



# ANNUAL REPORT

## 2021 - 2022



**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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## Board of Directors

Amanda O'Sullivan / *President*

Gail Asbell / *Vice President*

Dr. Rice Fuller / *Secretary*

Angela Ellis / *Treasurer*

Roger Stoddard / *Past President*

Christa Baldwin / *Executive Director*

Ken Critchley / *Member at Large*

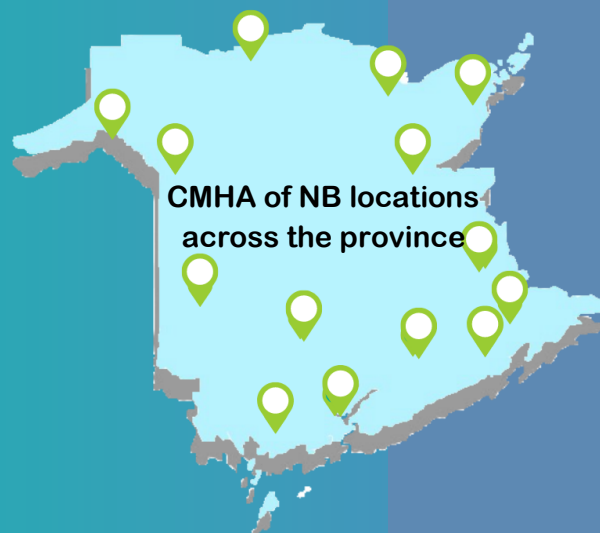
Sean Kinney / *Member at Large*

Erin Fredericks / *Member at Large*

Susanna DeWolfe / *Northeast Rep*

Paulette Levesque / *Southwest Rep*

Sylvette Rousselle / *NB Mental Health  
Consumer Network*



# EXECUTIVE MESSAGE



**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.**

This year 2021-2022, it has been another one different from what we are used to due to the continuation of the COVID-19 pandemic. Canadian Mental Health Association of New Brunswick (CMHA of NB) has welcomed opportunities and prevailed over challenges allowing us to offer support to people living in NB.

Human connection, personal wellness, and timely mental health support are essential to our overall mental well-being. The pandemic ripped that away in some ways and continues to chip away at the mental health of New Brunswickers, now more than ever society needs to be there for each other. The good news is, CMHA of NB has stepped up in a big way, at the beginning of the pandemic when we pivoted to online services within seven days, throughout the pandemic our level of services increased and met the specific needs of our communities; and as the pandemic continues, and people try to get back to some sort of normalcy, CMHA of NB will be there for them too, always assessing the needs of our communities to ensure our programs and services are relevant to those needs.

We believe that early intervention and education about mental health is key to reducing the stigma, and the wait times in the formal health system. The programs and services that CMHA of NB have developed over time, are tried and true in supporting New Brunswickers with mild to moderate mental health concerns.

Our grassroots association has shown flexibility and creativity in not only our offerings of programs and services, CMHA of NB continues to push the envelope and advocate to the New Brunswick government for far better mental health care.

CMHA of NB has been advocating for mental health parity with government and in public policy work for years, and while improvements have been made, We, collectively as a society, can and will do better. We understand people need both physical and mental health for overall wellness. CMHA of NB will keep using our platforms and voices for change and improvements.

The pandemic hasn't ended, and we recognize its impact on people's mental health and overall wellness. We thank the people working at CMHA of NB for the Monday morning virtual calls and for our staff's openness to learnings, changes, and growth. We have learned a lot and applied it to our daily work, the last two years have made CMHA of NB stronger in many ways. Thank you to our valued humans working at CMHA of NB. TOGETHER we ARE making an IMPACT and making a DIFFERENCE in the mental health sector. Our commitment is stronger than ever, AND we stand ready in the opportunity to service all New Brunswickers in the coming years with an even stronger focus.

We are all connected and we all have a basic human right to wellness.



Amanda O'Sullivan  
Board President



Christa Baldwin  
Executive Director





# ABOUT US

## MISSION

As the province-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.

## WHO WE ARE

CMHA of NB raises awareness on mental health and provides 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 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

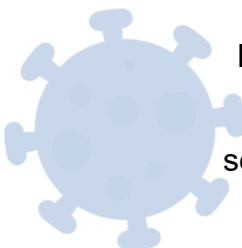
We are a grassroots organization that provides services to all communities in the province such as employment services, peer support, CBT coaching, presentations, programs, support groups, workshops and advocacy with children, youth, adults, including seniors living with mental illness or those in search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

## WHY WE DO

We do it to support 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.

## Our Vision:

***Mental healthy people in a healthy society***



# MEET OUR STAFF

## Fredericton Office

Christa Baldwin, Executive Director  
Kimberly Somerville, Director of Finance and HR  
Kristen Barnes, Director of Operations  
Lori Wheeler, Director of Communications  
Corey Ferguson, Community Program Coordinator  
Connie Locke, Payroll & Benefits Administrator  
Camile Maynard, Office Manager  
Tristan Williams, Research Analyst  
Marco Bonadie, Policy Analyst

## BounceBack (Fredericton)

Dima Devana, BounceBack Program Manager  
Brittany Tabor, BounceBack Coach  
Chloe McKenzie, BounceBack Peer Navigator  
Sophie Beaudette, BounceBack Coach  
Marc Gervais, BounceBack Coach  
Ola Abuzayed, BounceBack Coach  
Jocelyn Mabson, BounceBack Coach  
Shadi Bleiken, BounceBack Coach  
Emma St Onge, BounceBack Coach

## Saint John Office

Dawn O'Dell, Community Program Coordinator  
Nicole McLean, Community Relations  
Coordinator

## Moncton Office

Julie Allain, Manager of Programs  
Luc Couturier, Community Program Coordinator  
Diana Gregory, Senior Community Relations  
Coordinator  
Jordan Farquharson, Community Relations  
Coordinator

## Working: Stronger Together (Charlotte County)

Jennifer Price, Employment Counsellor

Michelle Deveau, Employment Counsellor

## Peer Support Consultants

Lauren White, Peer Support Consultant

Isabelle Hebert, Peer Support Consultant

## Rural Community Program Coordinators

Denise Miller, Albert & Westmorland Co  
Marie-Cecile Leger, Kent Co & Shediac  
Lisa Cheney, Charlotte Co  
Martha Chown, Sussex

Dustin Day, Woodstock  
Jean-Paul Soucy, Grand Falls  
Kimberly Hanot, Edmundston  
Cecile Goulette, Restigouche Region  
Lucie Robichaud, Acadian Peninsula  
Sebastien Belzile, Bathurst  
Natalie Thibeau-Rector, Miramichi

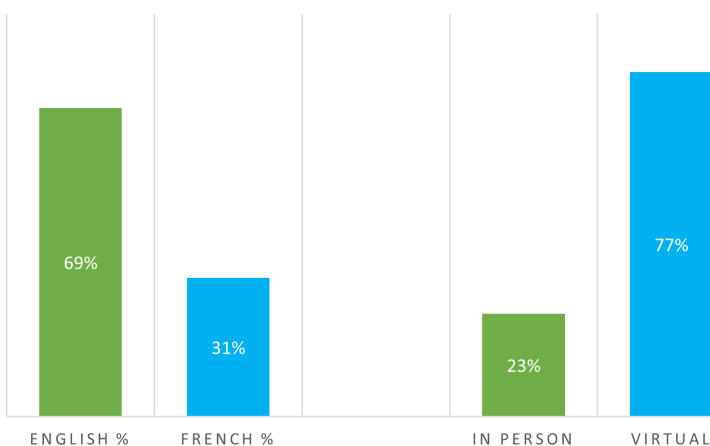
# COMMUNITY PROGRAM COORDINATORS PROGRAM



A sampling of our therapeutic programs offered throughout the province:

- Living Life to the Full
- D2R: From Dependency to Recovery
- Engaging Families in Recovery
- Anxiety & Depression
- Emotional Regulation
- Making Wellness a Priority

## CORE PRESENTATIONS



Our Core Presentations include:

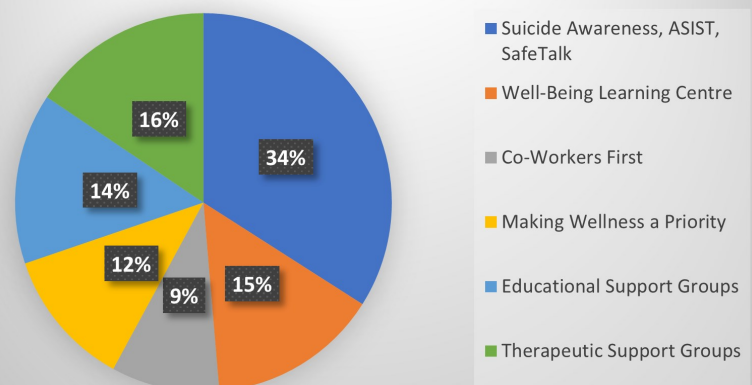
Work-Life Balance, Positive Attitude, Stress Management, Overview of Mental Health, Self-Care, Mindfulness, Mental Health and Resiliency, Coping Toolbox, Overview, Anxiety, Depression, Addictions, and Suicide Awareness.

For a complete list of programs and presentations, please visit [www.cmhanb.ca](http://www.cmhanb.ca)

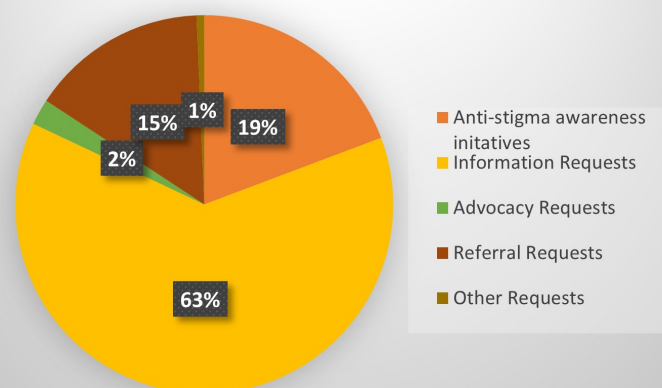
The Community Program Coordinator (CPC) program serves every urban and rural region of New Brunswick. CPC's, 14 in all, offer education through workshops, and training, self-help and support groups, advocacy, awareness, stigma reduction initiatives, special events, community networking, committee work,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

**Here is the usage of some services:**

## Programs and Workshops



## Public Awareness





## 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.

**2021-2022 W:ST helped 362 people**



## PEER SUPPORT PROGRAM



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.

CMHA of NB is excited to have facilitated *Resilient Minds*, an evidence-based skills training and resilience development program designed by and for firefighters.

The Peer Support Consultants were busy this year:

- In May 2021, we facilitated our First Responders Peer Support Training.
- Finalizing the Peer Support program for the Breast Cancer Society
- Revising the First Responders Training
- Working on Family Peer Support

**2021-2022 Peer Support helped**

**1,502 people**



## 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.

**2021 - 2022 BounceBack® coached 384 adult participants; 1523 sessions**

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.

In the first year, BounceBack has been a great success and keeps on growing.

We now have six coaches, and our online platform has been launched.

BounceBack Youth will be launching in the Fall 2022.



## WELL-BEING LEARNING CENTRE

The 2021-2022 fiscal year saw CMHA of NB offer a novel approach to building recovery-oriented health promotion here in New Brunswick with the launch of the New Brunswick Well-Being Learning Centre. This program is built on “Recovery College” frameworks. Recovery Colleges are built on six critical dimensions; educational, collaborative, strengths-based and person centred, progressive, community facing, and inclusive. An adult education paradigm is used to support individuals seeking to build emotional and psychological well-being across multiple dimensions. CMHA of NB participates in a national community of practice for Recovery Colleges and is one of the only sites nationally to offer services in both official languages.

**2021 - 2022 Well-Being Learning Centre helped 320 participants**



# FINANCIALS

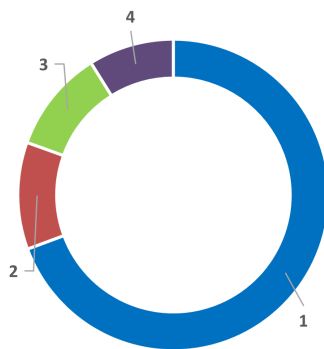
## Revenues

1	● Program Revenues & Grants	\$2,568,519	69%
2	● Other Grants (Subsidy)	\$411,801	11%
3	● Fundraising and Donations	\$393,861	11%
4	● Administration Fees	\$329,110	9%
		<b>\$3,703,290</b>	

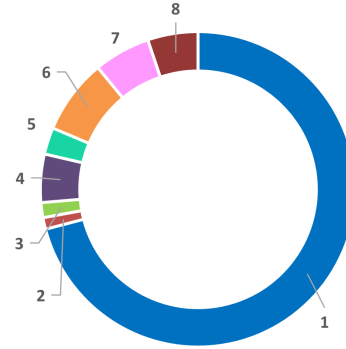
## Expenses

1	● Salaries & Benefits	\$2,629,202	71%
2	● Training & Development	\$44,132	1%
3	● General Office (Insurance)	\$56,890	2%
4	● Building & Equipment (maintenance, Rent)	\$183,469	5%
5	● Travel and Meetings	\$101,851	3%
6	● Materials, Supplies, Other	\$284,828	8%
7	● Advertising and Promotion	\$215,050	6%
8	● Other (Professional Fees, Banking)	\$191,326	5%
		<b>\$3,706,749</b>	

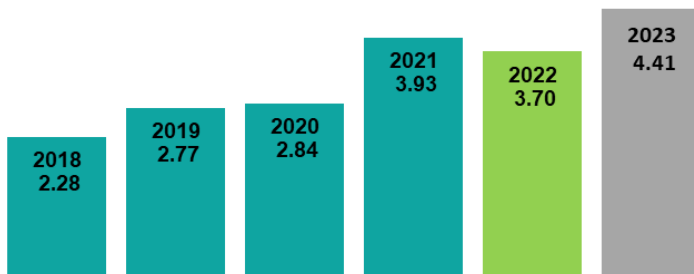
## Revenues



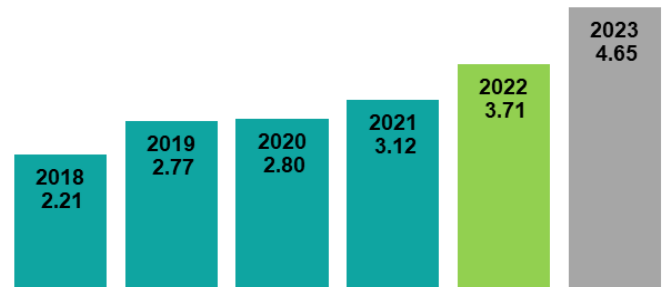
## Expenses



## REVENUES (Millions)



## EXPENSES (Millions)



# SOCIAL MEDIA



**13,371 likes**  
**13,830 followers**  
**1,336,323 reach**  
**51,592 engagement**



**1,200 followers**  
**38,373 impressions**  
**32,901 engagement**



[WWW.CMHANB.CA](http://WWW.CMHANB.CA)

**166,372 visitors**  
**(totalling 1,166,522 visits)**  
**72% New &**  
**28% returning**



**519 subscribers**  
**13,642 views**  
**949 hours**



*PTSD, Anxiety, Depression, affects us all. We are all in this together!  
I would like to give a HUGE thanks to this organization for all the  
help you give :)*

- Facebook recommendation



# 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)



## New Brunswick Deaf & Hard of Hearing Services

Facilitated programs for the deaf and hard of hearing community.



## Eastern College

Student summer camp for kids aged 9-15.



## Université de Moncton

FIRST Responders Peer Support Training, Certified Peer Support



UNIVERSITÉ DE MONCTON

## University of New Brunswick

Research project on women in pandemic and suicidality.



## ACCESS Open Minds

Research and delivery program on youth mental health. ACCESS Youth Peer Support Fundamentals training.



## Green Shield Canada

Update employment education programming.



## United Way

Provided funding for LLTTF project and collaboration with New Brunswick Deaf & Hard of Hearing Services



## ANBL

Provincial D2R: From Dependency to Recovery program.



## Association francophone des aînés du N.-B.,

Francophone seniors project





# FUNDRAISING & EVENTS



In October 2021, a call for Veteran musicians and singer/songwriters to submit their songs for the second edition of Music for the Mind: Veterans' Edition.



A virtual Ride Don't Hide was in New Brunswick! In June 2021, we raised funds through movement challenges. Funds matching partner, J.T Clark Family Foundation helped us raise over \$60,000 towards mental health initiatives for people in need of support throughout our province.



## Award Nomination

CMHA of NB in Fredericton was nominated, and became a finalist in the Charitable Association Award for the Fredericton Chamber of Commerce Business Excellence Awards. This is the second time in the last few years that we have received this honour from our peers throughout the Fredericton and surrounding areas.



## O'Me Nerves Comedy Series

We welcomed back our monthly comedy series, O'Me Nerves at Grimross Brewery in Fredericton. Comedians from all over

New Brunswick come together to create a fun fundraiser in support of mental health... a good belly-aching laugh is good for our wellness!

## Birthday Fundraisers

We are thankful for our followers on social media and some showed support this year...

**\$22,362.90** raised through Facebook Fundraisers!

## Third-Party Fundraisers

Our communities were showing their support for mental health by organizing fundraisers. Some special shout-outs:

- Premiere Mortgages Walkathon
- My Island Run
- Slo-Pitch Tournament
- Rollerblade for Change
- Cycle for Life
- McConnell Transport
- Metal for Mental Health
- Sussex Accounting Service





# ANTI-STIGMA INITIATIVES

Even in the midst of the pandemic, our teams were able to organize anti-stigma events and special events. Here are some from across the province:

- Stop the Stigma
- Soirée Témoignage
- Art in Mind
- Sensibilization au suicide
- Wow ça fait du bien !
- Cultural teaching session in support of culturally safe mental health
- Story Time with Miss Amour Love on Facebook Live



## Testimonial

*There's nothing but a positive impact through Peer Support services. There really isn't anything I can think about them that aren't helpful and uplifting*

- Peer Support Client

