



A REASON TO HOPE. THE MEANS TO COPE.  
SCHIZOPHRENIA SOCIETY OF CANADA  
SOCIÉTÉ CANADIENNE DE LA SCHIZOPHRÉNIE  
UNE SOURCE D'ESPOIR, DE SOUTIEN ET D'ENTRAIDE.

## Schizophrenia Society of Canada Announces its 2011 Award Winners

### PRESS RELEASE

(Winnipeg, August 23, 2011) The Schizophrenia Society of Canada will honour its 2011 Award Winners at the *Changing Minds* national conference to be held at the Regina Inn Hotel on September 14, 2011.

For the past 20 years, SSC has recognized individuals and/or groups who have made significant contributions to Society's mission: To improve the quality of life for those affected by schizophrenia and psychosis through education, support programs, public policy and research.

This year's award Winners are:

#### **Bill Jefferies Family Award** (Family Award)

Elizabeth White of Fredericton, NB. As a family member, Mrs. White has been involved in the area of mental health education, support and advocacy for 25 years through the Schizophrenia Society of New Brunswick.

#### **Michael Smith Award** (Researcher or Clinician)

Dr. Stanley Kutcher, of Halifax, NS. Dr. Kutcher is an internationally renowned expert in the area of adolescent mental health and a national and international leader in mental health research, advocacy and training, policy and health service innovation. He is the Sun Life Financial Chair in Adolescent Mental Health.

#### **Recovery of Hope Award** (Consumer)

Terry Broza, of Winnipeg, MB. Mr. Broza has lived experience with schizophrenia and has participated in various public education and awareness initiatives through the Manitoba Schizophrenia Society. His passion is to foster the hope of recovery for those living with mental illness.

#### **Outstanding Achievement Award** (Professional)

Aurelia Beach of Regina, SK. Mrs. Beach graduated with a psychiatric nursing degree in 1964 and has been an advocate and spokesperson for the Schizophrenia Society of Saskatchewan. A strong supporter of recovery-oriented mental health services, Mrs. Beach has provide leadership at local, regional, provincial and national levels.

**Media Award** (Individual or organization)

Dory Rossiter, CTV Reporter, Lethbridge, AB. Ms. Rossiter has featured numerous stories dealing with mental illness and the associated stigma held by society. Specifically she has produced over 30 features on schizophrenia and related psychosis during her career in television. Her stories have been featured across southern Alberta, south eastern British Columbia, south western Saskatchewan, northern Idaho and Montana.

**Initiatives/Programs of Excellence Award** (Program or initiative)

ACHIEVES Program by the Schizophrenia Society of New Brunswick – Miramichi Chapter. ACHIEVE began as an innovative pilot program in 2003 to address the need for a transition to work programs to assist persons recovering from mental illness.

The *Changing Minds* conference will focus on change that is needed in how we view people with schizophrenia, environments that encourage recovery, reducing poverty and homelessness and healing with humor, among others.

**ABOUT SSC**

SSC is a national registered charity that has been in operation since 1979. Our mission: To improve the quality of life for those affected by schizophrenia and psychosis through education, support programs, public policy, and research.

Working with 10 provincial societies, the SSC endeavours help individuals with schizophrenia and their families have a better quality of life while we search for a cure. At SSC we are committed to:

- Raising awareness and educating the public to help reduce stigma and discrimination,
- Supporting families and individuals,
- Advocating for legislative change and improved treatment and services, and
- Supporting research through the SSC Foundation and other independent efforts.

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