

# Annual Report



CANADIAN MENTAL  
HEALTH ASSOCIATION  
QUÉBEC DIVISION



Canadian Mental  
Health Association  
Québec Division  
*Mental health for all*



# Table of Contents

<b>Word from the President</b>	<b>04</b>
<b>Word from the Executive Director</b>	<b>05</b>
<b>Who We Are</b>	<b>06</b>
CMHA - Québec Division	<b>06</b>
Strategic plan	<b>06</b>
<b>Activities report</b>	<b>10</b>
BounceBack	<b>12</b>
Talk Today	<b>14</b>
Mental Health Week	<b>16</b>
Media presence	<b>18</b>
<b>Financial statements 2022-2023</b>	<b>20</b>



# Word from the President



KAREN HETHERINGTON  
President

# Word from the Executive Director



GENEVIÈVE FECTEAU  
Executive Director

The year that just ended was one of transition and enthusiasm for the CMHA – Québec Division, as the demutualization process from the Montréal Branch of the CMHA was completed. I would like to thank the members of our board of directors, Marianne Poliquin, Denis Fournier, and Geneviève Cyr, for their leadership throughout the process.

The most exciting part of this year was completing our strategic planning exercise. The CMHA – Québec Division decided to focus its efforts on access to mental health for all Quebecers. To do this, we must build a strong organizational structure on a solid foundation. We will target systemic social change to ensure that all Quebecers have access to mental health.

I would like to commend the leadership and creativity of Geneviève Fecteau and her management team, who guided us through the strategic planning process.

I would like to thank the Ministère de la Santé et des Services sociaux for its recognition of our BounceBack self-care program. We look forward to future projects with them to provide preventive services to support the mental health of Quebecers.

This year, we took part in the national campaign [Act for Mental Health](#). This advocacy campaign rallies Canadians to put pressure on our leaders to make universal mental health and substance use disorder care accessible to everyone as part of public health insurance.

I would like to thank our board of directors. This year, we bid farewell to Jean-Guy Gauthier who resigned his duties in January. Additionally, Humeyra Karsli, Georgia Vrakas, and Marie-Josée Parent will not seek a new mandate. I thank them for their contribution, and I am delighted that many of them are staying on as

volunteers to offer support in their areas of expertise. During the year, we welcomed Jean-François Michaud, who brings to the board of directors his experience in governance and mental health in the private sector. We are pleased he has joined the board.

This is my final report as President of the CMHA – Québec Division. I have decided to withdraw from this executive role, which I have held since 2017. It was an exciting period, but it is time for me to pass the torch to new leadership. I was the representative of the CMHA – Québec Division on the board of directors of the national office for the past five years. I am pleased to announce that Geneviève Cyr will replace me in that capacity beginning September 2023. I will continue to chair the CMHA National committee on bilingualism as part of our efforts to ensure mental health services across Canada are available to the francophone community. Thank you to everyone for six rich, stimulating years.

**Karen Hetherington**  
President

We are proud to present our activities report for 2022-2023. Our team rose to the challenge of the national implementation for our BounceBack program and was fully engaged in the final step of our strategic planning process.

The team and the structure of the organization and the BounceBack program are now complete with eight psychosocial coaches aboard, supported by their coordinator Matthew Henri, who took the reins from Daynah Savage. She is now Administration and Development Assistant. This management team would not be complete without Ariane Charlebois, our Director of Communications and BounceBack program Manager. Ms. Charlebois and I joined the Québec Division's permanent team after serving it until June 2022 as part of the mutualization agreement with the Montréal Branch.

I would like to recognize the commitment and rigor of this amazing team that creates wonderful synergy and is passionate about our important mission.

The year was also marked by the participation of our management team in different projects within the CMHA federation, including developing new relationship agreements, the project Activate, redesigning federation websites, a lobbying campaign with federal members of parliament, and the bilingualism committee. These contributions enabled us to benefit from the vital forces of our federation to stimulate our development as a Division and anchor our positioning.

I would like to point to the importance of our BounceBack program, which is not only a new mental health service available across Québec, but that is also part of the stepped care model used in our health and social services network. This program represents the realization of our strategic positioning of focusing on mental health for our community.

The CMHA Québec network is a source of wealth for our community thanks to the expertise and achievements of our three branches: Montréal, Saguenay, and Québec City. We are eager to continue developing cooperative efforts with them to support the influence of our members and join forces to take action for mental health.

In closing, I would like to thank Karen Hetherington, our outgoing President, for her dedication to the CMHA for all these years. Karen is the most dedicated expert volunteer I have ever met. I also attended the ceremony for the [Coupe Lumière](#) award where she received the richly deserved tribute for her long track record and outstanding contribution to the cause of mental health.

We are now setting a course for the future, one that holds a promise thanks to the lessons learned and our organization's solid foundation.

**Geneviève Fecteau**  
Executive Director

# CMHA Québec - 2023-2026 strategic plan

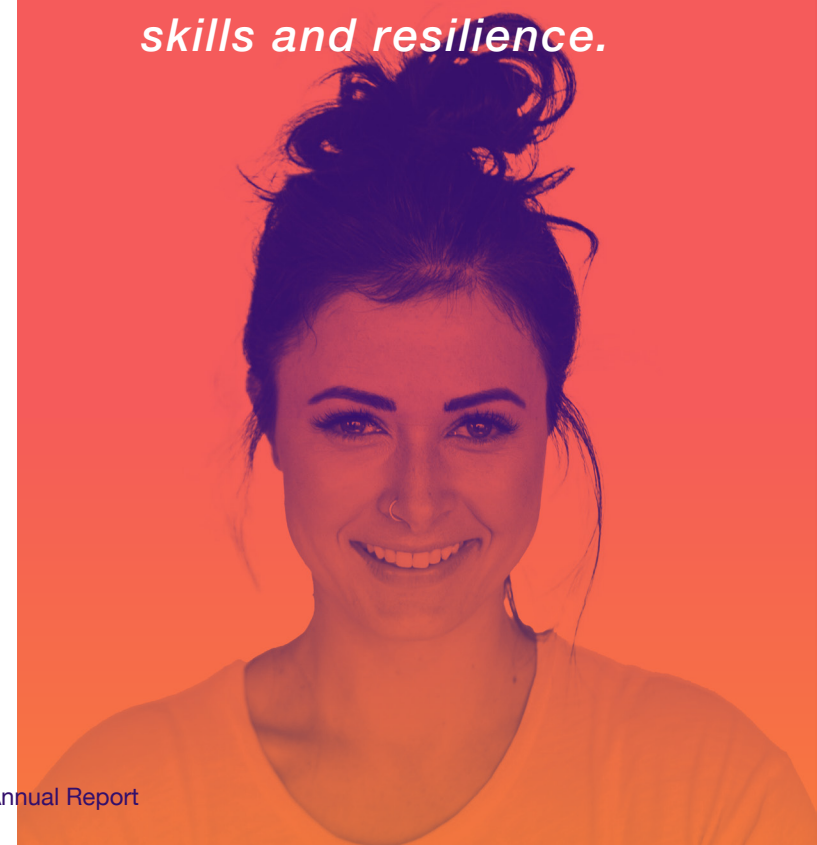
- **ORGANIZATIONAL STRUCTURE:** We are building a solid foundation to promote the organization's brand and vision.
- **SOCIAL CHANGE:** We want all Quebecers to know that mental health is an important aspect of their health and to be proactive to maintain or restore it.
- **SYSTEMIC CHANGE:** We hope that actors in different systems and their users recognize the value of preventive approaches in mental health.

As part of the positioning and strategic planning exercise, we reflected a great deal on the importance of access to mental health care and services, a concern shared by the public and decision makers. This key concept applies both to access to information about mental health and the social factors that foster well-being. At the end of our reflections, we made access the focal point of our efforts.

## TOOLS TO FEEL BETTER

The services and activities proposed by the CMHA – Québec Division are for people who want to protect their mental health and those with mild to moderate symptoms of a mental health disorder, whether confirmed or not, who could benefit from a preventive approach to ensure their situation does not deteriorate. We would like to clarify that we are not psychologists, nor a crisis service.

*We are committed to supporting the well-being of Quebecers by preventing the deterioration of their mental health and by providing them with the tools to develop their skills and resilience.*



## OUR VISION

Mental Health **ACCESSIBLE** for all Quebecers

## TO ACHIEVE OUR VISION, WE HAVE 3 STREAMS OF WORK

Solidify the organisational structure

Social change

Systemic change

## TO DO THIS WE WILL TO DO THIS WE WILL:

Consolidate the CHMA brand in QC

Update the CMHA membership model in QC

Reinforce governance

Provide tools

Inform and raise awareness

Influence

Collaborate

**The Canadian Mental Health Association – Québec Division** is a strong voice for the cause of mental health and social change in Québec. It is a member of the CMHA network that promotes mental health for all and supports the recovery of people living with mental health disorders.

## THE CMHA NATIONAL NETWORK

The Canadian Mental Health Association (CMHA) was founded in 1918. It is the largest and the most established community organization in the mental health care sector in Canada. It is a federal charitable organization that brings together organizations connected to a brand and a mission. Together, we identify the most urgent Canadian priorities in mental health in order to respond to them. We plead in favour of systemic and policy changes on a national scale.



# The team

## GENEVIÈVE FECTEAU

Executive Director

## ARIANE CHARLEBOIS

Director of Communications and Bounce-Back Program Manager

## DAYNAH SAVAGE

Administration and Development Assistant



## BOUNCEBACK PROGRAM TEAM

### MATTHEW HENRI

Program Coordinator

### ORIANE TAMBA

Psychosocial Coach

### MARC-ANTOINE VIENS

Psychosocial Coach, Quality Control Agent and Trainer

### MANUEL CLAVIJO SALAZAR

Psychosocial Coach

### OLIVIA-JANE DESBIENS

Psychosocial Coach

### FRÉDÉRIQUE GAGNON

Psychosocial Coach

### YVONNE LALONDE

Psychosocial Coach

### MELISSA CLARKE

Psychosocial Coach, Quality Control Agent and Trainer

## COLLEAGUES WHO LEFT THE CMHA - QUÉBEC DIVISION IN 2022-2023

### MEAGHAN LOWREY

Psychosocial Coach

### ALEX BRISSON

Psychosocial Coach

### NICKY DADE

Psychosocial Coach

### ROSE FRAPPIER

Psychosocial Coach

### CHLOÉ VOYER

Psychosocial Coach

### SEIF MAMMOUN

Clinical Support Agent

# Members of the board of directors 2022-2023



**KAREN HETHERINGTON**

President



**DENIS FOURNIER**

Second Vice-President



**MARIANNE POLIQUIN**

Secretary



**GEORGIA VRAKAS**

Vice-President



**ROSE LYNDSAY DAUDIER**

Director



**MARIE-JOSÉE PARENT**

Director



**JEAN-GUY GAUTHIER**

Treasurer until January 2023



**GENEVIÈVE CYR**

Director



**HUMEYRA A. KARSLI**

Director

# 2022-2023 activities report

# 10

## BounceBack

*BounceBack is a free self-care program that enables you to take control of your mental health and restore your well-being.*

This year marks the end of the implementation phase of the BounceBack program in the health and social services network. We are proud to announce that hundreds of people were referred to BounceBack, from all regions of the province. We also had the chance to see the positive impact on people who have completed their guided self-care journey. In fact, preliminary data shows that almost 80% of participants saw improvement in their symptoms. In the coming year, promotion and deployment efforts will continue to support as many people as possible.

## Talk Today

*Talk Today is one of the most complete mental health programs for athletes in Canada. Its goal is to educate young athletes about suicide prevention to promote the benefits of positive mental health across the country.*

Available bilingually in Québec, this program enables players in the Quebec Major Junior Hockey League (QMJHL) to develop knowledge about mental health, address topics that may be taboo, share personal reflections, learn about the resources available, question prejudices about mental health and ask for help. During online workshops, teams were also put in touch with local mental health and suicide prevention resources.

# 20

# 30

## Mental Health Week

### PRESENTATION OF THE NATIONAL CAMPAIGN

The importance of empathy was the theme of the 71st edition of Mental Health Week. Empathy, or the ability to understand what someone else may be going through and feeling, can lead to greater compassion and even resolve conflict. When someone experiences difficulties, people tend to offer solutions or pass judgement, when what the person needs most is empathy. To help one another, first we have to listen to one another. Luckily, empathy is a skill that can be learned and is essential for maintaining good relationships at home, at work and at school.



## Media presence

This year, we began a consolidation process for the CMHA brand image in Québec. We focused on access to our content and clarity in the service offer. We have refreshed our website and improved the user experience. It is now easier to find programs and services available to Quebecers through our Division and our branches, as well as information on mental health and mental illness.

# 40



# BounceBack

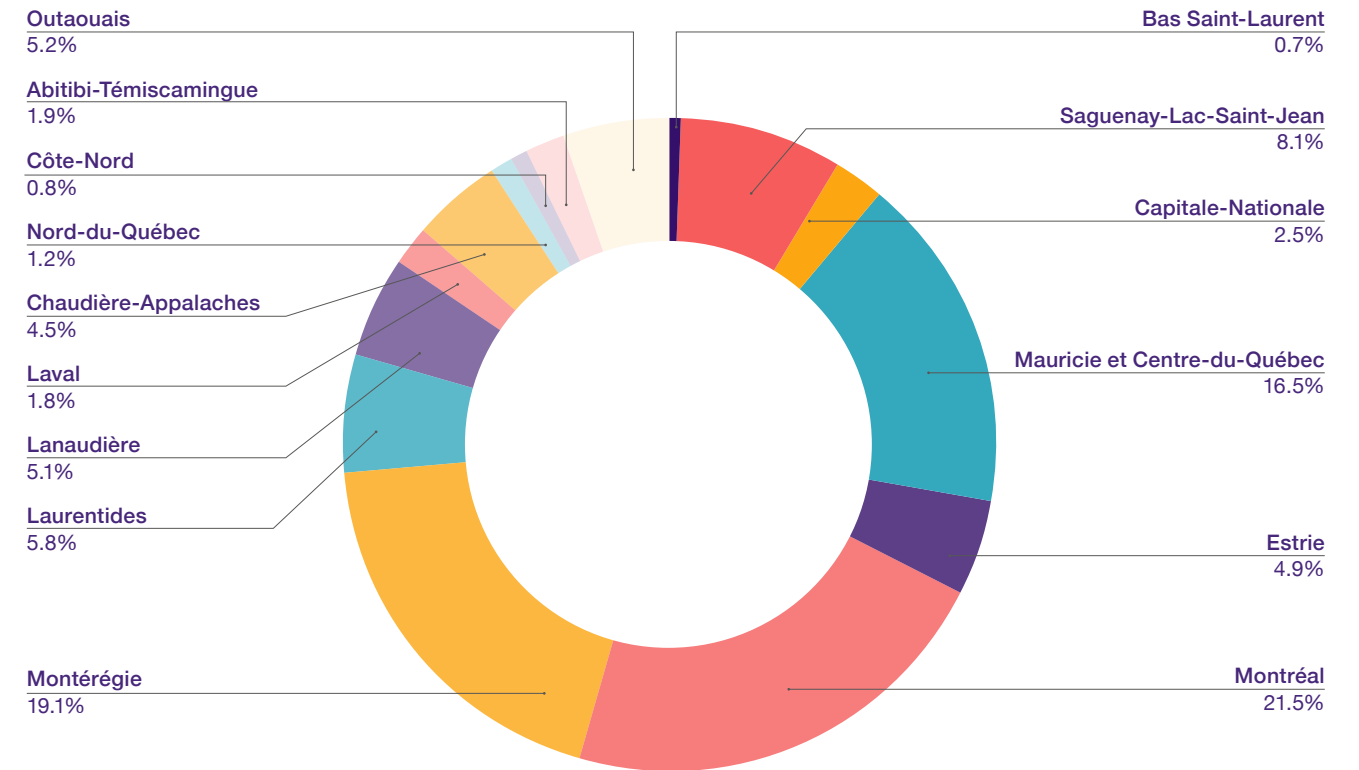


# 01

## HIGHLIGHTS

- Nearly 1200 people referred from all parts of Québec were assigned a coach to take the BounceBack self-care journey.
- Remake of 9 French-language videos on psychological education now available for free in the [video library](#) (access code: rsevideoqc).
- Creating a [referral process for health care professionals](#) available on the Ministère de la Santé et des Services sociaux website.
- Reference to the program in two areas on the site [Quebec.ca](#) ([Digital tools that help with mental health](#) and [Access to mental health services](#)).
- Promotional tour to all establishments in the health and social services network.
- The Info-Social 811 service can now steer eligible people to be referred to the program.
- Nearly 9000 new visitors to the [BounceBackqc.ca](#) website during our first digital marketing campaign.

These images come from the new French video library:



If you have symptoms of anxiety or depression and you want to start a self-care journey with a coach, ask your doctor to refer you to BounceBack.

If you are not being actively followed by a health and social services professional, call the Info-Social 811 service and tell them you are interested in participating in BounceBack. They will analyze your needs and guide you to the appropriate service.

## BIG THANKS TO:

- **MSSS** for their support, trust, and collaboration.
- **CIUSSS de l'Est-de-l'Île-de-Montréal**, who is our partner as part of our service agreement. They will continue to support the deployment of the program in the health and social services network.
- **Webit Interactive Agency** for their strategic guidance and for being the project manager of the program's first public campaign.
- **OBOX** for redoing French-language psychological education videos.
- **Mario Lévesque**, social worker and member of the Laval Service populaire de psychothérapie for his invaluable clinical support services to our coaches.
- **Amélie Seidah**, psychologist, for her continuing education services with our coaches and her help in redoing the psycho-education videos.

# Talk Today Program

TALK TODAY

## TERRITORIES SERVED

1. **Drakkar** Baie-Comeau
2. **Armada** Blainville-Boisbriand
3. **Saguenéens** Chicoutimi
4. **Voltigeur** Drummondville
5. **Olympiques** Gatineau
6. **Remparts** Québec
7. **Océanic** Rimouski
8. **Huskies** Rouyn-Noranda
9. **Phoenix** Sherbrooke
10. **Cataractes** Shawinigan
11. **Foreurs** Val-d'Or
12. **Tigres** Victoriaville

## HIGHLIGHTS

- The workshops reached 275 players and 15 employees from 15 QMJHL teams in Québec and 60 players from the LHJAAAQ.
- [A McGill University study points to the benefits of the Talk Today program in the Canadian Junior Hockey League.](#)

02



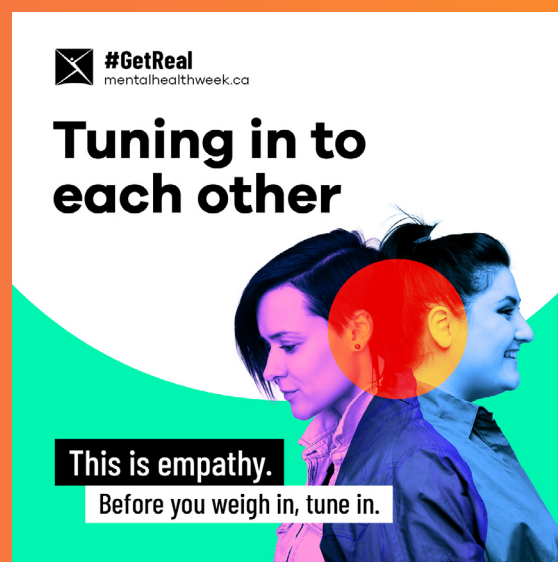
## A HUGE THANKS TO:

- Meaghan Lowrey, Trainer on contract for the CMHA - Québec Division for 2022-2023.
- Alex Salomie, National Program and Communications Manager, and Justin Dickie, Consultant for the Talk Today/ Parlons-en program (CMHA – Ontario Division).
- Natacha Llorens, Director, Player Services, and Maxime Blouin, Director, Communications and Media Relations for the Quebec Major Junior Hockey League (QMJHL).
- Jérôme Gaudreault, Executive Director of the Association Québécoise de Prévention du Suicide (AQPS).
- Linda Poirier, President of the Regroupement des Centres de Prévention du Suicide du Québec (RCPSQ).
- Kevin Figsby, Commissioner, Ligue de hockey junior AAA du Québec (LHJAAAQ).



# Mental Health Week: #GetReal about how to help.

# 03



## HIGHLIGHTS

- Nearly 5 million Quebecers were reached through media coverage for the CMHA Mental Health Week in Québec.
- 175 municipalities and cities in Québec officially proclaimed CMHA Mental Health Week. Most promoted the campaign to their residents, which provided the CMHA major visibility in Québec.
- Organizing a panel in French *C'est ça, L'empathie* (that's empathy) (with CMHA National) broadcast by Rogers TV, hosted by Karen Hetherington and featuring Marc-André Dufour, Rose Lyndsay Daudier, and Sophie Grégoire Trudeau (national volunteer for the CMHA)
- Three original video clips on empathy prepared by Marc-André Dufour and presented by our spokesperson Karen Hetherington:
  - [What is empathy?](#)
  - [How do we develop empathy?](#)
  - [What is the impact of empathy?](#)

Image from the panel



## MANY THANKS TO:

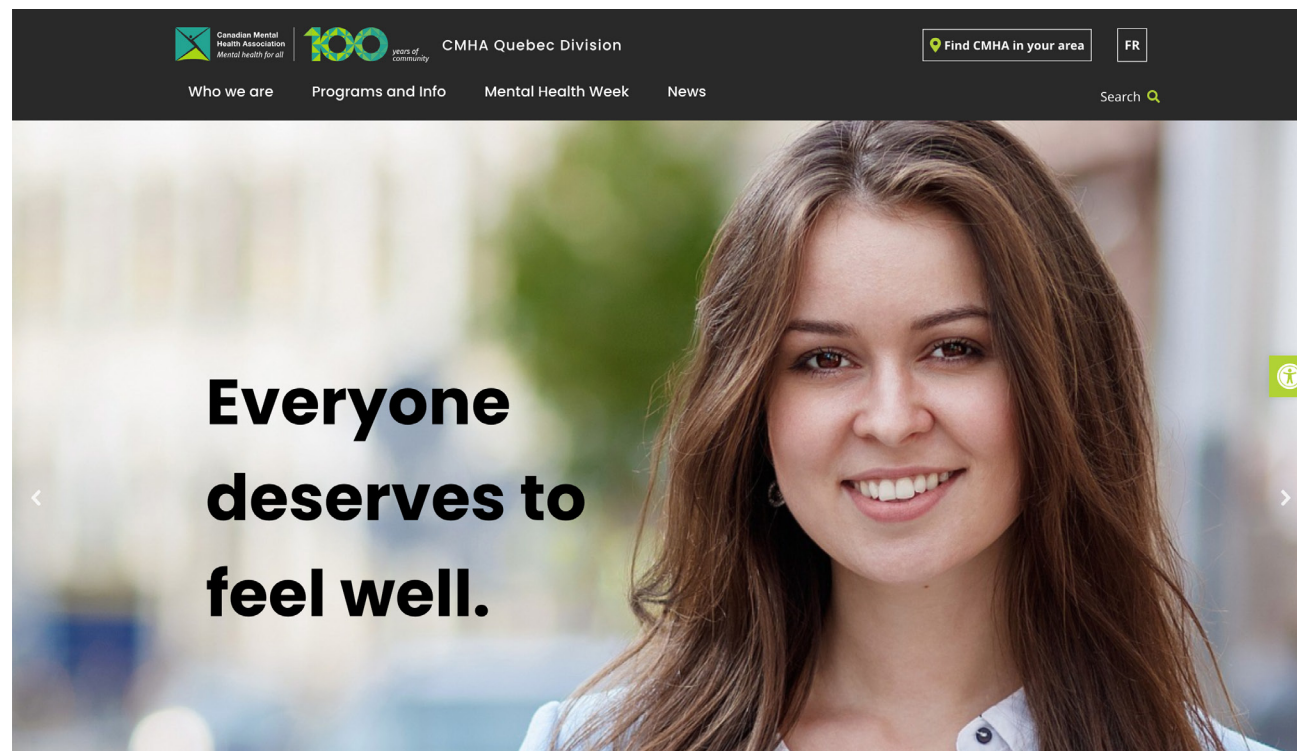
- The public relations agency **OUI l'agence**.
- To 2022-2023 spokespeople **Marc-André Dufour** and **Karen Hetherington**.
- **CHSSN** for their support for initiatives with anglophone communities.

# Media presence

# 04

## HIGHLIGHTS

- Redesign of the corporate website [www.acsm.qc.ca/en/](http://www.acsm.qc.ca/en/).
- [ACT for Mental Health campaign](#) - The Canadian Mental Health Association calls for universal mental health and substance use health care. (Press release in FR)
- Interview:
  - Global News [How Montrealers can beat the winter blues after weeks of grey, gloomy weather](#) - Montreal | Globalnews.ca.
  - CBC Montreal News on the Québec budget and Mental Health Investment.
- Our social media saw an increase in the number of followers, from 50% to 200%.



Website [acsm.qc.ca](http://acsm.qc.ca)

Microsite [BounceBack](#)

YouTube (new 2022) [/@ACSM.Division.Quebec](#)

Facebook [/ACSM.Quebec](#)

Instagram [/ACSM.Quebec](#)

Twitter [@AcsmQuebec](#)

LinkedIn [/Association canadienne pour la santé mentale - Division du Québec](#)





## CANADIAN MENTAL HEALTH ASSOCIATION - QUÉBEC DIVISION

<b>Results As at march 31, 2023</b>	<b>2023</b>	<b>2022</b>
<b>PRODUCTS</b>		
CIUSS Est-de-l'île-de-Montréal - Service Agreement (note 6)	\$911.647	\$781.096
Consulting	\$18.170	\$9.870
Deferred contributions related to fixed assets (note 7)	\$11.782	\$5.325
Other revenues	\$799	\$-
CMHA- National	\$681	\$32.224
	\$943.079	\$828.515
<b>EXPENSES</b>		
Salaries and social charges	\$600.762	\$351.227
Management fees (note 8)	\$54.026	\$106.956
Rent	\$50.612	\$45.410
Design and printing	\$48.079	\$42.944
Accounting fees	\$32.880	\$16.592
Office expenses	\$28.119	\$11.865
IT costs	\$21.134	\$36.978
Promotion and communication costs	\$19.543	\$12.270
Professional fees	\$15.873	\$36.579
Taxes and permits	\$13.043	\$17.754
Depreciation of fixed assets	\$11.782	\$5.325
Training costs	\$8.114	\$24.166
Travel and entertainment expenses	\$5.690	\$1.094
Insurance	\$5.534	\$4.369
Legal fees	\$5.505	\$13.587
Bank charges	\$1.874	\$1.887
Licences	\$1.261	\$55.525
Dues and membership	\$1.045	\$875
Others	\$1.003	\$1.397
Materiel	\$-	\$5.186
	\$925.879	\$791.986
<b>SURPLUS OF INCOME OVER EXPENSES</b>	\$17.200	\$36.529

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**Contact information  
and business hours**

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BounceBack program  
1-844-657-2106

Monday to Friday, 9 a.m. to 5 p.m.

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Health Association**  
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*Mental health for all*