



RE

IMPACT REPORT 2020

STILL

ENCE

RESILIENCE



RESILIENCE is the ability to get through hard times. And 2020 threw our organization, our country and our world into the depths with COVID-19.

Those who fare well in the face of trauma, adversity or stress have something in common: resilience. Resilience is the ability to cope with difficulty, and also to embrace it—and even to allow for profound personal growth. At the Canadian Mental Health Association, we are resilient in the face of adversity.

In responding to the crisis, we have reinforced the very stuff we're made of. We have intensified public calls for mental health system transformation, and we have sounded the alarm on an echo pandemic of mental health issues. With creativity and compassion, we have created new services, launched new

programs and expanded the virtual mental health supports we offer. We have seen corporate leaders like Bell Canada, Zurich Canada, Capital One, RFA Mortgage Corporation and Rexall step up with funds to help CMHA meet unprecedented needs. We have heard the topics of mental health and equity dominate everyday conversations. Together, we have done more than simply cope.

CMHA has shown immense resilience in helping the people of Canada respond to this crisis. We were there, we are here, and we will go on being here.

Together, we will **RECOVER**.

RESPONDING TO THE MOMENT

Canadians are living through an unprecedented time of extreme national anxiety. Even before the pandemic hit, we were grappling with the mental health impacts of climate change, systemic racism and economic uncertainty. And there were gaps in the system.

1.6 million people had unmet mental health needs

COVID-19 has widened persistent mental health inequities, making things worse for those who were already vulnerable, according to new research from CMHA, UBC and the UK Mental Health Foundation.. Since the outbreak:

Mental health has declined in:



Suicidal thoughts are on the rise in many groups:



1 in 20
general population

1 in 5
who already had a mental illness or mental health issues

1 in 7
who identify as LGBTQ+

1 in 6
Indigenous people

1 in 7
people with a disability

1 in 10
parents of children under 18

Hope makes it possible to imagine a positive future for oneself and one's community. Despite the stress, many are finding ways to protect their mental health:



59%
are exercising



56%
connecting with family and friends



43%
maintaining a healthy lifestyle

But the way forward is not through individual measures alone. It will require challenging inequality, privilege, colonization and injustice. We need collective efforts to improve social conditions, increase community supports and position ourselves for **RECOVERY**.

TAKING RESPONSIBILITY

We identify and respond to Canada's most pressing mental health priorities. At the national level, we push for nationwide system and policy change. At the community level, millions of people in Canada rely on CMHA's extensive grassroots presence.



1
National Office

11
Provincial/
territorial
divisions

75
Local
branches/
regions



5,000
Staff

11,000
Volunteers and
members in over
330 communities

CMHAs in 330 communities offer a range of programs, services, supports and expertise, and work in mental health priority areas:

100%
Mental Health
Promotion

84%
Suicide
Prevention

84%
Youth

80%
Peer Support

56%
Addictions &
Eating Disorders

43%
Campus
Mental Health

43%
Community
Research

31%
First Responders
and Veterans

A HELPFUL RESOURCE



We are a go-to source for accessible, reliable mental health information and resources to help all people in Canada be mentally healthy.



Over
4.6 million
website users in the past year



Over
132,000
social media followers (up 48%).



Over
25,000
news stories across Canada
(up 32%)



Over
7.5 billion
earned media impressions (up 168%)



Over
250,000
visits to our COVID-19 and Mental
Health web pages



Over
78,000
brochures printed or downloaded

STAY CONNECTED



@CMHA.ACSM.National



Canadian Mental Health Association



@CMHA_NTL



@cmhanational



www.cmha.ca



info@cmha.ca

RAPID RESPONSE AND INNOVATION

As researchers, program providers, insurers and consultants all flock to the workplace mental health space in the wake of the pandemic, it has become clear: a mentally healthy workforce will be key to our country's recovery.

\$1.62 – \$2.18

ROI on investments in workplace mental health programs



With the support of Canada Life, CMHA provides employers and unions with in-depth training, practical resources and valuable support to address and improve psychological health and safety in the workplace.

850+

Psychological Health and Safety Advisors certified since 2015

We took things virtual in 2019/20 to meet the ever-changing needs of Canada's workplaces:



430+

new Psychological Health and Safety Advisors trained



90%

of trained advisors felt confident in their workplace psychological health and safety knowledge



Launched a new virtual
Community of Practice for advisors



100+

advisors joined virtual meet-up on crisis response and recovery



Organizations that see a return on investing in their employees' mental health come to CMHA for custom workplace solutions. In 2019/20 CMHA offered:

7
workplace
mental health
panels

25
webinars
and training
sessions



Not Myself Today is a proven workplace mental health initiative that is needed now, more than ever. Through attention-getting materials like mood buttons, learning activities, tools and resources, the program educates employees about mental health, reduces stigma and fosters safe and supportive cultures in public, private and not-for-profit organizations, big and small.

84%
reported
increased
awareness and
compassion
about mental
health

90%
saw decreased
stigma

94%
said the program
helped create a
better workplace



New learning modules based on
**5 core pillars of
mental health:**

Learning the Basics, Working
with Emotions, Addressing Stress,
Building Culture and Talking Openly



344
participating
organizations

326,512
employees across
Canada and beyond



Launched a new virtual
Community of Practice
for program Leaders and
Ambassadors



Created
**Caring and Coping
in Crisis newsletter**
to address the pandemic and the
rapid changes to the way we work

“Since launching Not Myself Today, it has taken on a life of its own. Deployment is simple, and our employees fully embrace the learning opportunities. Awareness materials and toolkit items are now found across all corners of our three campuses.”

*Sarah Gauens, Inclusion and Diversity Specialist,
Algonquin College*



First responders are on the frontlines of the pandemic. In partnership with CMHA Vancouver-Fraser, Vancouver Fire Rescue Services, FIREWELL and the Canadian Institutes of Health Research (CIHR), Resilient Minds is giving first responders a toolbox for managing stress and trauma. The evidence-informed, peer-to-peer, skills-building program was designed by and for career and volunteer firefighters in BC and is spreading across Canada in 2020.

“I no longer internalize traumatic events that I encounter as a firefighter. I am thankful that Resilient Minds was available to me.”
Firefighter

- 95%** learned better ways to deal with stress
- 100%** felt more prepared to respond to a citizen or colleague’s mental health issues
- 92%** were quite/very likely to recommend the course to other firefighters



To address the increased need for remote mental health support during the COVID-19 crisis, Bell Let’s Talk donated \$250,000, plus \$1 million to expand BounceBack in 2020. The free, guided self-help program launched by CMHA BC in 2008 helps people aged 15+ manage low mood, mild to moderate depression, anxiety, stress and worry. Already proven and funded by governments and partners in British Columbia, Ontario and parts of Manitoba, the cognitive behavioural therapy (CBT)-based program has seen over 92,000 clients referred. The Bell Let’s Talk donation will bring BounceBack to the rest of Canada.

- 50%** reduction in depressive and anxiety symptoms at program completion
- 96%** of BC participants were satisfied
- 93%** would recommend it to a friend
- 95%** of Ontario participants liked receiving the service by telephone
- 88%** said it helped them make positive life changes

“This program was a lifesaver for me... clear, concise and very easy to put into practice.”
BounceBack participant



We are working closely with the Mental Health Commission of Canada (MHCC) to reimagine HEADSTRONG for the COVID-19 context and beyond. An evidence-informed nationwide youth anti-stigma initiative created by the MHCC in 2014, HEADSTRONG uses a summit-style model of engagement to bring together youth and school leaders to develop mental health champions. With the support of RBC Foundation and in close collaboration with the MHCC we are:

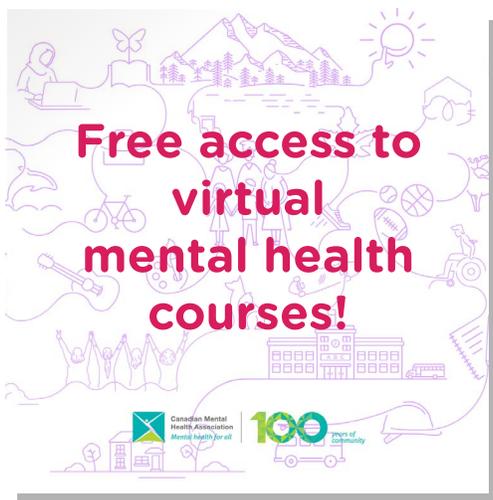
- ➔ Working with CMHA branches, regions and divisions to increase youth engagement.
- ➔ Collaborating with community partners to bring HEADSTRONG to more youth in Canada.



RBC Foundation

With support from the RBC Foundation, Robb Nash Project, MHCC and our National Youth Advisory Council, CMHA developed an online course to help adults support the mental health of youth. It is designed to teach school staff, parents and others working with youth what to do and say when a youth reaches out for or needs mental health help.

This free, bilingual educational resource was developed to support those running HEADSTRONG summits and Robb Nash Project SuperShows, and will be available at cmha.ca for anyone supporting youth.



When lockdown and self-isolation measures hit, **CMHA recovery colleges and well-being learning centres** quickly brought their innovative learning environments online. In partnership with Ontario Shores, CMHA is working to expand the number of centres across Canada to 20 by 2021. These unique, safe spaces bring together people with lived experience of mental health issues, peers, family members and mental health professionals to co-produce and co-deliver courses that support well-being and recovery.



12
centres operating across Canada



98%
of Calgary students reported feeling a “sense of belonging” in their course



95%
of Winnipeg online students said they would take another course



50+
free online mental health courses offered per month



Thriving
Community of Practice

“The information was useful and provided me with tools I can use in everyday life to better my physical, spiritual and emotional growth.”

Learning Centre student

RESPECTING EXPERIENCE

At CMHA, we respect the knowledge and wisdom that come from real-life experience. People are at the centre of our approach.

Peer Support Canada

Peer support is emotional and practical support between two people who share common life experiences, such as living with a mental illness or mental health issue. Peer Supporters use their lived experience to act as a kind of recovery guide for their peers. The national certifying body for peer support, Peer Support Canada certifies peers who provide support to others by empowering them, inspiring hope and building deep mutual understanding and trust.

25
peer supporters
certified in the
past year

62
candidates in
the process of
certification



In partnership with The Co-operators, created a **campus peer support training** with and for post-secondary students

PEOPLE WITH LIVED EXPERIENCE OF MENTAL HEALTH ISSUES

For more than two decades, the National Council of People with Lived Experience has worked with CMHA and its National Board of Directors to ensure that lived experience guides our work. The NCPL is comprised of volunteers from across Canada who have direct lived experience of mental health and/or addictions issues.

YOUTH EXPERIENCE

The National Youth Advisory Council first convened in 2020 with a mandate to integrate youth voices and experience into policies and initiatives meant to serve their needs.

 launched **federation-wide network of CMHA staff** across Canada who work on youth initiatives

INDIGENOUS KNOWLEDGE

Indigenous staff, volunteers and allies help CMHA ensure its programs are culturally safe and meaningful. At CMHA locations across Canada:



69%
have staff and volunteers participate in Indigenous Cultural Awareness Training



67%
have Indigenous staff



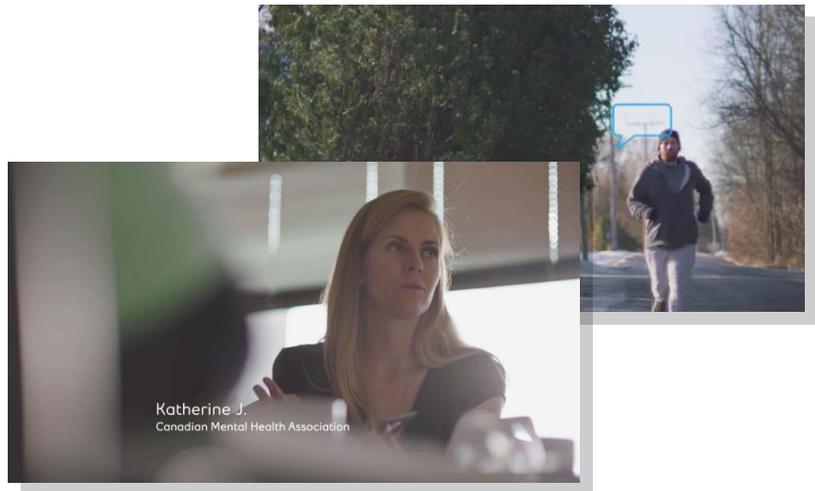
38%
offer Indigenous-led programs or services

ALWAYS AT THE READY

The pandemic has brought new fears and new terms—from social distancing to flattening the curve. With so much noise out there, people in Canada have flocked to responsible, reliable sources like CMHA. We address and respond to the nation’s most pressing issues in mental health.



We kicked off 2020 in the spotlight when CMHA was named one of eight outstanding mental health organizations making a difference in Canada. We were featured in the Bell Let’s Talk Day nationwide campaign with a CMHA ad that aired widely across the country, supported locally by CMHAs on social media and through local events.



2 research papers in partnership with Women’s College Hospital on Muslim Women’s Mental Health and Gender and Supervised Consumption Sites



5 mental health policy workshops for funders and stakeholders



Led a comprehensive literature review for the Mental Health Commission of Canada on mental health needs in the Canadian criminal justice system



Released statements on Police and Wellness Checks and Universal Basic Income



Presented to the Standing Committee on Finance on sustainable funding for evidence-based mental health care.



Advocated to the Federal Government for caution in allowing medical assistance in dying solely for mental health reasons.

#GetReal

May 4-10, 2020



#GetReal and #MentalHealthWeek trended in the top spots in Canada

After 69 years, CMHA's Mental Health Week has become a Canadian institution. In 2020, the pandemic introduced widespread social isolation at a time when we'd planned to champion social connection. We rapidly updated our evidence and messages to meet the moment and struck a chord with all levels of governments and the grassroots. After five years of #GetLoud, we asked people to #GetReal about how they feel and connect with each other. Connecting with others doesn't just feel good—it's good for our mental health.

"And this year, the Canadian Mental Health Association is encouraging Canadians not to just 'Get Loud' about mental health, but to 'Get Real' about it... Our mental health is just as important as our physical health. So, we need to speak openly about it."

Prime Minister Justin Trudeau



443 million

hashtag impressions



100+

posts and videos from Parliamentarians



348,000

visits to mentalhealthweek.ca (up from 200,000)



27,788

toolkit downloads (up from 25,817)



3971

news stories (up from 2279) and 536 million media impressions (up from 147 million)

I'm fine, thanks.

What I really mean is:

I'm not feeling like myself right now and I'm worried about my family's health and what's going on with my work and I'm really not coping and I need someone to talk to.



#GetReal

mentalhealthweek.ca

I'm fine, thanks.

What I really mean is:

I'm grateful for your friendship because I know I can always count on you and that means the world to me and makes me feel like I can conquer anything.



mentalhealthweek.ca

I'm fine, thanks.

What I really mean is:

I have been up all night with two little kids and I am basically running on coffee and I feel like I've been run over by a truck and I'm so tired I can't even think straight.



#GetReal

mentalhealthweek.ca



The 4th annual MH4A conference was held in Toronto in the fall of 2019. Its theme, **Connection Interrupted: Restoring Mental Health in a Fractured World**, explored how reconnecting with our roots and with each other can shore up our mental health.

Now in its 5th year, CMHA’s Mental Health For All Conference has become a must-go mental health event in Canada. When we developed the theme for 2020—**Hope in an Age of Uncertainty**—we did not know how uncertain things would soon become. When the pandemic hit, we stayed hopeful that we would find a new way to gather and planned our first-ever MH4A Virtual Conference for October 20, 2020.

At our 2019 conference:

 **92%** found the conference theme relevant

 **82%** said their personal learning objectives were met

 Dr. Vikram Patel, internationally renowned physician and mental health policy leader, gave keynote address to a **standing ovation**

“Dr. Vikram Patel’s keynote was incredible and moving. I think everyone in the audience learned something that day.”

MH4A Conference delegate

PLANNING FOR RECOVERY



Working toward mental health recovery is at the heart of our work. As the most established, most extensive community mental health organization in Canada, CMHA has used this voice to call for a long-term mental health COVID-19 recovery plan. All Canadians—especially the most vulnerable—need access to mental health care, no matter where they live.

CMHA testified to the Standing Committee on Health for a **mental health perspective** on the Canadian Response to the Outbreak of the Coronavirus



Below: Margaret Eaton National CEO, CMHA, before the Standing Committee on Health



As a member of the Canadian Alliance for Mental Health and Mental Illness (CAMIMH), we released a **Mental Health Action Plan** with 6 policy asks for the COVID-19 context and beyond



Released a policy brief on **Mental Health and COVID-19: Heading off an Echo Pandemic** with 8 recommendations on an equitable recovery



Submitted a pre-budget submission to the Standing Committee on Finance with 4 recommendations on a **countrywide mental health recovery plan**

A SUPPORT NETWORK TO RELY ON



Ride Don't Hide is CMHA's flagship fundraising event—a mental health bike ride that has raised \$10 million for mental health in local communities over ten years.

When the pandemic hit, the ride changed course and became **Ride Don't Hide, Virtually**, asking people to **ride outside, ride inside or ride in spirit**. Participants rode, ran, meditated, gardened and danced their way to taking care of their mental health and raising funds to support mental health programs and services in their own communities. Thanks to Ride Don't Hide Wellness Partner, Medicine Shoppe Pharmacies.



5
national livestreamed
community events



19
virtual locations



5332
donors



\$561K
raised for community
services and programs



FUNDERS + DONORS



Patricia Foster Estate



Western University
Greek Community



FUNDERS + DONORS



Kaatza Foundation



Kim Alreds



The next generation of wealth.

Tim O'Heron
Charitable Trust

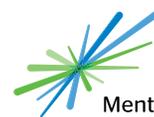


CATALYST AGENTS

VOLUNTEERS

National Board of Directors
National Council of Persons with Lived Experience
National Youth Advisory Council

STRATEGIC PARTNER



Mental Health
Commission
of Canada

Commission de
la santé mentale
du Canada

Financial statements are available at www.cmha.ca.



RE COVERY