

# ANNUAL REPORT

## 2022 - 2023



**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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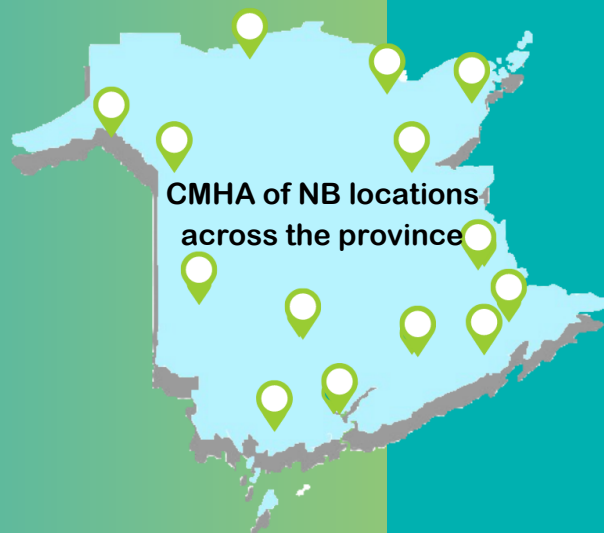
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## **Board of Directors**

- 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*



**CMHA of NB locations  
across the province**

# 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.**



Amanda O'Sullivan  
Board President



Christa Baldwin  
Executive Director

Each year when it comes time to share our successes, opportunities and challenges, it gives us time to focus on “Our Why”, which supports our Vision of “mentally healthy people in a healthy society.

Unfortunately, recent research shows that Canadians’ mental health is worsening.

Canadians affected by the rising cost of living are experiencing higher self-rated anxiety (33%) and depression (32%), higher rates of recent diagnosis of a mood disorder since the pandemic (14%), and higher suicidal ideation (31%).

We know that mental illnesses and substance use disorders will affect one in three Canadians in their lifetime. Of those millions of people, one in three can’t get the care they need and 3 in 4 children can’t get mental health care when they need it.

Since the start of the pandemic 35% of Atlantic Canadians and more than half of Canadians aged 18-24 (61%) reported experiencing a decline in their mental health.

As a conservative estimate, Canadians pay over \$1 billion every year on private psychological services alone. When we can’t afford to pay, often we don’t get the care we need, which can lead to crisis and to the hospital. Did you know that in 2020, nearly 1 in 4 hospitalizations for children and youth ages 5 to 24 were for mental health conditions. In 2018, suicide was the leading cause of death for 10–19-year-olds. All of this in Canada.

A 2021 study by [The Lancet](#) revealed that 75% of children and youth said that they think the future is frightening. This is Our WHY! We want to help create a future that gives hope and excitement for our future.

In reflecting on this past year, we are incredibly grateful for all of our board, staff, volunteers, partners, and communities. While we have seen annual growth for some time, since 2020, CMHA of NB has seen a significant increase in people talking about mental health and dependency, as well as seeking help. We appreciate our team and partners who have supported communities as we have been moving through times of recovery, healing, change, environmental challenges, and financial resource barriers, while also caring for themselves.

This year has been one of connection, purpose, resilience, and innovation. As we have fully returned to in-person service offerings, CMHA of NB has developed and piloted new programs, grown existing services, as well as had a louder voice to promote and advocate for mental health for all. CMHA of NB has been known for direct services, education, and support, however another significant part of work to improve mental health and well-being for New Brunswickers, has been advocacy at all levels. CMHA of NB proudly advocated on parliament hill, provincially, and in our local communities, launching our *National Act For Mental Health*, an advocacy campaign calling for the creation of the promised Canada Mental Health Transfer, a first step towards true and universal public mental health care. The promise of federal funding starting in 2021 with an initial investment of \$4.5 billion over 5 years did not materialize. It is our position that failing to establish the Transfer is an abdication of responsibility on a long-awaited policy and mandate priority. We also have continued our integral work of advocacy and policy work with the New Brunswick Disability Executive Network (NBDEN), striving for inclusion and accessibility in NB.

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Board President



Christa Baldwin  
Executive Director

We are very fortunate to have an amazing Team of [54](#) Mental Health champions located in communities throughout NB. Each and every day they continue their advocacy work, moving forward new initiatives and providing services to more New Brunswickers than ever before. Highlights of their achievements include:

The theme of our 71<sup>st</sup> annual Mental Health Week in May 2022 was the **Importance of Empathy**. Christa Baldwin, Executive Director, CMHA of NB kicked off this week by saying “Now more than ever, being able to emotionally connect with a person, and truly understand without judgement what that person is feeling is vital to a healthy, cohesive society. While mental health in New Brunswick is always at a critical stage, the pandemic has exacerbated people’s mental health; let’s show empathy towards each other and tune in before we weigh in. When we can pause before reacting (showing kindness and compassion) and instead take the time to understand different perspectives we will move to healthier homes, workplaces, communities, and schools.”

In November 2022, we presented our second album *Music for the Mind: Veterans Edition*, an album featuring original songs from Veterans who have found solace in writing and performing music and poetry. It is a 14-track collection of songs about Veterans, inspired by Veterans, for Veterans, and is about breaking the stigma surrounding all aspects of mental health and wellbeing, while showing recovery and resiliency. It is available for download through CD Baby on all music platforms including Apple Music, iTunes, Spotify, Amazon, and YouTube to name a few.

CMHA of NB has led many great programs and services this year through our Community Program Coordinators, serving every urban and rural region of NB, our provincial BounceBack and Peer Support Programs, Working Stronger Together in Charlotte County, and many impactful events across NB.

CMHA of NB is thankful for many stakeholders and individuals who make our work possible including, but not limited to: persons with lived, families, service providers, volunteers, community partners, funders, and policy makers. We invite all of NB to engage in more conversations of mental health, share kindness, and Act for Mental Health by helping us work towards mental health for all!

With existing long waitlists and rising demand for care, CMHA is looking ahead to the November 2023 launch of the nationwide 988: a number for mental health crisis and suicide prevention. The federal government is anticipating a four-to-six-fold increase in calls, and callers need to be referred to services in their own community. 988 will have a direct impact on demand for mental health programs and services in New Brunswick and across Canada.



# 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  
Angela Pond, 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  
Ola Abuzayed, BounceBack Coach  
Jocelyn Mabson, BounceBack Coach  
Shadi Bleiken, BounceBack Coach  
Camile Maynard, 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

Corey Ferguson, Peer Support Consultant

## Rural Community Program Coordinators

Denise Miller, Albert & Westmorland Co  
Marie-Cecile Leger, Kent Co & Shediac  
Lauren Whiteway, 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

The 2022-2023 year has been one of growth, innovation, and resilience for the Community Program Coordinators (CPC's):

- We developed and piloted a new program called Resiliency Works, a program designed to educate, engage, and give tools to individuals who are returning to work after some time away, as well as supporting employers transitioning through the pandemic.
- We continued building and growing our numerous partnerships where we provided regular bilingual educational presentations/workshops that were open to all of their staff.
- We delivered diverse workshops, including ASIST, Changing Minds, presentations, and kiosks to their communities.
- The CPC's continued their partnership with Multicultural Associations across NB, by providing education around Mental Health/Wellness to their clients and staff.
- We've enhanced our partnership with different city police departments across NB by providing the dispatchers and police officers ASIST training.
- Through funding made possible by The United Way of South-East NB, we were able to partner with the New Brunswick Deaf and Hard of Hearing Society (NBDHHS) to provide mental health support to the deaf and hard of hearing community of NB.
- We continued being an active member in different committees across the province including the Suicide Prevention Committees, YouTurn Committee, Community Advocacy/Advisory Committee, Comité de resilience and much more.
- Wherever possible, we worked to have a voice and work with other community members, stakeholders in working towards our passion for changes and growth in the Mental Health/Wellness field.
- Working as a team is very important for us as an organization and we continue to work toward creating strong working teams. With this came the pilot of having CPCs in Zone 1 work toward the same targets/goals for the regions they each collectively covered. With this the team in zone 1 was able to accomplish more reach, and the morale of staff has enhanced.
- This year, the team was yet again excited to be able to continue organizing anti-stigma events across NB. They organized numerous events like; See Me Art Exhibit for the Zone 1 region, Wow! Sa fait du bien, Acadian peninsula area, we all have Mental Health Event in Woodstock, Oui a la vie/Yes to Life in Grand-Falls region, and in collaboration with the Resiliency Committee in Kent, they did a community fun day to celebrate recovery and destigmatize mental illness, among so much more.

Services Provided	Total Participants
<b>Core Presentations</b>	<b>7,832</b>
<b>Other Presentations</b>	<b>294</b>
<b>Suicide Awareness Presentations</b>	<b>1,654</b>
<b>ASIST/SafeTALK</b>	<b>353</b>
<b>Co-Workers First</b>	<b>301</b>
<b>Changing Minds</b>	<b>107</b>
<b>Making Wellness A Priority</b>	<b>468</b>
<b>Engaging Families In Recovery</b>	<b>19</b>
<b>Living Life To The Full</b>	<b>187</b>
<b>Other Support Groups</b>	<b>369</b>
<b>Anti-Stigma Awareness Initiatives</b>	<b>10,110</b>
<b>Public Awareness</b>	<b>50,090</b>
<b>Total</b>	<b>71,784</b>

The Working: Stronger Together team has been very busy this year, we moved our offices to a new location in April 2022. We have been working on developing a Career Development Hub for the Charlotte County area. Our new location is housed within a Community Hub space and is open daily to the public. We were able to secure a grant from the Fundy Community Foundation in the amount of \$11,200.00 and another grant from the Eastern Charlotte Municipality in the amount of \$800.00 to purchase laptops, tables, and seating for the public to use for job search, resume and cover letter creation, zoom meetings/interviews, etc.

During the fiscal year, the Working: Stronger Together program has served **315** clients with **312** of them having developed action plans and have assisted with **63** becoming employed, self-employed, or entered post-secondary education.

## 2022-2023 W:ST helped **315** 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 or integrating their recovery in their work is to inspire hope, act as a role model, a source of motivation and inspiration, as well as support and educate those living in situations similar to the ones being shared. Peer Supports complete a 119-hour Certified Peer Support training program, recognized by the Continued Education Branch of Université de

Moncton, to help them acquire the knowledge and skills they need to carry out their specific role as peer supports in a professional manner.

New this year:

- Successfully piloted our first Community Peer Support Workshop targeted towards community organizations and activity centers across our province, with 17 participants who completed the training
- CMHA of NB has been selected to participate in a National Pilot Project for Campus Peer Support. We have teamed up with the University of New Brunswick to offer Peer Support services on both the Fredericton and Saint John Campuses. CMHA of NB will be involved in this project over the next 4 years and look forward to facilitating the training for other New Brunswick educational institutions.
- Our program took on two new portfolios: CMHA of NB's Recovery College and The National Standard of Canada for Psychological Health and Safety in the Workplace (the Standard).
- Hosted a Professional Development conference with guest speakers on Best Practices for our Certified Peer Support Workers.
- Facilitated our First Responders Peer Support Training to 12 successful graduates of Provincial First Responders.
- Facilitated 2 Certified Peer Support Trainings with a total of 21 graduates.
- Upcoming News:
- We are thrilled to announce that our team is growing with the launch of our Community Peer Support Worker positions. This will be piloted in 3 regions across NB!



# 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.

CMHA of NB's BounceBack service is a free skill-building program designed to help anyone aged 15+ manage low mood, mild to moderate depression, anxiety, stress or worry. The program is delivered over the phone with a coach or through online videos. Participants in the BounceBack program get access to tools that support them on a path to mental wellness. One of the main principles of the BounceBack program is that a person's mental wellness should not have to wait. Tools, coaching, and services should be available and accessible to help someone reclaim their mental health or work towards mental wellness when they are struggling.

Research from this service suggests that symptoms of depression and anxiety are significantly reduced at program completion.

The program allows primary care practitioners or mental health professionals to refer patients who may benefit from a self-directed approach and allows them to focus on patients who require a more intensive treatment.

The program also allows for clients to self-refer should they identify their own need of accessing mental health support services.

In December 2022, BounceBack launched the youth program available for individuals ages 15 years or older. A primary care practitioner, as well as a school counsellor, can submit a referral on behalf of their client.

The BounceBack team spent a total of 15,145 minutes providing coaching over this past year.

Throughout the course of accessing services, the average self-reported mood of clients participating in BounceBack grew from 5.5/10 to 8/10 this past year, with a 23.1% change of improvement of mood.

As BounceBack continues to grow in New Brunswick, CMHA of NB has recently worked with CMHA of BC, in response to an emerging need, to launch a secondary referral stream, which has created a pathway for regulated mental health professionals (I.e. Social Workers, Counsellors, etc....) to take clinical responsibility for participants increasing accessibility for those who do not have immediate access to a primary health care provider.

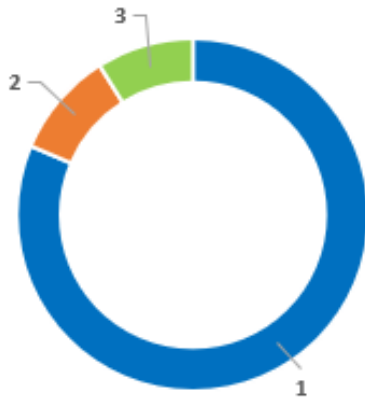
**Coaching Sessions completed: 847**

**Bounceback Direct Program Outreach Services: 820 Service Providers**

**Online Participant Services Accessed: 520**

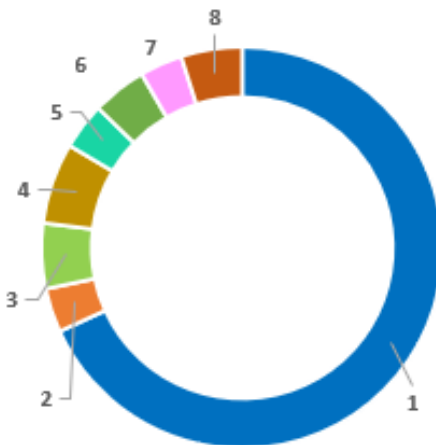
# 2022-23 FINANCIALS

## Revenues



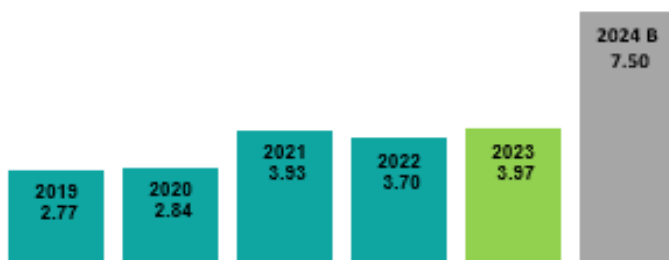
1	● Program Revenues & Grants	\$3,228,211	81%
2	● Fundraising & Donations	\$385,707	10%
3	● Administration Fees	\$352,873	9%
		<b>\$3,966,791</b>	

## Expenses

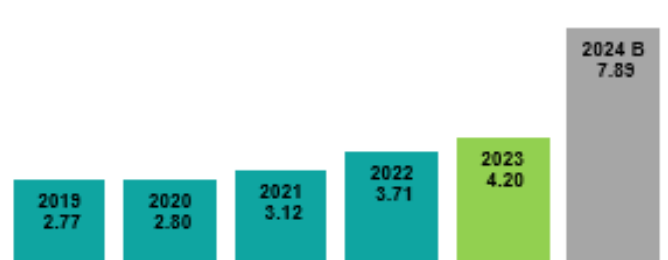


1	● Salaries & Benefits	\$2,864,743	68%
2	● Training & Development	\$149,198	4%
3	● General Office	\$221,046	5%
4	● Building & Equipment	\$274,009	7%
5	● Travel and Meetings	\$157,687	4%
6	● Materials, Supplies, Other	\$184,713	4%
7	● Advertising & Promotion	\$144,309	3%
8	● Other (Admin & Professional Fees)	\$206,481	5%
		<b>\$4,202,186</b>	

### REVENUES (Millions)



### EXPENSES (Millions)



# SOCIAL MEDIA



 **13,956 likes**  
**15037 followers**  
**204,800 reach**  
**67,000 engagement**

**1,369 followers**   
**4,991 Unique accounts reached**

 [WWW.CMHANB.CA](http://WWW.CMHANB.CA)  
**179,853 visitors**  
**(totaling 797,774 visits)**

**650 subscribers**   
**13,500 views**  
**969 hours**



# 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



## 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



CD, CD Launch and Showcase raised \$4500

## Birthday Fundraisers

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

**\$9932.00** raised through Facebook Fundraisers!



## O'Me Nerves Comedy Series

The O'Me Nerves Comedy Series was retired in May 2022 after raising over \$25,000 in 5 seasons.

## Third-Party Fundraisers

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

- Acadie/Stream (\$6800)
- Community Support Publications (\$53K)
- Ms. Amour Love Perth Andover Gala (\$500)
- Slo-Pitch for Mental Health Softball (\$3061)
- Marwood Annual Dave Harris Memorial Golf Tournament (\$1500)
- Mental Health Flash Tattoo Initiative (\$445)

