



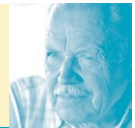
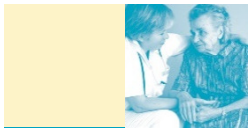
Canadian Coalition for
Seniors' Mental Health
Coalition Canadienne pour la Santé
Mentale des Personnes Âgées

Annual Report
2013

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MESSAGE FROM THE DIRECTOR – A YEAR IN REVIEW

To Our CCSMH Members and Stakeholders

ACTIVITY HIGHLIGHTS

2013 has been a year of transition and change! In September, I took over from Kim Wilson, who dedicated eight years of her career to CCSMH. In the words of one Steering Committee member, “Kim brought tremendous enthusiasm” to the role and organization. Thank you Kim!



Suicide prevention continues to be a strong priority area in the mental health field. The Public Health Agency of Canada held consultations related to the [Federal Framework for Suicide Prevention](#), and the Mental Health Commission of Canada supported the development of the [National Collaborative of Suicide Prevention](#). Within a month of starting with CCSMH, I was confronted with the reality of suicide prevention in later life. An older couple died by suicide in early November, bringing [media attention](#) to the higher suicide rates among older adults, particularly older men.

PARTNER HIGHLIGHTS

As a Coalition, we are only as strong as our members and partners. Here are a few of their highlights:

- [Dr. Marnin Heisel](#) was awarded a three-year Movember Grant in late 2013. He will study the effect of support groups for men of retirement age and their risk of suicide.
- Social isolation is the new priority for the [National Seniors Council](#). The Council will assess how social isolation affects seniors and explore ways to prevent and reduce it.
- The Canadian Geriatric Society released the [Hospital Discharge Guide for Older Adults and Their Families](#). The goal of this guide is to help patients and their families participate in planning the discharge home and to make the transition from hospital a safe one.

LOOKING AHEAD

As a Coalition, we are at a crossroads in fulfilling our mandate to promote seniors’ mental health by connecting people, ideas and resources. We play a unique role in the sector at the intersection of mental health and aging. Building on our successes, we will be continually challenged to work collaboratively and creatively with partners to protect and promote the mental health and wellbeing of older Canadians.



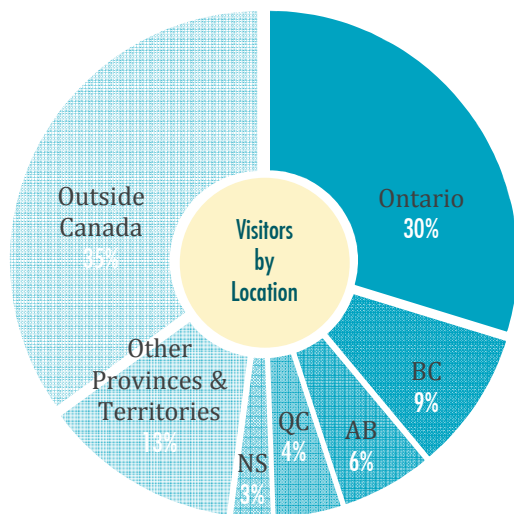
Bonnie Schroeder

Director

December 2013

KEY ACCOMPLISHMENTS

Key Accomplishments



CONNECTING PEOPLE TO RESOURCES: We connect people to our resources through Caversham Booksellers and website downloads. Here are a few of our stats:

- Over **13,500 clinical booklets** sold
- **21,600 website visitors** and **7,800 downloads**
- The [2006 National Guidelines Supplement to the Canadian Journal of Geriatrics](#) continues to be our most popular download
- **80% are new visitors** with **50%** coming to us direct; **32%** from search engines and **18%** from other websites
- **3,600 outlinks** to external websites and resources
- Distributed two newsletters to over **2,300 members**
- Sent **26 tweets** out to **750 Twitter followers**
- Joined Facebook November 2013! 🙌 [Like us](#)

CONNECTING PEOPLE TO IDEAS: CCSMH projects connect people to ideas. The *Eliminating Stigma: A Focus on Seniors' Mental Health* project, funding by the Mental Health Commission of Canada (MHCC), developed, piloted and evaluated a workshop intervention for healthcare providers. Its purpose was to reduce stigma experienced by older adults living with mental health problems or illnesses. The workshop included a social contact component through the use of video stories of lived experience of mental illness. Rosalyn's story shares her experience being hospitalized with severe depression and the sense of wisdom and meaning she has found in recovery.

The following is a summary of the workshop pilot and evaluation:

- Three workshops were provided to health care providers and students at St. Joseph's Hospital, BC; Baycrest, ON; and the Canadian Dementia Research and Knowledge Exchange (CDRAKE).
- Workshop participant feedback demonstrated a willingness to engage in reducing stigma. In particular, Rosalyn's story made a lasting impression on many of the workshop participants, giving them a sense of what it means 'to feel stigma.'
- Evaluation results showed a modest overall improvement (2.6%) in the Opening Minds Stigma Scale for Health Care Providers (OMS-HC) scores. The 'attitudes towards people with a mental illness' subscale showed the largest improvement (6.5%) among workshop participants from pre to post intervention. This is comparable to other successful programs evaluated by MHCC. However, given the high rate of attrition and the inability to match pre and post surveys, the results should be interpreted with caution.
- CCSMH recommends adapting the workshop for different audiences, in particular students and specific content areas, such as behavioural and psychological symptoms of cognitive impairment; a more rigorous evaluation of the workshop to replicate and/or enhance stigma-education outcomes; and an in-person testimonial of a person with lived experience to augment the video stories.

COMMITTEES, CONFERENCES & MEETINGS

Committees

Serving on advisory and project committees helps CCSMH further its mission to ‘connect people, ideas and resources to promote mental health’. In 2013, we were involved in the following strategic initiatives:

CANADIAN ALLIANCE FOR MENTAL ILLNESS AND MENTAL HEALTH (CAMIMH): CCSMH is an active member of [CAMIMH](#), a non-profit organization comprised of health care providers as well as organizations that represent individuals with lived experience of mental illness. A fundamental objective of CAMIMH is to engage Canadians in a national conversation about mental illness. By starting this conversation, CAMIMH hopes to reduce the stigma associated with mental illness and provide insight into the services and support available to those living with mental illness. One of CAMIMH’s major annual initiatives is the Faces of Mental Illness campaign, a national education campaign that operates in conjunction with [Mental Illness Awareness Week \(MIAW\)](#). The 2013 campaign theme was ‘recovery is possible.’



 **Mental Illness Awareness Week**
October 6-12, 2013

Semaine de sensibilisation aux maladies mentales
6-12 oct, 2013

PRESENTED BY | PRÉSENTÉ PAR

 **Bell Let's Talk** |  **Bell Cause pour la cause**

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 **CANADIAN ALLIANCE FOR MENTAL ILLNESS AND MENTAL HEALTH** / **ALLIANCE CANADIENNE POUR LA MALADIE MENTALE ET LA SANTÉ MENTALE**

NATIONAL COLLABORATIVE ON SUICIDE PREVENTION: The Mental Health Commission of Canada has been working with the Canadian Association for Suicide Prevention, the Public Health Agency of Canada and many other organizations to develop a [National Collaborative on Suicide Prevention](#). The Collaborative aims to build suicide-prevention capacity, promote knowledge exchange and inform policy development at all levels of government. CCSMH is a member of the Steering Committee.

Conferences and Other Meetings

- Mental Health Services and Behavioural Support Systems for Older Adults, March 20
- Cognitive Impairment in Aging Partnership, Canadian Institute for Health Research, August 8
- Canadian Academy of Geriatric Psychiatry Annual Scientific Meeting, September 23-24
- Meeting with the Honourable Tony Clement, President of the Treasury Board, October 8
- [Canada, a Caring Society: Action Table on Family Caregivers](#) hosted by the Canadian Cancer Action Network with the Canadian Cancer Society, Canadian Caregiver Coalition, Canadian Partnership Against Cancer and the Mental Health Commission of Canada, October 22
- Canadian Home Care Summit, October 28-30
- National Conference: A Seniors Health Care Plan for Canada, December 2

CCSMH STEERING COMMITTEE & CONTACT INFORMATION

CCSMH Steering Committee Members

The CCSMH is governed by a nation steering committee. This volunteer Committee provides ongoing strategic advice, leadership and direction to the Director.

Canadian Academy of Geriatric Psychiatry	Dr. David Conn (Co-Chair)
Canadian Academy of Geriatric Psychiatry	Dr. Ken Le Clair (Co-Chair)
Alzheimer Society of Canada	Ms. Debbie Benczkowski
Canadian Association of Social Workers	Ms. Marlene Chatterson (2002 – 2013) Ms. Karine Levesque
Canadian Caregiver Coalition	Ms. Esther Roberts
Canadian Geriatrics Society & College of Family Physicians of Canada	Dr. Chris Frank
Canadian Healthcare Association	Ms. Lori Amdam
Canadian Mental Health Association	Ms. Gail Gardiner/ Ms. Jessica Kwik (2013) Mr. Mike Price
Canadian Nurses Association	Dr. Sharon Moore
Canadian Pensioners Concerned	Ms. Winnie Fraser McKay
Canadian Psychological Association	Dr. Venera Bruto
Canadian Society of Consultant Pharmacists	Ms. Pronica Janikowski
Public Health Agency of Canada	Ms. Simone Powell (advisor)
Director	Ms. Kim Wilson (2005 - 2013) Ms. Bonnie Schroeder

Contact Information



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ABOUT CCSMH

About CCSMH

MISSION: To promote the mental health of seniors by connecting people, ideas and resources.

VALUE STATEMENT: Mental illness is not a normal part of aging. All seniors have the right and deserve to receive services and care that promotes their mental health and responds to their mental illness needs.

CCSMH WORKING PRINCIPLES: Our actions and decisions are guided by:

- Collaboration
- Multidisciplinary Inclusiveness
- Integrity
- Accountability
- Effectiveness
- Transparency

STRATEGIC PRIORITY AREAS: The following are current priorities areas for the CCSMH:

- Advocacy and Public Awareness
- Education
- Research
- Promoting Best/Promising Practices in Assessment, Management and Treatment
- Caregiving
- Human Resources/Capacity Building

