



2021- 2022 Annual Report

CANADIAN MENTAL
HEALTH ASSOCIATION -
QUÉBEC DIVISION



Canadian Mental
Health Association
Québec Division
Mental health for all

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Word from the President

The Québec Division of the CMHA had an exceptional year as it continued to implement the BounceBack program.

This past year, we were pleased to welcome Rose Lyndsay Daudier and Michèle Audette to our board of directors. Michèle did not stay long, as she was appointed to the Senate of Canada at the beginning of her tenure. We also bid farewell to Martin Weindorff who resigned because of a major change in his professional commitments. We are proud to have had the opportunity to work with them, and we thank them for their commitment to mental health and for the time they gave to the Québec Division of the CMHA.

With most members of the board of directors relatively new, we took the first step in our strategic planning process. Stéphanie Dupuis from the firm Thema Stratégies guided us through the process to identify our strengths, values, and the possible future orientations of the Division. At the end of the year, we were able to clarify the organization's strategic alignment. During the coming year, we will begin the second phase of this process. We will sound out the ecosystem to target our efforts.

This year is ending with a major change in the administrative structure of the CMHA in Québec; the resource pooling agreement between the Québec Division and the Montréal Branch will not be renewed, at the request of the Québec Division. When the CMHA National asked the Montréal Branch to take over the development of a new provincial division, it graciously accepted the responsibility. The Québec Division is now well established, and we thank the Montréal Branch for its support, expertise, and resources.

None of this would have been possible without the leadership of our Executive Director Geneviève Fecteau. Her vision for the Québec Division, while handling the general management of the Montréal Branch, her spirit of innovation, and her outstanding governance skills are the key ingredients to our success. I would also like to thank Ariane Charlebois, our Director of Communications, for her extensive expertise and support in developing the Division.

We also created the governance committee, made up of Geneviève Cyr, Marianne Poliquin, Denis Fournier, and Geneviève Fecteau as Executive Director. Important projects await them this year, which will be crucial for solidifying our governance.

I would like to thank our board of directors for their expertise and generosity. Their support during complex, changing times has been invaluable.

In closing, I would like to thank the CMHA National and the Ministère de la Santé et des Services sociaux. The national office of the CMHA offered us incredible support during the past year. With a solid 10-year strategic plan, we have a clear idea of where we are going and how the national office will help us get there. Thank you to the MSSS for its confidence in our leadership to deliver services the province very much needs.

Karen Hetherington
President

KAREN HETHERINGTON
President





GENEVIÈVE FECTEAU
Executive Director

Word from the Executive Director

The year 2021 was an important one in the organization's evolution. The implementation of the BounceBack program was again the highlight of the year for its incredible scope. This was a chance to put down roots in the mental health service ecosystem and to learn important lessons. It also laid the foundations for our future strategic planning exercise, in which access to and inclusion in services, rigour, innovation, and partnerships will play a central role.

It is impossible to ignore that it was a second full year of a pandemic, and this had an impact on our entire ecosystem, right down to our organization. It gave new meaning to the terms "agile management" and "change management." Overall, the Division came through it well, thanks to the resilience and commitment of the entire team and the value of its first service offered to the public.

As a major achievement, we should also note the move to our offices. They are a source of pride and offer a welcoming, safe place perfect for collaboration.

Our partnership with the CMHA Ontario continues this year, and we deployed the *Talk Today* program virtually for Québec teams in the Québec Major Junior Hockey League. We are pleased with the reception and impact of this program, which was even more valuable during this difficult year for sports.

This year closed with the end of the agreement with the Montreal Branch, and for me it was an intense marathon to finalize the transition process and a cascade of emotions as I leave this great organization after nine years of service. This separation of resources modifies the organizational structure and changes the way the network operates, but it will create new opportunities at many levels. The Division also welcomed for the first time a permanent Executive Director (me!). It expanded its ranks with the addition of Ariane Charlebois as Director of Communications. Like me, Ariane was with the Montréal Branch, but she also served the Québec Division as part of a resource sharing agreement.

People are the heart of our organization and our greatest resource. I would like to thank everyone who contributed to this remarkable year, both our team and our partners. I would like to recognize in particular my two indispensable colleagues:

Ariane Charlebois and Daynah Savage. Ariane played and continues to play a critical role in implementing the BounceBack program and in the development of the Division. Daynah has been so effective at structuring and organizing the administration of the program, while making a major contribution to its evolution and excellence. We had the chance to work with an incredible team of coaches who are not only peerless colleagues but who also offer our clients compassionate, professional service. They can be proud of the impact they have on the lives of participants.

I would also like to thank our President, Karen Hetherington, for her leadership and dynamism and her unfailing support. Thank you as well to the Board of Directors for its steady governance and humanity.

The Québec Division is gradually building its structure and preparing for its much-anticipated lift-off. Since its reconstruction in 2016, it has finally reached the tipping point to achieve its mission. It will also consolidate its association model with its three affiliates: Saguenay, Québec City, and Montréal. These affiliates are important actors in our community, and we hope to innovate in redefining our ties and how we work together.

I am looking to the year ahead with a great deal of enthusiasm and energy.

Thank you all and enjoy the report.

Sincerely,

Geneviève Fecteau
Executive Director

Who we are

QUÉBEC DIVISION

The CMHA promotes mental health for all and supports the recovery of people living with mental illness. A member of a national network, the CMHA Québec Division is a strong voice for the cause of mental health and aims for significant social change across the population.

- Prevention
- Awareness
- Social innovation



CMHA NATIONAL NETWORK

Founded in 1918, the Canadian Mental Health Association (CMHA) is the most established, most extensive community mental health organization in Canada. We are a federated charity, which means we are a collective of organizations bound together by a brand and mission. Together, we identify and respond to Canada's most pressing mental health priorities. At the national level, we push for nationwide system and policy change.

The team

GENEVIÈVE FECTEAU

Executive Director of the Québec Division and the Montréal Branch

ARIANE CHARLEBOIS

Director of Communications of the Québec Division and the Montréal Branch

DAYNAH SAVAGE

Administrative Coordinator for the BounceBack program

SEIF MAMMOUN

Clinical Support Officer

ALEX BRISSON

Psychosocial Coach

ROSE FRAPPIER

Psychosocial Coach

MEAGHAN LOWREY

Psychosocial Coach

ORIANNE TAMBA

Psychosocial Coach

MARC-ANTOINE VIENS

Psychosocial Coach

NICKY DADE

Psychosocial Coach

COLLEAGUES WHO WORKED FOR THE CMHA QUÉBEC DURING 2021-2022

JULIA BOULANGER

Youth Mental Health Project Manager

SONIA CORMIER

Program Director

ARIANE CÔTÉ

Implementation Support Officer

CHARLÈNE CHARLES

Communications Officer on contract

SARAH DA PONTE

Clinical Service and Community Relations Advisor

Members of the Board of Directors



KAREN HETHERINGTON
President



GEORGIA VRAKAS
Vice-President



JEAN-GUY GAUTHIER
Treasurer



MARIANNE POLIQUIN
Secretary



DENIS FOURNIER
Second Vice-President



ROSE LYNDSAY DAUDIER
Administrator



GENEVIÈVE CYR
Administrator



MARIE-JOSÉE PARENT
Administrator

Report of Activities 2021-2022



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BounceBack

02

Talk Today

03

Mental Health Week

04

Web and
social media

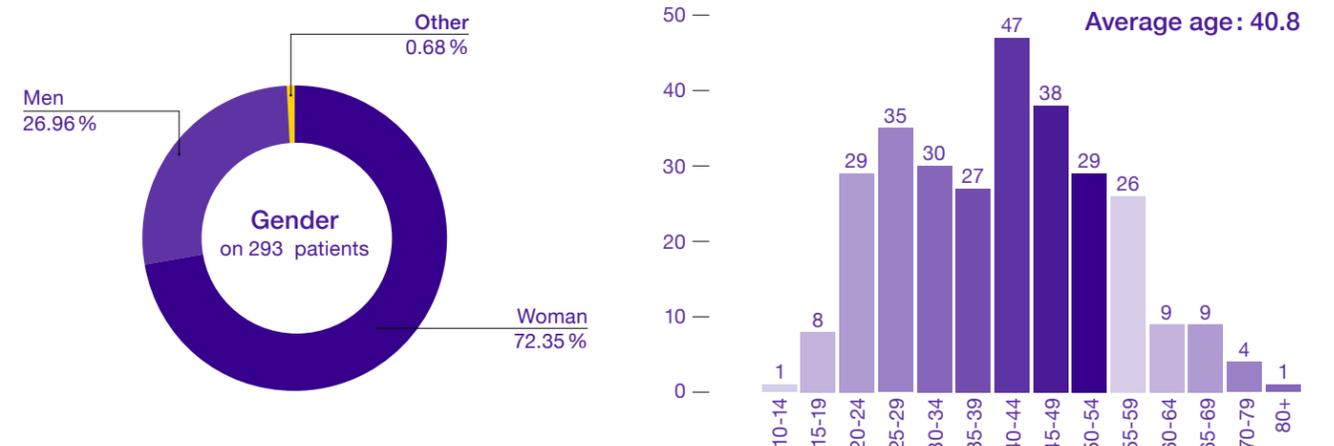
BounceBack in pilot implementation phase 01



BounceBack has been gradually deployed since September 2021. This free self-care program is available to Quebecers from CMHA Québec thanks to funding from the Government of Québec. This year, we took time to consult the stakeholders involved in change management at each stage of the implementation and to adapt our procedures when necessary. We reviewed the referral process to make the service more accessible, resulting in delays in the official launch of the program. This continuous improvement effort will allow for a better experience for users of the service and for physicians and health and social services workers who refer clients to it.

HIGHLIGHTS

- The bouncebackqc.ca website was launched and the online referral form is now operational.
- The CMHA welcomed a second cohort of psychosocial coaches to its BounceBack program.
- The document *Procédure de référence au programme d'autosoins Retrouver son entrain* (BounceBack self-care program reference procedure) from the MSSS was developed and disseminated in establishments that were part of the implementation pilot project.
- Educational tools for the BounceBack program were reviewed, and administrative tools were translated.
- Close to 300 people participated in the program, the average age being 40.



ACKNOWLEDGEMENTS

This year, we developed a close relationship with our partners at the MSSS and the RSSS to implement the pilot project. Ongoing support at every stage in the implementation ultimately ensures an optimal alignment with the health and social services network. **Thanks in particular go to Jonathan Brière, Sandra Bellemare and Steve Castonguay.**

Thank you to the agency Webit interactive for creating the BounceBack microsite and for the strategic guidance.

Thank you to the firm Managium for supporting and advising us in project management at the start of the implementation.

Talk Today offered virtually to Quebec Major Junior Hockey League players

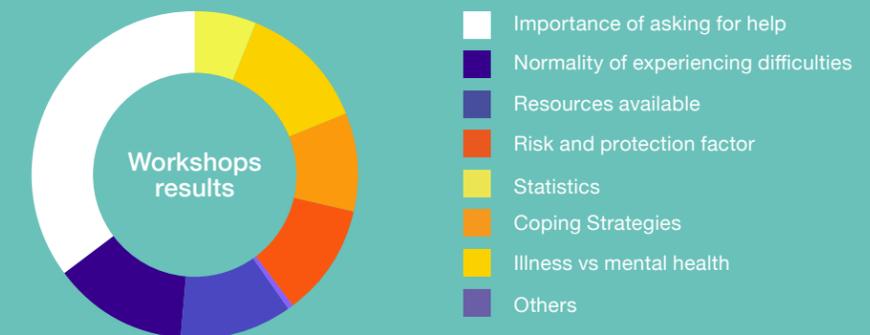
02



The goal of the Talk Today program is to start a conversation about mental health through a workshop and referrals to local mental health and suicide prevention resources. In 2021, the bilingual workshops were offered via Zoom, which required a few adjustments from the last edition: the workshop was made shorter, the PowerPoint visuals were overhauled, the structure was adapted to the online format, interactive quizzes were added, and a memory checklist was created.

HIGHLIGHTS

- Workshops reached 282 players and 16 staff members on the 12 QMJHL teams.
- The average level of knowledge in mental health went from 2.96/5 before the workshop to 4.24/5 after the workshop.

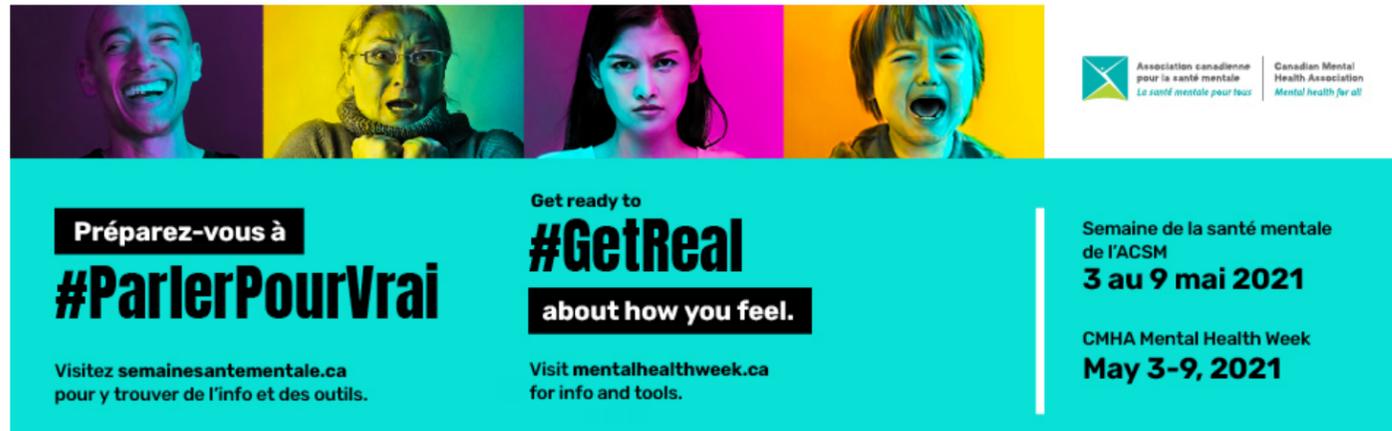


ACKNOWLEDGEMENTS

We would like to thank our partners on this project ; Alex Salomie from the CMHA – Ontario Division, Nathacha Llorens from the Quebec Major Junior Hockey League (QMJHL), Jérôme Godreault from the Association Québécoise de Prévention du Suicide (AQPS), and Linda Poirier from the Réseau des Centres de Prévention du Suicide du Québec (RCPSQ).

Mental Health Week, 70th edition: Name it, don't numb it.

03



Préparez-vous à
#ParlerPourVrai
Visitez semainesantementale.ca
pour y trouver de l'info et des outils.

Get ready to
#GetReal
about how you feel.
Visit mentalhealthweek.ca
for info and tools.

Semaine de la santé mentale
de l'ACSM
3 au 9 mai 2021
CMHA Mental Health Week
May 3-9, 2021

Association canadienne
pour la santé mentale
La santé mentale pour tous

Canadian Mental
Health Association
Mental health for all

HIGHLIGHTS

- Over 10 million Quebecers were reached through media coverage for Mental Health Week in Québec.
- For the first year, 150 municipalities and cities in Québec officially marked Mental Health Week prompted by the CMHA. Most disseminated the campaign to their residents, which provided major visibility for the CMHA in Québec. We will continue the tradition for coming editions.
- 25 CMHA Quebec partners took active part in the campaign.
- The hashtag #GetReal received an icon from Twitter, testimony to the popularity and scope of the campaign.

PRESENTATION OF THE NATIONAL CAMPAIGN

In 2021, the CMHA focused on the importance of naming, expressing, and managing emotions, even the most uncomfortable ones, to feel better. Understanding and accepting our emotions helps protect our mental health, both in difficult times such as the pandemic and at any stage of life. And when we understand what we feel, it is easy to feel compassion and kindness for others. This helps create a climate of kindness and acceptance.

ACKNOWLEDGEMENTS

The support of the agency Tok in deploying the public relations strategy provided strong media coverage for this first edition of Mental Health Week run entirely by the Québec Division. **A big thank you to the dynamic team at Tok.**

We would also like to thank our two incredible spokespeople who helped bring about social change by communicating the key messages for Mental Health Week. **Thank you to Marc-André Dufour and Karen Hetherington for your authenticity and efforts.**

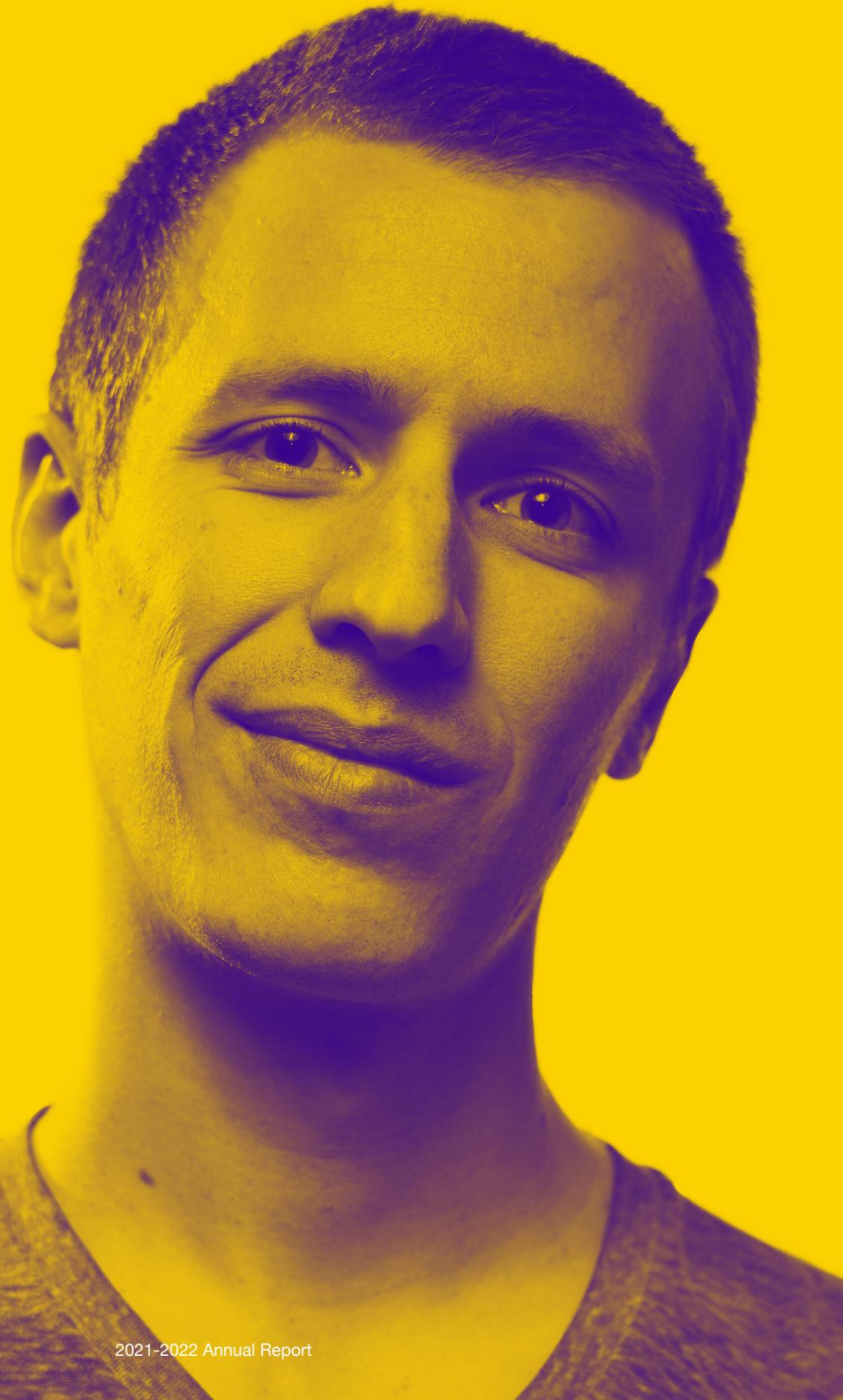
The web and social media

The Division created its social media presence, and a digital strategy will be developed when the organization puts together its strategic plan.

04

Website acsm.qc.ca
Microsite [BounceBack](#)
Facebook [/ACSM.Quebec](#)
Instagram [/ACSM.Quebec](#)
Twitter [@AcsmQuebec](#)
LinkedIn [/Canadian Mental Health Association – Québec Division](#)

Financial statements 2021-2022



CANADIAN MENTAL HEALTH ASSOCIATION - QUÉBEC DIVISION

Results As at march 31, 2022	2022	2021
PRODUCTS		
CIUSS Est-de-l'île-de-Montréal - Service Agreement (note 5)	\$781,096	\$60,769
CMHA- National	\$32,224	\$26,890
Consulting	\$9,870	\$-
Deferred contributions related to fixed assets (note 6)	\$5,325	\$-
	\$828,515	\$87,659
EXPENSES		
Salaries and social charges	\$351,227	\$-
Management fees (note 7)	\$106,956	\$59,740
Licenses	\$55,525	\$-
Rent	\$45,410	\$-
Design and printing	\$42,944	\$-
Professional fees	\$36,579	\$425
IT costs	\$36,978	\$-
Training costs	\$24,166	\$340
Taxes and permits	\$17,754	\$1,789
Accounting fees	\$16,592	\$6,510
Legal fees	\$13,587	\$6,009
Office expenses	\$12,959	\$-
Promotion and communication costs	\$12,270	\$11,609
Depreciation of fixed assets	\$5,325	\$-
Material	\$5,186	\$-
Insurance	\$4,369	\$843
Bank charges	\$1,887	\$280
Others	\$1,397	\$-
Dues and membership	\$875	\$-
Travel and entertainment expenses	\$-	\$114
	\$791,986	\$87,659
EXCESS OF INCOME OVER EXPENSES	\$36,529	\$-

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**Contact information and
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info@acsm.qc.ca
514 657-2106

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