

C M H A I N A L B E R T A  
A N N U A L R E P O R T

2001



CANADIAN MENTAL  
HEALTH ASSOCIATION  
L'ASSOCIATION CANADIENNE  
POUR LA SANTÉ MENTALE

## President's message



The great strength of the Canadian Mental Health Association (CMHA) can be found in the strong commitment, enthusiasm, talent and skills of the volunteers and staff who work so hard on behalf of individuals and families affected by mental illness. As President of the Alberta Division of CMHA, it is a great honour and privilege to work with such wonderful people.

It has been a good year for our organization. We continue to be a strong voice for mental health reform in this province as we work to ensure that all Albertans will have access to a mental health system that meets their needs in an effective and timely way. Our aim remains to advocate for and to promote a “best practices” model of community-based mental health services. Our participation in the Alliance for Mental Illness and Mental Health has allowed us to work with a broad coalition striving to ensure that our mental health system will be among the best in the world. The recently funded “Chimo” Project also puts CMHA on the leading edge of innovative research on mental health therapies.

Much work, however, remains to be done. The need for comprehensive mental health services has never been greater. The rapid changes being experienced by economic globalization and the horrific acts of September 11, 2001 are creating levels of anxiety and stress throughout all levels of our society. Many aspects of our mental health system are good, but the system is stretched to the limit. Waiting lists are growing; community supports and life's basic necessities (food, clothing, and shelter) are simply not adequate for the most vulnerable in our society. The stigmatization of mental illness remains a major issue.

As one of Canada's oldest and largest volunteer organizations, we have a long and distinguished history of working hard on behalf of the mentally ill and their families to ensure that their needs are met. That challenge continues. **Thank you to all of you who work and volunteer to make CMHA such a great organization.**

**Robert W. Campbell**  
**President and Board Chair**



*The Emerging Into Light image is the original artwork of Jennifer Osborn, a consumer and young woman of considerable artistic talent. She has recently returned to work after a period of recurrent illness. Jennifer created this image for us, as a donation, because she wanted to share her story through art. Jennifer worked to create an image that would be distinct, simple and convey the dignity of our ongoing battle against mental illness.*

## Emerging Into Light

Since its formation in Canada in 1918 and then in Alberta in 1955, the Canadian Mental Health Association has dedicated itself to promoting mental health and improving the quality of life and care available to people with mental illnesses and their families.

If one considers the impact that mental illness has on families, friends, employers and indeed communities, mental illnesses affect us all. Against this backdrop, members, volunteers and staff of the Canadian Mental Health Association in Alberta, passionately pursue a mission of promoting mental health through *advocacy, education and direct service provision*. The scope and diversity of our **efforts** are summarized on the following pages.

## Advocacy

Simply put, advocacy means representing or speaking in favour of a cause or person. Advocacy, according to CMHA founder Dr. Clare Hincks, is the most important of the organization's roles.

Despite advances in knowledge, changes in approaches and improvements in medical treatments, mental illnesses continue to represent one of the most significant health problems in our society, and much more needs to be done. In Alberta we have three "solitudes" of care with funding in 2001/2002 of many services provided independently by Regional Health Authorities (est. \$180 million), the Alberta Mental Health Board (\$214 million) and the Alberta Health Care Insurance Plan (\$88 million - mental health services are the largest single category of billing by physicians to the AHCIP).

One of the consequences is a poorly integrated and patchy array of institutional and community mental health services. As a result, existing hospital beds are filled to capacity. Readmission rates are over 50% and patients ready for discharge must frequently remain in hospital longer than necessary. The people needing hospital admission can't get in because they are awaiting others who can't get

out. For successful discharge, mentally ill people must have a range of community supports including housing, crisis service, assertive outreach, family support, self-help opportunities, leisure activity and work.

Alberta needs a balanced **system** of care, which includes expanding community support services, ensuring an adequate number of psychiatric beds in general hospitals, integrating programs with physicians and then using long-term beds in psychiatric hospitals as a last resort.

In an attempt to ensure the best possible treatment and caring in people's home communities, the CMHA mounted a vigorous advocacy program.

### Activities included:

- *Providing leadership to the continuation of a broad alliance of mental health stakeholders, including every major professional, consumer and advocacy organization in the province. The Alberta Alliance on Mental Illness and Mental Health (AAMIMH) has as its objects the promotion of an action plan on mental health based on a shared vision.*
- *Developing a mental health policy based on the deliberations of the AAMIMH.*

- *Promoting published material on "best practices" developed by the Federal/Provincial Territorial Advisory Network on Mental Health.*
- *Meeting with Cabinet members and MLAs to encourage the development of a balanced system of community-based services.*
- *Promoting strategies to increase housing options for people with mental illnesses.*
- *Providing leadership to a partnership of stakeholders to ensure confidentiality of patient/consumer records*
- *Promoting improved brain injury services.*
- *Promoting expanded community based forensic services.*
- *Participating in the Government's review of low income and employment training policies.*
- *Participating in the Charitable Advisory Committee Alberta Charities Roundtable.*
- *Participating in the Alberta Gaming Institute Symposia.*
- *Participating in the AADAC Problem Gambling committee consultations.*

## Education and Communication

Attitudes represent one of the most significant factors in good mental health. Our attitudes toward problems, our attitudes toward others and, of course, the attitudes of others toward us, all contribute to our own sense of worth and to our ability to address the stresses and strains of daily life. Mental health education at the CMHA's provincial level is aimed at providing communities with the information and tools to undertake educational programs designed to increase knowledge, attack stigma and improve attitudes and coping skills. Activities included:

- *Promoting publications. A wide range of pamphlets and booklets on mental health and mental illness issues are available upon request.*
- *Promoting National Mental Health Week activity (May 7 to 13).*
- *Providing web site information and responding to public e-mail requests for information.*
- *Promoting a national media campaign through a partnership of government and voluntary organizations in Alberta, Ontario and British Columbia providing leadership.*
- *Supporting public members in their opposition to stigmatizing information in advertising, movies and publications.*
- *Promoting Mental Illness Awareness Week (October 7 to 13), Depression Screening Day and World Mental Health Day (October 10).*
- *Promoting mental health research resources.*
- *Researching and promoting the use of pets in mental health therapy.*
- *Providing an administrative infrastructure for suicide prevention information, education and training. (A separate detailed annual report is available upon request.)*
- *Promoting the Mental Health Promotion Tool Kit, a guide for promoting mental health in diverse communities.*
- *Publishing E-facts, a current events Bulletin detailing bi-weekly activity and information regarding mental health reform and innovations.*



## Organizational Effectiveness

Any organization that is well managed, has a clearly defined vision, mission and goals. It is served by dedicated and qualified people and gets results. Managing is not a static activity and constant effort must be made to ensure organizational effectiveness. Activities included:

- *Establishing through consultation with stakeholders a Business Plan for 2001-2003.*
- *Supporting the National CMHA Corporate Fund-Raising Campaign.*
- *Expanding gaming and Foundation revenue.*
- *Providing provincial consolidated banking, payroll and benefits administration.*
- *Reviewing financial policies and monitoring fiscal performance.*
- *Facilitating a consolidated external financial audit.*
- *Reviewing communication policies and practices.*
- *Reviewing Regional/Divisional contracts and mutual responsibilities.*

- *Developing new Standards of Service based on best practices*
- *Improving and coordinating province-wide insurance policies.*
- *Reviewing and improving personnel benefit plans.*
- *Providing advice and support to Regions as and when requested.*
- *Providing an administrative infrastructure to the Alberta Mental Health Self Help Network, the AAMIMH and the Chimo Project.*



## Direct Service Provision

The Association's Regional offices assume responsibility for direct services to the public in communities across Alberta. Programs are varied and diverse and reflect local needs and priorities. Detailed Annual Reports are published in each Region. Services include:

### Alberta North East Region (Fort McMurray)

- Educational programs, including workshops, presentations and print materials
- Skills training, including conflict resolution for youth
- Family support and parenting skills
- Community development and systems advocacy
- Public information, assessment, referral and personal advocacy
- Supported community housing
- Suicide prevention training.

### Alberta North West Region (Grand Prairie)

- Supported community housing, including loans, outreach and crisis accommodation
- "Clubhouse," including skill development, recreation and meals
- Consumer employment opportunities
- Community development and systems advocacy
- Public information, print materials, referral and personal advocacy
- Community housing facilitated in Peace River.

### Alberta North Central Region (Edmonton)

- Outreach services, including case management and service co-ordination
- Day program for skill development and improved life quality
- Supported community housing
- Social/recreational programs, including camps serving children and adults.
- Self-advocacy and leadership training
- Educational programs, including workshops, presentations and print materials
- Public information, assessment, referral and personal advocacy
- Community development and systems advocacy
- Training of post-secondary students.
- Immigrant mental health services and employment preparation

### Alberta Central Region (Red Deer)

- Outreach services, related to housing and poverty
- Bereavement education and support
- Educational programs including workshops, presentations and print materials
- Self-help kits on bereavement
- Public information, assessment and referral
- Personal advocacy, with priority on housing and financial needs
- Community development and systems advocacy
- Thrift store.

### Alberta East Central Region (Camrose)

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- Resource Centre, providing drop-in activities and support
- Outreach and crisis intervention services
- Community support services, including training, personal support and work
- Educational programs, including presentations, print materials and a consumer-sponsored speakers' group
- Teaching of basic cooking skills and provision of community kitchen
- Community development and advocacy
- Public information, assessment and referral.

### Alberta South Central Region (Calgary)

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- Supported community housing
- Family support, including group and individual services plus 24-hour intervention, advice and support
- Independent living support
- Suicide prevention, including education, 24-hour intervention and bereavement counseling
- Educational programs, including presentations, print materials and a speakers' bureau
- Community development and systems advocacy
- Public information, assessment and referral
- Personal advocacy and counseling
- Community housing and clinical services for mentally disordered offenders.

### Alberta South East Region (Medicine Hat)

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- Community support services, including outreach, counseling and life skills training.
- Community development and systems advocacy
- Personal advocacy and counseling
- Crisis intervention, including 24-hour mobile crisis response
- Educational programs, including presentations, workshops and print materials
- Public information, assessment and referral
- Recreational programs
- Suicide prevention, including education, 24-hour intervention and bereavement counseling.

### Alberta South Region (Lethbridge)

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- Community support services, including housing, income, employment, recreation and business development
- Pre-employment trades training
- Community development and systems advocacy
- Crisis intervention, including 24-hour response
- Supported community housing
- Group support, including anger management and life skills
- Educational programs, including presentations, workshops and print materials
- Public information, assessment, referral and advocacy

### Pincher Creek Branch of Alberta South Region

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- Public information, assessment and referral
- Educational programs, including lending library
- Seniors' luncheon program
- Community development and systems advocacy
- Skills training, including conflict resolution for youth.



## Alberta Division Statement of Revenue and Expenses

### The Canadian Mental Health Association Alberta Division Statement of Operations

Year Ended March 31	2001	2000
<b>Revenues</b>		
Public support	\$ 151,944	\$ 175,581
Government support	158,876	150,026
Other revenue	198,359	174,162
Gain on sale of asset	-	6,750
	<u>509,179</u>	<u>506,519</u>
<b>Expenditures</b>		
Salaries	337,143	335,169
Building occupancy	30,420	24,283
Office	41,277	36,436
National membership	24,374	24,374
Staff recruitment and education	1,323	1,419
Information services	13,888	10,129
Travel and conferences	49,446	56,035
Purchased services	21,524	17,262
Other program expenditures	1,200	7,609
Financial expenditures	9,177	9,107
Minor office equipment	2,369	5,175
Bad debts	-	13,630
	<u>532,141</u>	<u>540,628</u>
Deficiency of revenues over expenditures	\$ (22,962)	\$ (34,109)

## Alberta Division Balance Sheet

### The Canadian Mental Health Association Alberta Division Balance Sheet

March 31	2001	2000
<b>Assets</b>		
<b>Current</b>		
Cash	\$ 426,669	\$ 397,302
Receivables	14,789	17,499
Prepays	7,055	2,900
Due from Alberta Regions	449	17,103
	<u>448,962</u>	<u>434,804</u>
Investment in shares	12,159	13,367
	<u>\$ 461,121</u>	<u>\$ 448,171</u>
<b>Liabilities</b>		
<b>Current</b>		
Payables and accruals	\$ 13,816	\$ 31,871
Deferred contributions	206,217	155,414
	<u>220,033</u>	<u>187,285</u>
<b>Net Assets</b>		
Unrestricted	153,946	173,390
Internally restricted - Fundraising	-	4,302
Internally restricted - Other	87,142	83,194
	<u>241,088</u>	<u>260,886</u>
	<u>\$ 461,121</u>	<u>\$ 448,171</u>

These statements are selected from comprehensive financial statements audited by Grant Thornton LLP, Chartered Accountants for the period April 1, 2000 to March 31, 2001. Copies of the complete financial statements and audited reports are available upon request.

The Division also produces a combined schedule of revenue and expenses taken from the individually audited reports for all of the units of the Association in Alberta. Combined expenses for fiscal year 2000/2001 totaled over nine million dollars.

**Doug Baxter,**  
**Vice President**  
**Finance**

## Leadership



*The CMHA is led by elected volunteers who serve as Directors. They in turn employ personnel.*

### *Executive Committee*

Dennis Anderson*	President and Chair
Bob Campbell	President and Chair
Richard Drewry	Past President
Randy Findlay	VP Communications
Doug Baxter	VP Finance
Earl Mansfield	VP Development
Bonnie Thiessen	VP Projects

### *Directors*

Fernand Bourassa*	Elaine Necker
Joan Brown	Suzanne Sirias
Kathleen Frei	Aleck Trawick
Bettie Friesen	Jim Watson
Fred Harris	Mark Weatherly

### *Division Personnel*

Melanie Allard	Eileen Janewski
David Allen	Ron LaJeunesse
Jillian Dacyk	Eveline Royer

### *Project Directors*

Dennis Anderson	Bobbie Noden
Gerry Harrington*	Diane Yackel
Austin Mardon	

*The Association's regional organizations are separately incorporated and too are governed by volunteers who employ an Executive Director and staff.*

### *Alberta North West Region*

Kathleen Frei, President  
Helma Fletcher, Executive Director

### *Alberta North East Region*

Joan Brown, President  
Rae Molzan, Executive Director

### *Alberta North Central Region*

Dick Southworth, President  
Joanne Kidd, Executive Director

### *Alberta Central Region*

Debra Curry, President  
Patricia Turnbull, Executive Director

### *Alberta South Central Region*

Brian Foster, President  
Trish Cameron,\*\* Executive Director  
Tom Kenny, Acting Executive Director

### *Alberta South Region*

Greg Peterson, President  
Deborah Chenery, Executive Director

### *Alberta South East Region*

Elaine Necker, President  
Darren Rud, Executive Director

\* *Retired during the year*

\*\* *On leave for a portion of the year*

## Awards

Consumers, family members and volunteers are integral to the Association's work across Canada. Hundreds of Albertans contribute their time and talent each year and few are recognized for their extraordinary contribution.

*Several of those extraordinary individuals were recognized in year 2001 by CMHA in Alberta:*

Volunteer of the Year Award  
Professional Care Award  
Nadine Stirling Memorial Award  
Special Service Award  
Workplace Wellness Award

Communications Award

National Distinguished Service Award

Ms. Lavina Telford of Edmonton  
Dr. Richard Hibbard of Edmonton  
Mr. Jesse Wallen of Red Deer  
The Muttart Foundation  
Royal Canadian Mounted Police  
Raymond/Magrath Detachment  
Mr. Paul LaJeunesse,  
iOnline.ca of Edmonton  
Mr. Harold McBain of Calgary

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*All illustrations courtesy  
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