



CANADIAN MENTAL HEALTH ASSOCIATION  
**SIMCOE COUNTY BRANCH**



Canadian Mental  
Health Association  
Simcoe County  
*Mental health for all*

Association canadienne  
pour la santé mentale  
Simcoe County  
*La santé mentale pour tous*

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# REPORT

## FROM BOARD PRESIDENT AND CHIEF EXECUTIVE OFFICERS

“Hope is essential” and “kindness matters” are our core values embraced in everything we did at Canadian Mental Health Association (CMHA), Simcoe County Branch throughout the 2019-2020 fiscal year.

Highlights of the past year include expansion of our peer support initiative, a renewed commitment to our culture of kindness, and continued collaboration with partners, stakeholders, and our national and provincial family.

The following are other highlights of the past year:

- Implementing strategies to meet client and community needs during COVID-19 pandemic
- Responding proactively to health system transformation priorities
- Co-designing four sub-regional Ontario Health Team initiatives with community partners
- Responding to the opioid crisis with government and community partners
- Advancing quality improvement initiatives to enhance client experience and outcomes
- Collaborating with community partners to increase capacity to provide inclusive and evidence-informed approaches to Francophone, Indigenous and LGBTQ+ communities
- Engaging with the Indigenous community through membership in the Bamaadisiwin Committee, Aboriginal Health Circle Forums and Feather Carriers Leadership for Life
- Opening a permanent site in North Innisfil

- Leading our Start Talking Initiative to raise awareness, build capacity and end stigma

We are grateful to:

- Community partners, with whom we regularly interact
- CMHA Ontario, who provides leadership, strategies and processes to drive data-informed decision-making and facilitates collaboration amongst branches
- CMHA National whose advocacy keeps mental health and addictions in focus nationally
- Ministerial partners and Ontario Health for their guidance and commitment to our mandate.
- Funders and donors, whose generosity enables us to put clients first and enriches our community

Above all we thank our clients and participants who allow us into their lives. We value their trust and commend their many achievements. We are grateful for their understanding as we adapt to changes associated with COVID-19. We will continue to do our best and advocate for an inclusive society which values human dignity and enhances the well being of all.

Finally, special thanks and fond farewell go to Nancy Roxborough, our CEO who retired this past year after 19 years of excellent service to the community. On March 23, we welcomed our new CEO, Dr. Valerie Grdisa, to lead the organization through the challenges ahead.



A handwritten signature in black ink.

Beverly  
Pearl  
President



A handwritten signature in black ink.

**OUTGOING:**  
Nancy  
Roxborough  
CEO



A handwritten signature in black ink.

**INCOMING:**  
Valerie  
Grdisa  
CEO

# GOVERNANCE & STRATEGY

## GOVERNANCE

The Governance Committee of the Board of Directors is responsible for ensuring the establishment and maintenance of good governance structures, systems and practises. The committee is also responsible for recruiting new directors who bring the required knowledge, skills, experience and philosophy to meet with board requirements.

During each fiscal year, a thorough review and update of the work plan and board orientation are a priority.

### BOARD OF DIRECTORS 2019-2020

President / **Beverly Pearl**

First Vice-President / **Ron Walker**

Second Vice-President / **Stephen Bertelsen**

Treasurer / **Tim Parr**  
(Resignation effective June 2020)

Secretary / **Nancy Roxborough**

Incoming Secretary / **Valerie Grdisa**

Directors /

**Arlinda Demiri**

**Hailey McLean**

**Janice Mumberson**

**Jo-Ann Kirkland**

**Megan Sisson**

**Nancy Roxborough**  
(Resignation effective June 2020)

**Rosemary Richter**



### VISION

An inclusive society which values human dignity and enhances the well-being of all.



### MISSION

To work in collaboration with individuals and their families offering a full spectrum of addiction and mental health service based on a philosophy of recovery and a respect for individual uniqueness and choice.



### VALUES

Respect / Courage / Excellence



### 4 STRATEGIC PRIORITIES

#### CREATING SAFE SPACE FOR:

- Equipping staff
- Growing clientele
- Collaborative community leadership
- Staff and clients



# AGM: PROGRAM HIGHLIGHTS

## COMMUNITY LEADERSHIP

- Co-applicant for evidence-based Supervised Consumption Services initiative to respond to the opioid crisis and promote harm reduction within a trauma-informed approach
- Key partner in supporting the Ontario Health Team (OHT) readiness assessments and actively participating in the OHTs including Couchiching (approved) and South Georgian Bay Alliance, Great Barrie Area and Central Regional OHT for Specialized Populations
- Chaired the regional Crisis Management and Community Resources Committee
- Responded to community needs and delivered crisis intervention training for Barrie Police Services, harm reduction training, and Family Mental Health Initiative (FMHI) workshops

## CLIENT SERVICE EXCELLENCE

- Launched new Mental Health and Justice Supportive Housing program which finds sustainable, safe and affordable housing for clients, based on Housing First principles
- Managed 322 rent supplements for clients from CMHA and community partners.
- Integrated client voice into all aspects of program planning and quality improvement
- Increased peer support and volunteer engagement within CMHA programs
- Client participation increased 103% in the Skills for Safer Living group interventions due to the Crisis and RSVP programs working collaboratively to enhance the client experience
- Employed several clients as maintenance trainees within the Team Spirit program

## CULTURAL INCLUSION

- Specialized CMHA roles, Indigenous Counsellor & Wellness Coordinator, MHA Regional Transgender Therapist & Navigator, MHA Counsellor & Regional Francophone Navigator, have led collaborative strategies to promote inclusive spaces and end stigma
- Created opportunities for peer support for Indigenous Workers
- Assisted in the development of Feather Carriers for Life Promotion program to reduce suicide rates within Indigenous communities
- Partnered with other Francophone service providers to increase capacity to offer accessible French language services and support Francophone inclusion
- Implemented new LGBTQ+ policies and practices and promoted inclusive spaces

## BUILDING OUR CAPACITY

- Increased access to Crisis Outreach and Support Team (COAST) services in Couchiching and Barrie Area, in collaboration with Barrie Police Services and OPP Orillia.
- 20 youths (14-34 years) participated in psychotherapy intervention, Cognitive Behavioural Therapy for Psychosis by newly trained Early Psychosis Intervention (EPI) program staff
- 7 of 13 research proposals were approved based on a new research ethics review process
- Recognized for MHA expertise and delivered a diverse range of education opportunities
- Increased our social media footprint and recognized our donors at fundraising events

# GRATEFUL TO OUR COMMUNITY

We are extremely grateful to everyone who organized, volunteered and participated in the many community fundraising and awareness-building events held throughout the year.

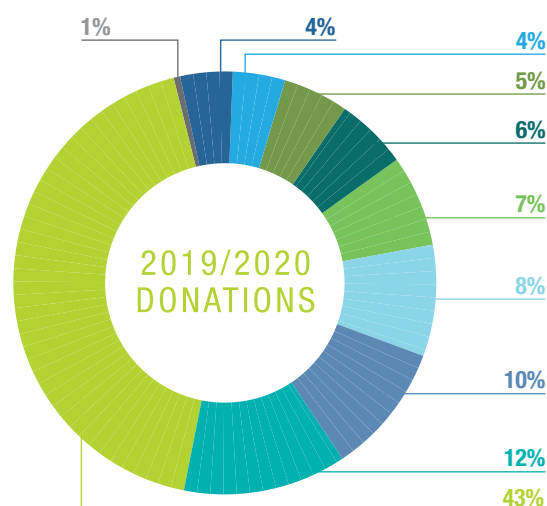
With your support, we continue to provide meaningful programs and services across Simcoe County Branch. Your efforts have contributed over \$190,000 towards mental health and addictions support in our community. Thank you!

## START TALKING CUP

What a great night of hockey and mental health awareness at the 6th Annual "Start Talking" Cup. The night began with the AA Bantam Barrie Sharks vs. Toronto Leaside Wildcats and then the AAA Minor Midget Barrie Colts vs. the Orillia North Central Predators. These games highlighted some of the best hockey players in our area, helping to reduce stigma and expand awareness of mental health and wellness. Over 700 people joined us in celebration and 100 players and parents received mental health and addiction education from this event.



**\$14,200**  
Raised



3rd Party Events . . . . .	\$84,246
Keep Talking Gala . . . . .	\$24,686
Golf Tournament . . . . .	\$19,725
Unsolicited . . . . .	\$14,624
Start Talking Cup . . . . .	\$14,200
Weblink Donation Form . . . . .	\$10,990
Client Christmas Campaign . . . . .	\$10,500
In Memoriam . . . . .	\$8,430
Jammin for Jamie 2019 . . . . .	\$8,430
Other . . . . .	\$1,036

**TOTAL: \$196,867**

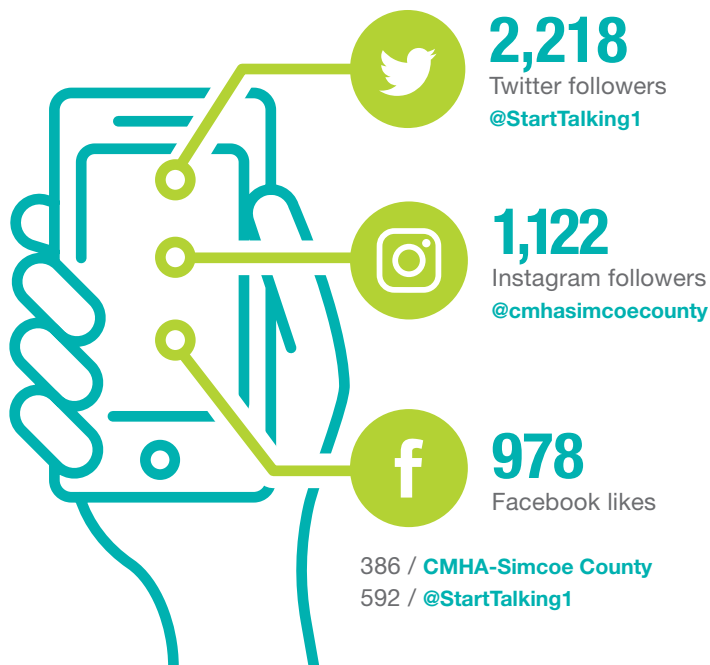
# GRATEFUL TO OUR COMMUNITY

## START TALKING GOLF TOURNAMENT

This year we hosted our 8th Annual Start Talking Golf Tournament. It was a perfect day filled with many community friends, CMHA volunteers and staff. Thank you to everyone for supporting CMHA Simcoe County Branch. Together we raised just over \$17,000 towards the Start Talking Campaign.



## OUR SOCIAL NETWORKS



(ABOVE) 8TH ANNUAL START TALKING GOLF TOURNAMENT



# GRATEFUL TO OUR COMMUNITY

## YOUTH SHINE CAMPAIGN

CMHA Simcoe County Branch has been promoting the health and wellbeing of almost 3,000 youth through the services it provides every year. Our youth centre is good but could be better with your help. The launch of the “Youth Shine” campaign is looking to transform our centre at 134 Anne St. S., Barrie, into a safe, bright and comfortable space where youth and families can hang out, be free from stigma and discrimination, and get the support they need. With 70 per cent of mental illness arising in adolescence, early intervention is essential.

Our goal is to raise \$600,000. Contributions are underway and to date, you’ve helped us raise \$180,000. But we need the community’s help to reach our goal.



**\$180,000**

Raised of our \$600,00 goal



(ABOVE) 3RD ANNUAL “KEEP TALKING” GALA  
(LEFT) THE YOUTH WELLNESS CENTRE CONCEPTUAL DRAWINGS



# HELPING YOUTH SHINE

## YOUTH CASE MANAGEMENT (CM):

The Youth CM team provides evidence-based, flexible and youth-focused services that respond to the unique circumstances of youth (16-24 years). Over the past year, we improved service access by:

**23%**

Increasing access to walk-in intake assessments by 23 per cent

**48%**

Providing 69 initial psychiatric consultations at our Youth Mental Health Clinic by partnering with the Royal Victoria Regional Health Centre which significantly reduced wait times from nine-12 months to eight weeks

Client experience: Last year, Joe accessed walk-in intake services through Youth CM. He had just returned to Barrie after attending school several hundred miles away from home and had a difficult academic year. Following his intake assessment, the Youth CM staff scheduled his initial psychiatric consultation. He was diagnosed with attention deficit hyperactivity disorder and started on medications with ongoing CM services. After three months on his journey to recovery, he reported that he received non-judgmental services, gained self-confidence, returned to school and was able to focus on his dreams.

## EARLY PSYCHOSIS INTERVENTION (EPI):

EPI is a multidisciplinary support and treatment team for the youth (14-35 years) experiencing their first episode of psychosis. The word psychosis is used to describe conditions that affect the mind, in which people have trouble distinguishing between what is real and what is not. The EPI team provides intensive services for up to three years to support youth for rapid reintegration into and/or to maintain integration in their communities. In 2019/2020, there were profound impacts for the youth including:

**52%**

Increased school attendance by 52 per cent

**48%**

Increased employment by 48 per cent

**47%**

Reduced legal issues by 47 per cent

Client experience: When Sally was hospitalized for psychosis, EPI services were initiated. She had lost custody of her three children who were placed with their father and she was not allowed contact. With support from the EPI staff – from attending legal appointments or court appearances to providing therapeutic interventions to promoting supervised access to her children – Sally's efforts permitted her to regain access to her children.



# OTN RANKS HIGH WITH USERS

## 1,638 SESSIONS

99%

of clients recommend this service to family and friends

89%

of 1,638 clinical sessions, serving 500+ clients

77%

of 1,638 mental health and psychiatry appointments

63%

of 1,638 at an OTN studio



**THANK YOU FOR BRINGING THIS SERVICE TO INNISFIL.**

**GREAT SYSTEM—GREAT STAFF!**

**A GREAT EXPERIENCE, THANK YOU FOR PROVIDING THIS OPTION OPPOSED TO HAVING TO TRAVEL TO SICK KIDS.**

Ontario Telemedicine Network (OTN) uses two-way videoconferencing for individuals to access healthcare services. This service helps minimize or eliminate travel and parking costs, time away from work, and childcare fees associated with medical appointments. OTN supports virtual appointments in a dedicated studio using a large monitor and Personal Conference Video Call (PCVC) to communicate with a healthcare provider.

CMHA Simcoe County Branch has five OTN studios. Patients can access peer-supported mental health support services through the Big White Wall and Problem Gambling support tools by self-referral. We have two full-time nurse telemedicine coordinators and program-specific champions promoting and supporting the telemedicine program. In 2019, we opened a new office in Innisfil in the Rizzardo Health & Wellness Centre making virtual healthcare services more available to this community. There is growing interest from our community partners to learn more about services. We collaborate with the Barrie Community Family Health Team enrolling physicians in OTN and supporting their OTN coordinator with patients living in Innisfil. We collaborate with and support the Barrie Community Family Health Team OTN coordinator.

Importantly, our virtual meetings can happen for other administrative and clinical purposes. Staff have been using OTN to conduct clinical meetings with colleagues providing education sessions internally and with community partners. Referrals to CAMH for telepsychiatry assessments have increased, decreasing the wait time for appointments by 1-2 weeks. Collaborating with addiction inpatient programs to complete intake assessments has minimized barriers for clients. Our youth program champions the use of OTN: they have successfully moved to virtual groups and become more efficient when peer support is needed.

# PROGRAM STATISTICS



**10,952**

Mental health and addiction  
clients served (including FHT)



**3-DAY**

Average wait-time from screening  
date to receiving services date



MAP OF NORTH SIMCOE MUSKOKA  
LOCAL HEALTH INTEGRATION NETWORK

## CLIENTS RECEIVING SERVICES

● Barrie and Area . . . . .	3,911 clients
● South Georgian Bay . . . . .	511 clients
● North Simcoe . . . . .	563 clients
● Couchiching . . . . .	1,099 clients
● Muskoka . . . . .	147 clients
● Outside NSM LHIN . . . . .	374 clients
● Unknown . . . . .	642 clients

(excluding FHT)

## ONTARIO PERCEPTION OF CARE SURVEY RESULTS

**90%**

Services helped me deal more effectively  
with my life's challenges

**100%**

Services provided were of high quality

**100%**

Would recommend service to a friend

**85**

Surveys issued

**53**

Surveys submitted

**62%**

Response rate



# PROGRAM STATISTICS

## OUR PEOPLE



**240**

Staff members



**94**

Volunteers

**8,842**

Volunteer hours



**23**

Students

**6,047**

Student hours

## OUR IMPACT



### FAMILY HEALTH TEAMS

**3,705**

Clients served

**6,243**

Visits



### JUSTICE

**277**

Adult court diversions

**51**

Youth court diversions



### HOUSING PROGRAMS

**322**

Rent supplements

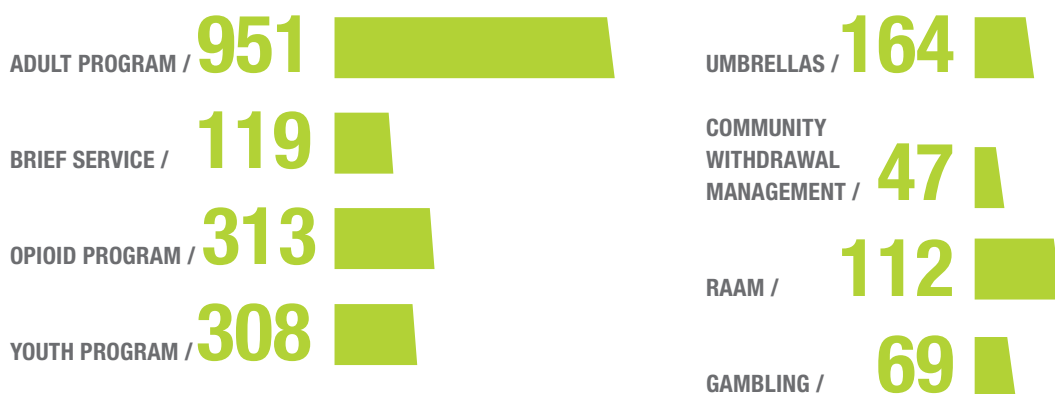
**282**

Clients supported through  
housing programs

# PROGRAM STATISTICS

## INDIVIDUALS USING ADDICTIONS SERVICES

CMHA Simcoe County Branch uses a client centered approach that embraces a philosophy of harm reduction where people have the right to make their own choices while being treated with respect, compassion and dignity in a safe, non-judgmental environment. All of our services are voluntary and our clients are self-referred (no medical or outside referral is necessary).



## FAMILY MENTAL HEALTH INITIATIVE PROGRAM

Family Mental Health Initiative (FMHI) values family caregiver focused psycho-education that provides information and resources to support knowledge exchange and offers a safe and open environment for family caregivers to grow in their ability to support their loved one. Services at FMHI are based on self-referral which also includes system navigation and listening support.



**4,122**  
Client contacts



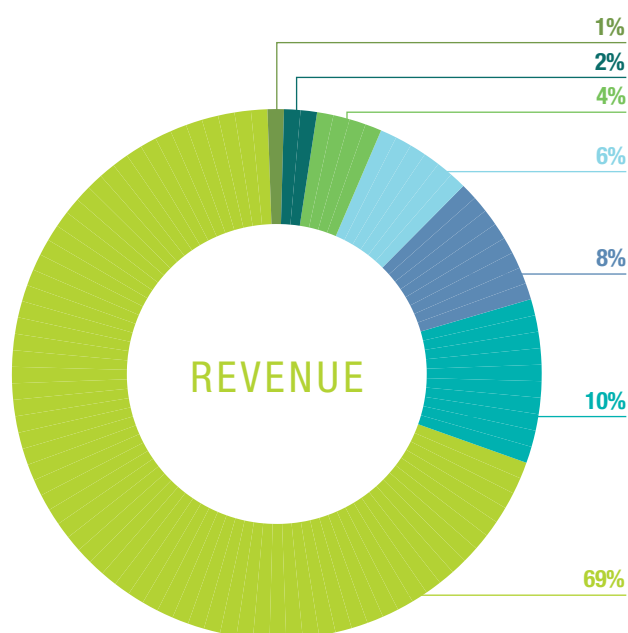
**474**  
Psycho-education attendees



**43**  
Group sessions

Facebook: @FMHISC  
Twitter: @FMHISC  
Instagram: @FMHISC  
Pinterest: @FMHI

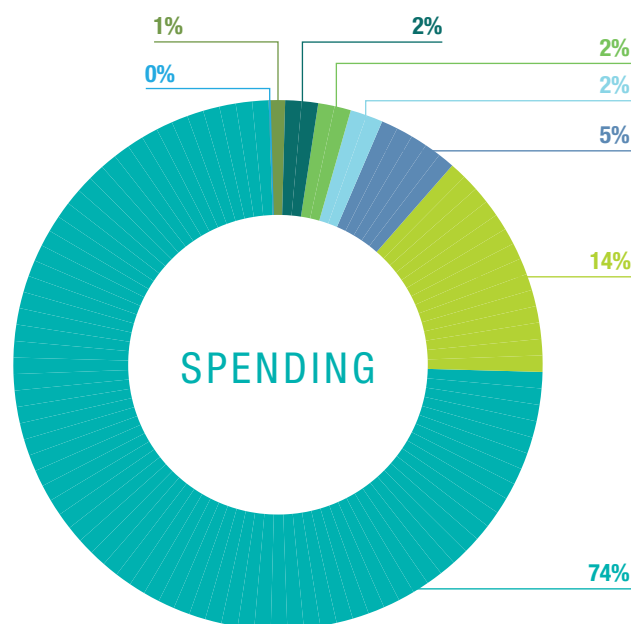
# FINANCIAL REPORT 2019/2020



## SOURCES OF REVENUE

LHIN	\$14,549,300
Ministry of Health	\$2,191,393
Other	\$1,659,480
Paymaster	\$1,293,921
Rental Revenue	\$806,707
Fundraising/BOT	\$407,225
Grants	\$289,240

**TOTAL: \$21,197,266**



## SPENDING BY PROGRAM

Salaries/Benefits/Medical	\$15,350,441
Building/Grounds	\$2,817,445
Sundry Expenses	\$983,804
Contracted Out Expenses	\$512,256
Supplies	\$455,516
Equipment Expenses	\$439,629
Fundraising/BOT Expenses	\$176,663
Sessional Fees	\$53,704

**TOTAL: \$20,789,458**



# CLIENT VOICE

“

JUST WHAT I NEEDED WHEN I  
NEEDED IT THE MOST.

[MY WORKER] IS AMAZING AT HIS JOB. I  
HAVE HAD TREMENDOUS GROWTH WHILE  
WORKING WITH HIM.

100% I FEEL I CAN GO HOME AND NOT END  
UP IN CRISIS AGAIN. I HAVE TOOLS AND  
NUMBERS AND PEOPLE I CAN CALL. I HAVE  
NEVER FELT SO CONFIDENT IN MAINTAINING  
NOT ONLY MY MENTAL HEALTH BUT ALSO  
MY SOBRIETY.

THE THERAPIST PROVIDED MANY  
TOOLS FOR CONTINUED PROGRESS  
AFTER THE PROGRAM.

EVERYONE INCLUDING ACTT WORKERS  
ALWAYS MADE ME FEEL CARED ABOUT.  
EVERYONE MADE ME FEEL AT HOME...

MY EXPERIENCE RECEIVING COUNSELLING  
HAS BEEN INCREDIBLY POSITIVE. MY  
COUNSELLOR HAS BEEN WONDERFUL. I  
FEEL I HAVE MADE MORE PROGRESS THUS  
FAR THEN I BELIEVED I EVEN COULD.





 @StartTalking1 & CMHA-Simcoe County | 
  @StartTalking1 | 
  @cmhasimcoecounty



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Health Association**  
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*Mental health for all*

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 Simcoe County  
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## Canadian Mental Health Association, Simcoe County Branch

### BARRIE OFFICES

15 & 21 Bradford Street  
Barrie, ON L4N 1W2

**Tel:** 705-726-5033  
 1-800-461-4319

128 & 134 Anne Street  
Barrie, ON L4N 6A2

**Tel:** 705-726-5033  
 1-800-461-4319

90 Mulcaster Street  
Barrie, ON L4M 3M5

**Tel:** 705-726-5033  
 1-800-461-4319

370 Bayview Drive  
Barrie, ON L4N 7L3

**Tel:** 705-721-0370  
 1-800-461-4319

### ORILLIA OFFICES

76 Nottawasaga Street  
Orillia, ON L3V 3J4

**Tel:** 705-329-5846  
 1-888-329-5846

50 Nottawasaga Street  
Orillia, ON L3V 3J4

**Tel:** 705-325-4499

### COLLINGWOOD OFFICE

186 Erie Street Suite 101  
Collingwood, ON L9Y 4T3

**Tel:** 705-444-2558

### INNISFIL OFFICE

7325 Yonge Street  
Innisfil, ON L9S 2M6

**Tel:** 705-726-5033  
 1-800-461-4319

### MIDLAND OFFICES

337 Midland Avenue  
Midland, ON L4R 3K8

**Tel:** 705-527-8738

850 Hartman Drive  
Midland, L4R 0B6

**Tel:** 705-528-1206

### CONTACT US

info@cmhastarttalking.ca

cmhastarttalking.ca  
 starttalking.ca

### Crisis Line:

**705-728-5044**

**705-728-5835**

**1-888-893-8333**

**Ontario** 

