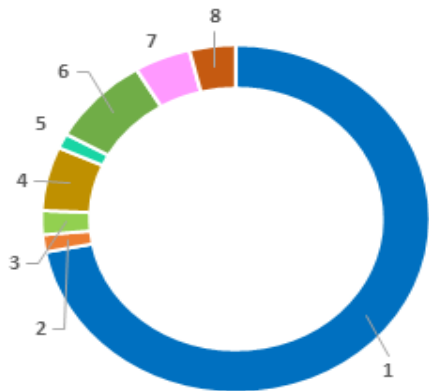
Revenue		2021
Program Revenues & Grants	1	2,331,396
Subsidies	2	991,356
Fundraising and Donations	3	275,939
Administration Fees	4	331,652
Total		3,930,344

Expenses		2021
Salaries & Benefits	1	2,245,883
Training & Development	2	49,881
General Office (Insurance)	3	69,589
Building & Equipment (maintenance, rent)	4	147,863
Travel and Meetings	5	42,887
Materials, Supplies, Other	6	260,885
Advertising and Promotion	7	146,502
Other (Professional Fees, Banking)	8	120,314
		3,083,804
		-
		846,540

Revenues

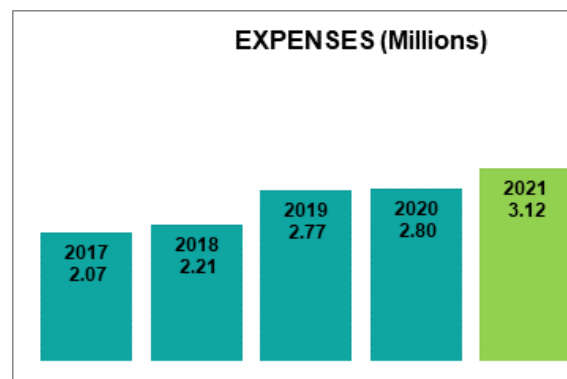
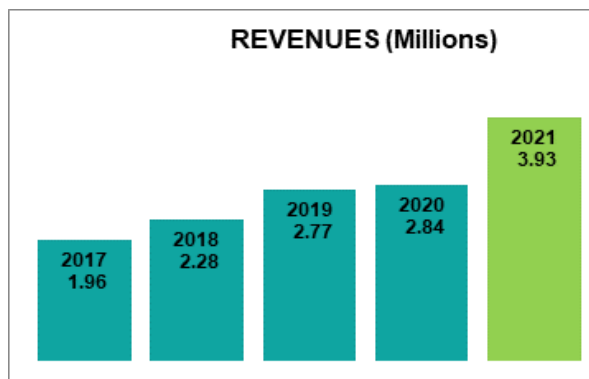


Expenses





FINANCIALS



The consolidated 2020/2021 results finished well above our budgeted (\$33K) loss with a net income of \$847K. The Canadian Emergency Wage Subsidy and concentrated spend control led to this positive outcome. Excluding CEWS, revenues were \$686K (19%) below budget due to the challenges faced with COVID, and expenses were \$572K (16%) below plan.

Continuing the path of consistent year-over-year growth, 2021 represented a \$1.1M revenue increase (38%) over 2020, largely driven by the CEWS. Revenues have doubled over the last 5 years, allowing CMHA of NB to help thousands of additional New Brunswickers. Compared to last year, we realized increased revenue and associated expenses with the introduction of the BounceBack program.

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. We have a healthy surplus going into the next operating year.

Every year, the performance of this organization exceeds expectations. Stigma against mental health is lower than ever before, and consistent gains of new partnerships, programs, and community support under our dedicated leadership allows us to help more New Brunswickers. I am very proud to be associated with CMHA of NB.

Respectfully submitted,

Angela Ellis CPA, CGA
Treasurer





BOARD OF DIRECTORS

Roger Stoddard
President

Amanda O'Sullivan
Vice President

Dr. Rice Fuller
Past President

Angela Ellis
Treasurer

Christa Baldwin
Executive Director

Sean Kinney
Member at Large

Joy Bacon
Member at Large

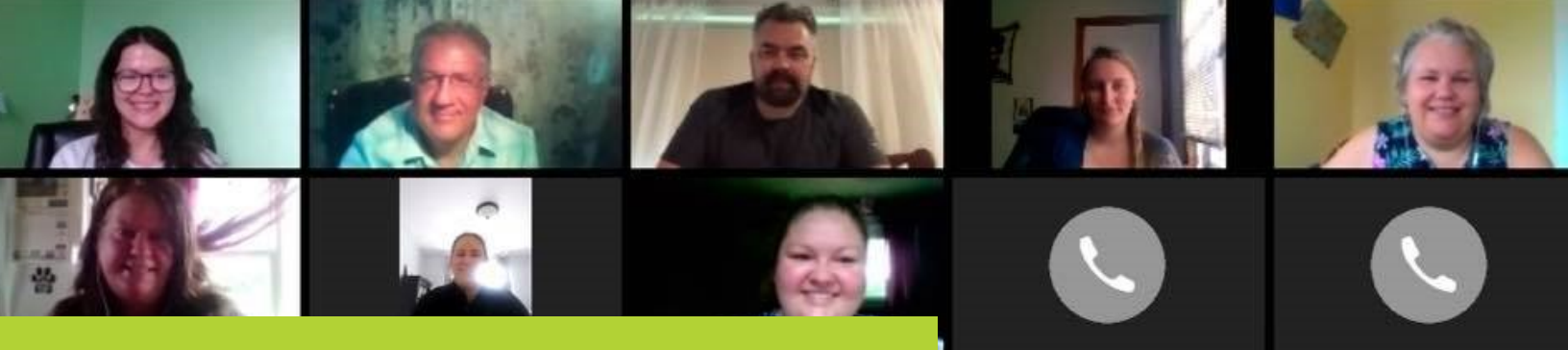
Ken Critchley
Member at Large

Gail Asbell
Central Rep

Susanne DeWolfe
Northeast Rep

Paulette Levesque
Southwest Rep

Sylvette Rouselle
NB Mental Health
Consumer Network



CMHA OF NB STAFF

Fredericton Office

Christa Baldwin
Executive Director
2013

Kimberly Somerville
Director of Finance
and HR, 2000

20 YEARS

Lori Wheeler
Director of
Communications, 2016

5 YEARS

Kristen Barnes
Director of Operations
2014

Connie Locke
Executive Assistant
2018

Angela Pond
Community Relations
Coordinator, 2018

Corey Ferguson
Program Coordinator
2014

Tristan Williams
Research Analyst
2021

BounceBack (Fredericton)

Dima Devana
BounceBack Program Manager
2020

Emma St. Onge
Bounceback Coach
2020

Stéphanie Poirier
BounceBack Coach
2020

Chloe McKenzie
BounceBack Peer Navigator
2021

Sophie Beaudette
BounceBack Coach
2021

Brittany Tabor
BounceBack Coach
2020

Saint John Office

Dawn O'Dell
Program Coordinator
2009

Nicole McLean
Community Relations Coordinator
2017

Moncton Office

Julie Allain
Manager of Programs
2017

Diana Gregory
Senior Community
Relations Coordinator, 2008

Meaghan Brown
Program Coordinator
2020

Jordan Farquharson
Community Relations Coordinator
2020



CMHA OF NB STAFF

Working: Stronger Together (Charlotte County)



Jennifer Price
Employment Counsellor
2010

Michelle Deveau
Employment Counsellor
2014

Peer Support Consultants

Lauren White
Peer Support Consultant
2019

Isabelle Hébert
Peer Support Consultant
2020

Community Program Coordinators

Denise Miller
Albert & Westmorland Co
2008

Marie-Cécile Léger
Kent Co & Shediac Region
2018

Lisa Cheney
Charlotte County
2017

Martha Chown
Sussex
2018

Kaitee Stairs
Woodstock
2018

Jean-Paul Soucy
Grand Falls
2018

Kimberly Hanot
Edmundston
2019

Cécile Goulette
Restigouche Region
1999

Lucie Robichaud
Acadian Peninsula
1986

Sebastien Belzile
Bathurst
2021

Natalie Thibeau-Rector
Miramichi
2019



STAFF AWARDS

Lucie Robichaud was awarded the Star of her Community by the Dependency Treatment Services of NB. She won the award because of this:

“ Par toutes ses oeuvres, ses programmes et les autres, Lucie, à un grand impact dans la communauté par rapport à la prévention, l'éducation et la sensibilisation aux dépendances et autres.

Elle fait tant de beaux projets, mais je me permets d'en choisir un en particulier. Elle est l'initiatrice de la journée Wow ça me fait du bien de la Péninsule acadienne. Elle a réussi à présenter son beau projet et de s'entourer d'une merveilleuse équipe comme elle le dit si bien. C'est une journée gratuite où les gens de la Péninsule acadienne, de la région Chaleur ou autre peut participer. La journée comprend un accueil chaleureux, des kiosques d'information et différentes conférences où il est question de prendre soin de soi, de penser à nous et le tout dans une simplicité. Les gens sortent de cette journée avec un plein d'énergie. Et avec des trucs, outils d'une valeur inestimable.

Cette journée vaut une distinction par rapport à la prévention des dépendances car nous savons tous que si nous avons une meilleure estime de soi, une meilleure confiance, nous sommes d'avantage prédisposé à prendre de meilleures décisions et choix.

Elle travaille au sein de la communauté depuis au-delà de 30 années (35) et elle est connue dans sa communauté de par son travail et sa belle énergie. Elle est très généreuse de son temps et de ses connaissances et elle n'hésite pas à partager ses connaissances et/ou de travailler en partenariat sur différents projets.

Durant sa carrière elle est reconnue pour son expertise et sa volonté de donner que ce soit, parmi les partenaires de la communauté, dans les écoles, à la radio ou tout simplement auprès de madame et monsieur toute le monde... en d'autres mots Qui ne connaît pas Lucie Robichaud. »

- Théo Saulnier, Coordonnateur des traitements des dépendances et de la prévention du suicide



**For the third consecutive year,
CMHA of NB has been recognized as
an Employee Recommended
Workplace by The Globe and Mail -
Morneau Shepell**



I am reaching out to people, as before I would put it off. It is really good to speak to them again.

- BounceBack participant

COMMUNITY PARTNERSHIP SPOTLIGHT



Government of New Brunswick

BounceBack NB Program, Community Program Coordinators, Provincial Peer Support Program, Suicide Prevention Committees (DOH)

Working: Stronger Together (PETL)

Certified Peer Supports

Capacity Funding (SD)



Alcool NB Liquor

D2R: Dependency to Recovery program



Eastern College

Student summer camp for kids aged 9-15.



BreeLove Counseling

Community Counseling Program



U de M

FIRST Responders Peer Support Training, Certified Peer Support



NBCC

Developing a Mental Health training for policing

Developing a Mental Health certificate



COMMUNITY PARTNERSHIP SPOTLIGHT



New Brunswick Deaf & Hard of Hearing Services

Facilitated programs for the deaf and hard of hearing community.

Funds also provided by United Way Moncton



**United Way
Centraide**

Greater Moncton and
Southeastern New Brunswick

United Way

Training for 2 facilitators and provide 2 LLTTF trainings for their organizations



MONCTON

City of Moncton

Community Counselling Program

**MOUVEMENT ACADIEN
DES COMMUNAUTÉS EN SANTÉ
DU NOUVEAU-BRUNSWICK**



Mouvement acadien des communautés en santé du Nouveau-Brunswick

Delivering “Santé vous bien” for kids in Grade 3



MindCare

Delivering therapeutic programs
(May 2019 - 2021)



Horizon Health Network (Moncton)

Delivering therapeutic programs

*This program has helped me in
knowing when to just listen. Positive
communication. No judgement.*

- Jaime M.



Engaging Families in Recovery participant



ACCESS OPEN MINDS

ACCESS Open Minds is a national research and delivery program on youth mental health. The project has currently 16 sites across Canada. The vision of the ACCESS OM NB project is that youth (ages 11 to 25) who live with mental health challenges should be able to:

GET CARE EARLIER

GET CARE QUICKER

GET BETTER CARE

CONTINUE TO GET CARE AS THEY GROW INTO YOUNG ADULTS

HAVE A VOICE IN THE KIND OF MENTAL HEALTH CARE THEY RECEIVE


The ACCESS Youth Peer Support Fundamentals training was developed by a panel of diverse NB youth. The training consists of eight informative modules formulated to educate peers on both mental health and how to best support their peers. The training was created in collaboration with the ACCESS NB Youth Panel, CMHA of NB and Laing House of Halifax. ACCESS NB also received funding from the New Brunswick Health Research Foundation (NBHRF), the Medavie Foundation and the Université de Moncton.





...Anxiety, Depression, affects us all. We are all in this together! I would like to give a HUGE thanks for CMHA of NB for all the help you give.
- Céline K.
Facebook follower

SOCIAL MEDIA

 **12,662 LIKES**
13,352 FOLLOWERS
1,887,712 REACH
90,362 ENGAGEMENT



1,073 FOLLOWERS



60,462 IMPRESSIONS
7,201 ENGAGEMENT



WWW.CMHANB.CA

79,299 VISITORS
(TOTALLING 458,578 VISITS)
70% NEW &
30% RETURNING

361 SUBSCRIBERS
13,500 VIEWS
1,600 HOURS





Cette activité [It's OK to be Awesome / C'est OK d'être genial] a été très apprécié par les enfants et le personnel enseignant. Le sujet était apporté avec humour et nous avons pu avoir de très belles discussions.

- Annie M.

École Arc-en-ciel



2020 - 2021 HIGHLIGHTS

Music for the Mind
Be Inspired. Be Creative. Show Resilience...



Musicians came together in support of mental health with a new compilation album of songs about resiliency.

IT'S **OK** TO BE AWESOME

Mental wellness videos and podcast teaching kids ways to cope with fear and anxiety.

Made possible by:



**Emergency
Community
Support Fund**



COMMUNITY
FOUNDATIONS
OF CANADA

First Responders Peer Support Training

This program facilitates opportunities for individuals to talk with trained first responder peer supports who can offer educational and social support and provide avenues for additional help if needed.

Pandemic Pivot (Virtual)

Vicarious Trauma for Front Line Workers
Vicarious Resiliency for Healthcare Workers
Learning to Cope for Teens
Mindfulness
Coping Skills for Anxiety
Anxiety Toolbox
Storytime with Miss Amour Love
Grief and COVID-19 Q&A
Dependency to Recovery program
Recovery Talks
Coping with Anxiety of Homeschooling
Q&A Sessions with a Therapist
Money Matters for your Mental Health
Maintaining Routine During COVID-19
Changes During Pandemic
Loneliness and Isolation
Engaging Families in Recovery
Mom Talks
Youth Summer Camp
Well-Being Learning Centre
Holiday Fun Videos