

Annual Report 2019 / 2020

CANADIAN MENTAL HEALTH ASSOCIATION
WOOD BUFFALO REGION



Canadian Mental
Health Association
Wood Buffalo
Mental health for all



TABLE OF CONTENTS

CANADIAN MENTAL HEALTH ASSOCIATION

WOOD BUFFALO REGION

ANNUAL REPORT 2019 / 2020

A Message from CMHA WB Executive Director.....	3
Our Mission, Vision, Values.....	4
Embracing Lived Experiences to Educate and Inform.....	5
Innovation.....	8
Excellences.....	9
Thank You To Our Community.....	10
Thank You For Your Support.....	12



Canadian Mental
Health Association
Wood Buffalo
Mental health for all

A MESSAGE

I entered this role in December 2019 and was excited to have such an incredible opportunity to work with such a well known and vital social profit in our region. I am a registered Social Worker and have spent much of my career working in mental health and addictions. I have a strong passion for Fort McMurray, and for the social profit sector, including the work that CMHA does in our community.

This year has brought unprecedented challenges and disruption to our agency and community that we could never have prepared for. In March of 2020 we closed our doors to the public thinking we would close for a short amount of time to reduce the spread of COVID-19. Never in our wildest dreams did we think that our doors would remain closed for almost eight months while dealing with a global pandemic, that locally we would also have to deal with a devastating flood that would shake our community to our core. The CMHA Wood Buffalo Recovery College and Welcome Centre was flooded, and although we did not experience significant damage, the repair timeline was extensive.

The pandemic and Spring 2020 Flood have caused significant impacts financially, mentally, emotionally, and spiritually to our community, and its residents. Although we will all individually cope with this pandemic and disaster differently, it undoubtedly is a very traumatic experience for our region, considering that our community is still in recovery from the 2016 wildfires. There is a concern around how the pandemic and the flood will layer the complexities and the psychosocial impacts that we are experiencing in our region. However, we have also learned immensely from our recovery response effort. Fort McMurray has proven how resilient we can be as a community when we focus on collaboration across all sectors. We have learned from our recovery response the various types of programs and services that were needed post wildfire, and are now able to draw upon those experiences, and mobilize our learnings to provide evidence based response post pandemic and flood.

Throughout this challenging year, it was such a privilege to watch the incredible love and dedication of the CMHA team for this region and the individuals that we serve. I was truly in awe of how steadfast the team remained in their desire to support the community through the pandemic and flood, and how quickly they mobilize their service delivery to an online format to create a network of support for individuals, while also creating a broad reach in our region. CMHA continued to be a beacon of hope for those who needed it the most, continuing to advance the mission of our agency.

Although there is still much uncertainty around what the future holds for us as we embark upon the second wave of the pandemic, I know for certain, that CMHA Wood Buffalo will be here to meet the mental health needs of the community. We will remain strong in our commitment to advancing mental wellness and recovery in our region. With such strong Board Leadership, unwavering team commitment, and impactful programs and services, I am confident that CMHA will continue to rise as a leading mental health provider. I look forward to a year of strong collaboration across our sector to advance mental health service delivery for all demographics in our region.



Amanda Holloway, BSW, RSW
CMHA Wood Buffalo
Executive Director

OUR VISION, MISSION, AND VALUES

Our vision defines the overall outcome that we are working towards.

Our mission describes our purpose and unique contribution.

Our values are the key beliefs and principles that underlie our thinking and actions.



Mentally healthy people in a healthy society.



As a leader and champion for mental health, CMHA Wood Buffalo provides services and facilitates access to the resources people require to maintain and improve mental health. Our efforts promote community integration, build resilience, and support recovery from mental illness and addictions.



1. Embracing the voice of people with mental health issues
2. Promoting inclusion
3. Working collaboratively
4. Influencing the social determinants of health
5. Focusing on the mental health needs of all demographics
6. Using evidence to inform our work
7. Being transparent and accountable

BOARD OF DIRECTORS 2019/2020

Charles MacDonald / Chair

Carina Van Heerde / Vice Chair

Consuelo Alfaro / Secretary

Caitlin Hardes / Treasurer

Directors:

April Breadmore

Darin Reeves

Diane West-Walsh

Mandi Gupta

Nikita Proulx

Tyler MacDonald

EMBRACING LIVED EXPERIENCES

RECOVERY COLLEGE

Bringing together the expertise of people with lived experience of mental health and substance use problems, along with the expertise of professionals to collaboratively co-develop and co-deliver courses that are relevant and highly valued by the community.

700 unique individuals served through the Recovery College

107 courses delivered

15 unique courses developed

34% male **66%** female

98% reported the Recovery College was easy to access

99% felt welcome

97% felt they had an opportunity to contribute

97% of students reported they will return to the Recovery College

98% would recommend Recovery College programs

91% reported they felt more confident

75% of students reported they made a new connection

79% reported they felt more confident to socialize

TO EDUCATE AND INFORM

Recovery College Wood Buffalo Courses

Bouncing Back

Road to Recovery

Self-Compassion

When Hearts Yearn

Get Grounded

Building Better Boundaries

Art of Friendship

Conversations That Matter

Compassionate Communication

Regulating Our Emotions

Confront the Discomfort

Empowering Helpers

Living Life the Full

www.recoverycollegewoodbuffalo.ca

CANADIAN MENTAL HEALTH ASSOCIATION
recovery college
WOOD BUFFALO

“ [Recovery College] supports the community in so many different ways; anyone can come in through the door. You're going to get a smile and a hello as soon as you walk through the door. Everyone wants to feel cared about.”

EMBRACING LIVED EXPERIENCES

FAMILY PEER

Caregiver Connection is a peer-led support for families caring for members impacted by mental health illness or mental health concern.

One-on-One Peer Support

Parents and caregivers of someone with a mental illness or mental health concerns can make an appointment with a trained peer to talk about their struggles and to share their experience, find community resources and learn skills to better care for someone. One - on - one peer support is not counselling, but provides support and understanding to those who care for others.

Community Educations

Caregiver Connections hosts presentations and courses, attends community events and partners with community organizations to share resources, educate the public on caregiving and help increase awareness of caregiver rights. Agencies, healthcare providers and community members can schedule or attend a community presentation.

Community Resources & Partnerships

The Hub Family Resource Centre
Dickensfield Public School
Support 4 Moms Society
Lights Apparel

“The members on here are amazing. I've realized I'm not alone and actually helping others in my position makes me feel like I have something to give.”

WELLNESS PROGRAM

CMHA believes that good mental health is essential to overall health and well-being. Whether you are managing a mental illness, supporting someone you care about, or looking to build your own overall health, we can help by building mental health skills and resilience through **Education and Training**.

Community Partnerships

Alberta Health Services
Regional Municipality of Wood Buffalo
Keyano College
MACOY (Mayor's Advisory Council on Youth)
Community Plan on Homelessness Funded Agencies
Junior Oil Barons
YMCA Beat the Winter Blues

Senior Support

Food hamper delivery in partnership with St. Aidan's Society
Grand OI Opry Christmas Party Committee

Mental Health and Suicide Prevention Workshops



MENTAL HEALTH FIRST AID

A two-day course that teaches about mental health and mental illness. Participants will learn how to offer first aid to a person experiencing a mental health crisis.



ASIST

A two-day course that trains participants to support a person at risk of suicide and offer suicide intervention.



STRAIGHT TALK

A half-day workshop for people working with youth ages 12-24. Participants learn about risks and protective factors specific to young adults.



TATTERED TEDDIES

A half-day workshop that alerts individuals to warning signs indicating risk of suicide in children. Participants will learn how to talk with a child and connect them with an appropriate helper.

EMBRACING LIVED EXPERIENCES

SCHOOL OF PEER SUPPORT

A mentorship program hosted by CMHA Wood Buffalo School of Peer Support that shares learned and lived experiences with mental health and / or addiction issues with the goal of supporting the community and making a difference.

We provide **70** hours of free training and **50** hours of supported internship and opportunity to connect to the Peer Supporter Community of Practice.

Peer support helps us improve the lives of people living with a mental health and / or addiction challenge. Graduates of the program use their newly gained skills to support others one-on-one, through groups or as ambassadors and educators.

Course training and materials covered involve insights into how good relationships require the use of effective communication tools and skills. Participants gain insight into why people may misinterpret us or respond the way they do, improve your personal understanding and awareness, and learn how to get the most out of all relationships, and how to use recovery to help support others live a fully productive and joyful life.

We explore a series of topics related to the changes that take place on the journey from a mental health concern or while caring for others. We have developed strategies that will help participants accomplish goals, and live life beyond a mental health challenge, or the challenge of a loved one.

2019/2020 School of Peer Support



15 Individuals
Enrolled in Peer
School



10 Peer School
Graduates

CONSUMER ADVOCATE

The Consumer Advocate works with people with lived experience of mental illness, and their families and other caregivers, to find the services and supports they need. The Consumer Advocate has the responsibility of responding to the needs of mental health consumers in the community. The Advocate works closely with Mental Health Services in the community, Community Mental Health Outreach (CMHO) team at AHS, regarding patient discharge planning and integration back into the community.

Support Available:

- Help with financial assistance applications and appeals.
- Referrals to free and low-cost therapy and counselling services.
- Mental health education and support for caregivers.
- Help locating affordable housing and subsidies.
- Help with landlord/tenant concerns.
- Help locating programs for mental health recovery, education, or employment training.
- Other supports, unique to your own needs.



18 unique individuals
accessed Consumer
Advocate and were
supported

**Consumer Advocate Made Possible
by Primary Funder:**



**Alberta Health
Services**

INNOVATION

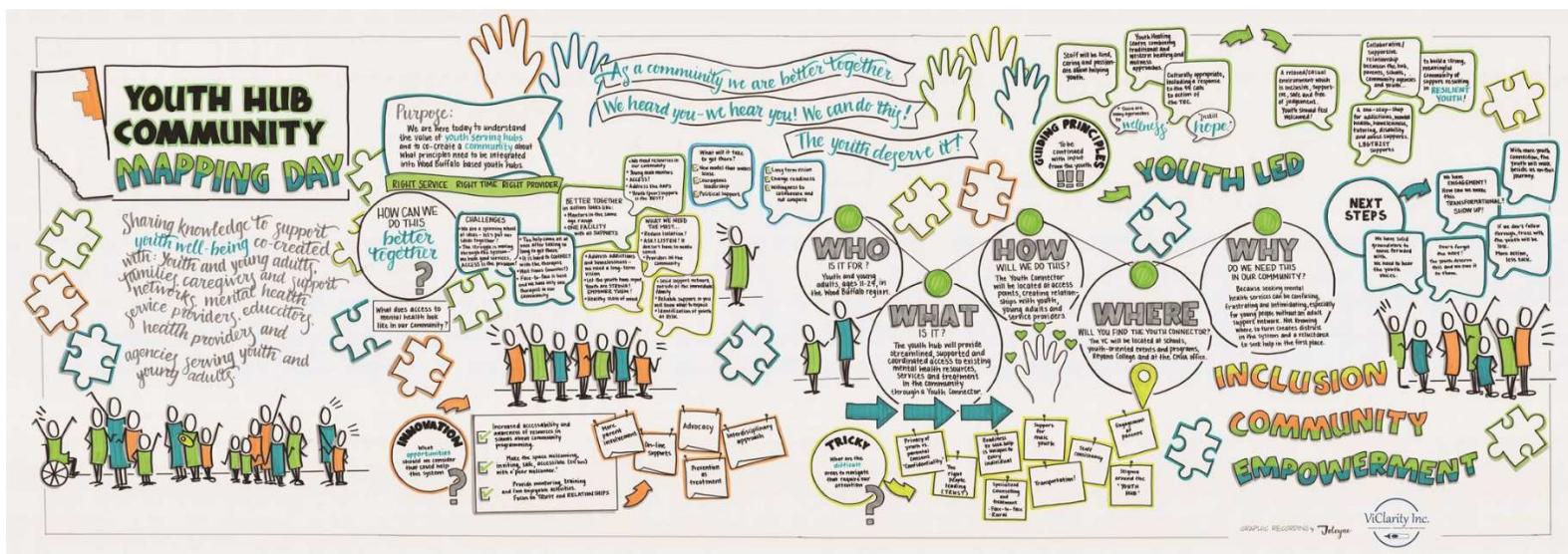
INTEGRATED YOUTH HUB

CMHA Wood Buffalo has become the host agency for an Integrated Youth Hub in the RMWB. An Integrated Youth Hub (IYH) is currently being created to serve youth ages 11 - 25 in our community. It will provide streamlined, supported and coordinated access to existing resources, services and treatment. Often times, youth seeking mental health resources can be confusing, frustrating and intimidating, especially for those without an adult support network. Not knowing where to turn creates distrust in the system and a reluctance to seek help.

In 2019-2020, the IYH began by combining community collaboration and partnerships across a broad spectrum of agencies that served youth in some capacity. CMHA had a lead role and direct interest in creating connections for the youth hub and supporting youth mental health promotions. CMHA supported the youth hub in creating over **20** new partnerships with agencies within the RMWB. By supporting this inter-sectoral collaboration youth were provided services from many different areas that best suited their specific mental health needs. By supporting this inter-sectoral collaboration; youth will be able to be provided services from many different areas that will suit their specific mental health needs. The youth hub consulted with over **35** service providers including primary care, social services and schools.

The IYH is a community-led initiative, thus consulting with community members, families and youth were a top priority. The youth hub, along with CMHA, held a community mapping day in October of 2019 in which over **70** community members, agency leaders, youth and families attended to discuss the importance of a youth hub. The conversations were invaluable and had a unanimous agreement among those attending for the need of an IYH. Families and youth expressed a need for systems navigation and for support in accessing mental health resources in a timely manner. There was another meeting set for March 2020, that was cancelled due to COVID-19, in which **60** regional middle/high school students were prepared to attend to continue conversations about mental health in our community. The willingness for inter-sectoral collaboration was in part due to CMHA's strong stance and reputation in the community and has proved to be the right fit for an IYH. Building off of this knowledge and partnerships, a steering committee was also created during this time which includes 18 members from schools, the justice department, primary care, social services and agency leaders. CMHA has aided in the development of a terms of reference to guide the on-going work of the IYH.

- Over **10** primary health care professionals consulted
- Partnered and consulted with **35** community service providers
- Created **20** new partnerships with agencies in Wood Buffalo with a common goal to promote youth mental health
- Over **70** agency leaders, community members and youth came together to discuss importance and purpose of and Integrated youth Hub for Mental Health in RMWB



EXCELLENCE

ACHIEVEMENTS AND AWARDS

The Board of Trustees Partners in Education Commitment to Excellence

The Fort McMurray Public School Division recognized CMHA Wood Buffalo by awarding us their Board of Trustees Commitment to Excellence Award at the 2019 Partners in Education event.

"The Fort McMurray Public School Division sincerely thanks CMHA Wood Buffalo for your commitment to student excellence. Your contributions and support of our students are helping us "Doing What's BEST for Kids."



CMHA Wood Buffalo Achieves Accreditation from Imagine Canada's Standard Program

With this achievement, we join a distinguished community of 32 non-profit organizations dedicated to operational excellence in Alberta.

The goals of the Imagine Canada's Standards Program are to increase organizational excellence and transparency of charities and non-profits, to build resilience and to strengthen public confidence in individual organizations and the sector as a whole. To earn the accreditation, organizations must meet 73 standards in financial management and accountability, fundraising practice, board governance, staff management, and volunteer management.



THANK YOU TO OUR COMMUNITY

COMMUNITY EVENT ENGAGEMENT

Event	Funds Raised	# of Participants	# of Volunteers
FRGT 2019	\$26,581.22	144	30
Birchwood For Ben	\$5,700.00	100	N/A
March Mullets for Mental Health	\$7,742.63	12	5
Casino Night	\$34,157.71	N/A	21

FIRST RESPONDERS GOLF TOURNAMENT SPONSORS

June 29, 2019



**FIRST RESPONDERS
GOLF TOURNAMENT**

Commissioner Sponsor
LEGION

Lunch Sponsor
MR. MIKES Steakhouse & Grill

Dinner Sponsor
FORT MCMURRAY TEACHERS

Hole in One Sponsors
Ford **CANADIAN JEWELLERS** **HARLEY-DAVIDSON**

Sergant Sponsor
M&M

Constable Sponsor
CANADIAN TIRE **NAPA AUTO PARTS** **RBC**

Self Care Sponsor
The Kinettes Club of Fort McMurray **BURGESS GROUP RE/MAX**

Cocktail Sponsor
THE KEG STEAKHOUSE + BAR

Rum & Smoke Sponsor
THE HOUSE OF HABITAT

CADET Sponsor
S. MILLARD **My IT Pro** **ATCO**

Chipping Sponsor
ACMEN

Mulligan Sponsor
Northland FOREST PRODUCTS LTD.

Honourable Mentions: The Canadian Brewhouse, Councillor Keith McGrath, Syncrude, Suncor, Caribou flowers, Culligan, Independent Grocery, Color me mine, Shoppers Drug Mart, Nutrition House

ANNUAL MENTAL HEALTH AWARENESS CAMPAIGN

- World Health Day
- National Volunteer Week
- World Day for Health & Safety at Work
- Mental Health Week
- Schizophrenia and Psychosis Awareness Day
- National Indigenous Peoples Day
- International Self Care Day
- International Youth Day
- Overdose Awareness Day
- World Suicide Prevention Day
- Mental Illness Awareness Week
- World Mental Health Day
- National Housing Day
- National Addictions Awareness Week
- International Human Rights Day
- Holiday Giving
- Blue Monday
- Bell Let's Talk Day
- Eating Disorders Awareness Week
- Zero Discrimination Day
- Social Work Month
- World Bipolar Day

THANK YOU TO OUR COMMUNITY

BIRCHWOOD FOR BEN

Julio Florez turned his grief from the loss of his son into a powerful and positive message to support others and reach out for mental health support.



MARCH MULLET CAMPAIGN

The March Mullet Campaign is designed to initiate an honest conversation associated with men's mental health. The mullet is a pillar of change to breakdown the stigma associated with men and mental illness



SPONSORS OF THE 2020 CAMPAIGN



THANK YOU FOR YOUR SUPPORT

OUR PRIMARY FUNDERS



United Way
Fort McMurray
and Wood Buffalo



Membership

CMHA – Wood Buffalo is seeking passionate individuals to become Association Members.

By Becoming a CMHA – WB Member you help by:

- Supporting specialized services across Alberta and in your local community
- Joining a movement to build a community of hope, support and inclusion for people experiencing mental illness
- Showing you care about mental health in Alberta and your community

Annual membership fees:

- \$5 Individuals on a limited income
- \$20 Individual
- \$50 Organization

What Do You Gain?

- Membership with your local CMHA region and the CMHA Alberta Division
- The opportunity to vote for members of our governing board of directors
- The opportunity to attend our divisional annual meeting
- Information and news about mental health in your community





CANADIAN MENTAL HEALTH ASSOCIATION WOOD BUFFALO REGION

CONTACT INFO

OFFICE ADDRESS

111-8530 Manning Avenue
Fort McMurray, Alberta
T9K T9H 5G2

PHONE NUMBER

780-743-1053

WEBSITE

www.woodbuffalo.cmha.ca

FOLLOW US ON SOCIAL MEDIA

USE YOUR APPLE MOBILE DEVICE TO SCAN
THE QR CODES AND YOU'LL BE
REDIRECTED TO OUR CHANNELS.



@CMHAWB



@CMHAWB



@CMHAWB

