

hope support care

Annual Report 14.15



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.

Our **mission** and goals are at the heart of everything we do. Through our programs and activities, we strive to: reduce stigma through **education** and awareness; **support** individuals and families; advocate for improved services and treatments; and support research.



2014-2015 Executive Committee

Paul King-Fisher
President

Florence Budden
Past President

Phil Rogers
Treasurer

Odette Beaudoin
Director at Large

Chris Summerville
Ex-Officio

2014-2015 Board of Directors

Odette Beaudoin
Quebec

Florence Budden
Newfoundland and Labrador

Doug Race
Alberta

Phil Rogers
Nova Scotia

Fred Dawe
British Columbia

Julia Gajewski-Noel
New Brunswick

Wilma Schroeder
Manitoba

Ev McCormack
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Ontario

Gail MacLean
Prince Edward Island

Renea Mohammed
Member-at-large, British Columbia

David Newman
Member-at-large, Manitoba

Dr. Phillip Tibbo
Member-at-large Nova Scotia

Paul King-Fisher
Member-at-large, Ontario

Jeffery Costain
Member-at-large, Ontario

Staff

Chris Summerville
Chief Executive Officer

Sandra McWilliams
Administrative Assistant

Provincial Schizophrenia Societies

The Schizophrenia Society of Canada (SSC) is pleased to work in partnership with 10 provincial schizophrenia societies. We work together to increase awareness and understanding, support families and individuals, encourage legislation that benefits individuals and families, and promote research.

We sincerely appreciate the support of the following provincial schizophrenia societies and look forward to continued collaboration:

British Columbia Schizophrenia Society

Manitoba Schizophrenia Society

Schizophrenia Society of Alberta

Schizophrenia Society of New Brunswick

Schizophrenia Society of Newfoundland and Labrador

Schizophrenia Society of Nova Scotia

Schizophrenia Society of Ontario

Schizophrenia Society of Prince Edward Island

Schizophrenia Society of Quebec

Schizophrenia Society of Saskatchewan

Schizophrenia Society of Canada

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Fax. 204.783.4898

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 twitter.com/SchizophreniaCa

 facebook.com/SchizophreniaSocietyCanada

Our Purpose:

The Schizophrenia Society of Canada (SSC) is a national registered charity with a mission to improve the quality of life for those affected by schizophrenia and psychosis through education, support programs, public policy and research. Founded in 1979, we are proud to celebrate more than 36 years of hope, change and innovation.

We work with 10 provincial societies and their branches and regions to help individuals with schizophrenia and their families have a better quality of life while we support the search for a cure. 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.

SSC Core Values:

The SSC values provide further clarity on what the Society stands for and what it sees as important for improving the quality of life for individuals with schizophrenia and their families. The values complement the Society's corporate objects (purpose) and its mission. To be a member of SSC, persons need to indicate their agreement with the Society's objects, mission and values.

The SSC's core values are as follows:

- Schizophrenia and psychosis are medical illnesses that, like other medical illnesses, have variable expression/effects on symptoms, function and response to treatments.
- Schizophrenia and psychosis are caused by a number of different factors; from multiple genetic or environmental factors or from a combination of both.
- The SSC fully supports the important role of research in all areas related to schizophrenia and psychosis (biological, psychological, spiritual, and social determinants of health)
- Persons with schizophrenia and psychosis are entitled to efficient multi-disciplinary and integrated evidence-informed treatment and community support services.
- Persons at the early phases of their illness are entitled to real secondary prevention (early intervention and treatment) through specialized first episode psychosis clinics and their collaborators.
- Persons with schizophrenia and psychosis are to be included as full citizens in accessing education, employment, housing, medical services, recreation and social supports.
- Whenever possible families are essential partners in the care and the treatment and recovery plans of persons with schizophrenia and psychosis, and deserve respect and support
- Persons with schizophrenia and psychosis must be included in their treatment planning, care and recovery plans.
- Persons with schizophrenia and psychosis and their families are not to be blamed for this illness.
- The SSC values collaboration at all levels to ensure that caring, compassion, hope, and recovery remain at the heart of our movement.

Schizophrenia and Psychosis are Treatable:

Schizophrenia is a serious but treatable brain disorder. Although the exact causes are still a mystery, a biochemical imbalance is believed to contribute to the cause of the illness.

The illness is characterized by delusions, hallucinations, disturbances in thinking and withdrawal from social activity.

Psychosis affects 3% of the population at any given time. While psychosis can be a symptom of a number of illnesses and conditions, it is the main feature of schizophrenia. Schizophrenia can impact anyone. It usually develops into a full-blown illness in late adolescence or early adulthood and affects an estimated 1 in 100 Canadians and their families.

Schizophrenia is one of the most widely misunderstood and feared illnesses in society. The lingering stigma associated with this illness often results in discrimination and, consequently, a reluctance to seek appropriate help.

**Schizophrenia is
treatable and recovery
possible. But, it takes
a supportive, caring
community.**

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**For more information on our programs
and initiatives, please call (toll-free in canada):
1.800.263.5545 or visit our web site at
www.schizophrenia.ca**

Message from President and Chief Executive Officer

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Message from President and Chief Executive Officer

When the Schizophrenia Society of Canada was established more than 35 years ago, the first object set out in its letters patent was to provide assistance and alleviate the hardships experienced by many who suffer from mental illness – in particular schizophrenia – and their families. Facilitating communication among those who suffer from mental illness and among their families; assisting in educating them and the general public about the nature of mental illness; and assisting in the search for and application of cure and methods of prevention mental illness, were among the other objects.

We should be pleased with our founders' insight – these objects are as relevant today as they were those many years ago. With the exception of some modernizing words, our members endorsed them once again last year as we adopted new articles and a by-law to continue SSC under new federal law. But there also lies the challenge – improving the quality of life for Canadians who are affected by schizophrenia and psychosis is no less a real and compelling need today, as are needs for education, prevention, better treatment and cures. The world has changed in many ways since 1979 – ways that both advance, but also hinder, our cause. More than ever, we need to ensure we seize on opportunities that change brings so we can continue to make a positive difference in the lives of people affected by schizophrenia and psychosis across Canada.

While SSC's objects set out our reason for being and our **mission** – it is our values that guide our perspective and our actions – they are at the heart of everything we do. These values were designed to both stand the test of time, and to help us to adapt in an ever-changing world. We encourage you to refresh yourself with what we stand for: www.schizophrenia.ca

In addition to on-going programs and activities which focus on reducing stigma, education, providing support to individuals and families, advocacy and research, here are just some of SSC's activities and accomplishments in 2014-15:

- both as a member of the Canadian Alliance on Mental Illness and Mental Health (CAMIMH) and on its own, pursued opportunities to advocate for improved access to treatment and services, including with various federal departments, groups and organizations during Mental Illness Awareness Week, October 5 to 11;
- contributed to the development of several guidelines and initiatives of the Mental Health Commission of Canada, namely the **Family Caregivers Guidelines for Service Providers Toolkit**, the **Headstrong Anti-Stigma Initiative**, and the **Recovery Guidelines Project**;
- worked with the 10 provincial schizophrenia societies across Canada to host Schizophrenia and Psychosis Awareness Day on May 24;
- was a guest speaker on two programs of **Family Caregivers Unite**, an internet radio program hosted by Dr. Gordon Atherley on VoiceAmerica, speaking about... ;
- participated in a number of conferences, both as attendees and speakers, among them the: Canadian Association of Occupational Therapists, Fredericton; Psychosocial Rehabilitation Canada, Toronto; Peer Support Accreditation and Credentialing Canada, Halifax; Creating a Culture of Recovery: Approaches to Enhance Recovery-Oriented Services, Toronto; Making Health Care an Issue in the Next Federal Election, Canadian Medical Association, Toronto; Public Policy Forum's roundtable Schizophrenia in Canada, Ottawa; National Agenda on Research in Mental Health and Criminal Justice, Montreal; Early Psychosis Intervention Ontario (EPION), Toronto; the second international mental health leaders meeting, during the National Alliance on Mental Illness' (NAMI) annual conference, Washington, DC;

Message from President and Chief Executive Officer

- in cooperation with European Federation of Associations of Families of People with Mental Illness (EUFAMI), conducted a **Family Caregivers Survey** through our website;
- submitted patient-input on Latuda to the Canadian Agency for Drugs and Technologies in Health (CADTH, which provides evidence-informed advice to Canada's health care decision-makers on drug and health technology effectiveness and efficiency);
- joined a working committee chaired by Dr. Don Addington to develop new clinical practice guidelines for the treatment of schizophrenia; and,
- along with our October 4 AGM in Ottawa, hosted a psychiatric rehabilitation symposium with guest Dr. Abraham Rudnick (Chief of Psychiatry and Medical Director, Victoria Island Health Authority); and held a strategic planning session, facilitated by Hugh MacPhie, which energized us by identifying priorities for collaboration among the national and provincial schizophrenia societies.

We extend a heartfelt thanks to the SSC's Board of Directors, its board committee chairs and other volunteer committee members, for their dedication over the past year. The committees are chaired by: Odette Beaudoin and Florence Budden (Advocacy), Paul King-Fisher (By-law), Doug Race (Education), Joan Baylis and Paul King-Fisher (Fund Development) and Florence Budden (Nominating). Thanks to Sandra McWilliams for the administrative support she provides to Chris in helping SSC run effectively and efficiently as a "virtual" organization.

We also express our deep thanks to our 10 partner provincial schizophrenia societies, and our members, donors, corporate sponsors and other partners for their contributions to us and their collaborations with us, all of which helped to make 2014-15 a meaningful and productive year.

Thirty five years on, improving the quality of life for those living with schizophrenia and psychosis, and the lives of their families, continues to both challenge and inspire us. Over that time, changes in Canadian society, in the treatments and the supports available to individuals and families, in technology, in volunteerism, in funding and fundraising, reflect both the advancements and challenges we face in our work. Change will continue, so to remain effective in delivering on our mission, we must continue to identify, embrace and act upon opportunities that can help us move forward. Working together, we can continue to make a positive difference in the lives of people who are affected by schizophrenia and psychosis. We know these illnesses are treatable. We know that recovery of a quality of life is possible. And we know that to achieve this, it takes the support of a caring community. We remain privileged, and passionate about, continuing our work with you on this worthwhile endeavour – to **being** that caring community.

Paul King-Fisher
President

Chris Summerville
CEO



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I hear voices that are sometimes negative and positive and the Voice Hearers Support Group has helped me better to control my voices and to understand my voice's. Attending this group has helped me to trust other in sharing and to care for others. It has been a wonderful experience and the people and the facilitators at the schizophrenia society were very caring and very positive.”

– Jennifer, A Voice Hearer



Treasurer's Report



Treasurer's Report

The Society continues to refocus its efforts, particularly as they relate to sources of revenue. We are fortunate to be in a financial position that allows us to carry out this task.

Donations were \$212,000 in fiscal 2015 (budget \$165,000) compared to \$195,000 in 2014 – an encouraging direction. Two areas of revenue were decreased: bequests which by their nature cannot be predicted and are, therefore, not relied upon as a continuing source of income were \$2,000 compared to \$155,000 in 2014; educational grants were decreased to NIL from \$42,000 in 2014 and, accordingly, the related expenses were also decreased because it was a planned change. A review of costs also shows a reduction in each category except fundraising where we continue to make all reasonable efforts to attract donations. It is useful to note that although circumstances have required us to reduce some of our program areas, 53% of our expenditures are still in program and service delivery areas.

I will be concluding my tenure as Volunteer Treasurer at this year's AGM. It has been an honour to have served in this capacity for the past several years and I believe the entire Board has done well to steer the Society safely through precarious financial uncertainty over the past years.

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Phil Rogers, CPA/CA

Advocacy Committee Report



Advocacy Committee Report

Advocating for a better Canadian mental health system is an important part of the SSC's work. In 2014-2015, the SSC continued to provide leadership on mental health issues at the federal level through a variety of advocacy initiatives. Our efforts, both independent and collaborative, were aimed at improving treatment and services through the legislative and policy changes.

A proud founding member of the Canadian Alliance on Mental Illness and Mental Health (CAMIMH), the SSC was pleased to participate in CAMIMH's efforts and initiatives, including Mental Illness Awareness Week. CAMIMH partners – a balance of family, consumer and professional groups – provide a strong, effective and unified voice to address mental illness and mental health issues at the federal level. CAMIMH is mandated to develop and maintain a government relations and public affairs plan specific to advancing federal policy, programs, legislation and regulations related to mental illness and mental health.

CAMIMH continued to foster positive relationships with politicians, political staff and the various national media organizations. CAMIMH will continue to identify mental health champions from all parties and take a multi-partisan approach.

For a second year in a row, Florence Budden was chosen by the Canadian Alliance on Mental Illness and Mental Health to be the Chair of Mental Illness Awareness Week in May, which is responsible for the Champions Dinner in Ottawa during Mental Health Week, and also for providing guidance to the selection process to the **FACES** of Mental Illness chosen for Mental Illness Awareness Week in October.

The Federal Minister of Finance, the Honourable Joe Oliver presented the 2015 federal budget this past April 2015, entitled Strong Leadership: A Balance-Budget, Low-Tax Plan For Jobs, Growth and Security. CAMIMH was represented by Fred Phelps, Chair of the Public Affairs Committee and Michael Hatch of Impact Public Affairs at a private stakeholder Budget lock up on Parliament Hill.

There were many inclusions that are directly related to issues for which CAMIMH advocated, namely the Mental Health Commission of Canada, First Nations, Veterans and Innovation in Mental Health.

Mental Health Commission of Canada:

The Economic Action Plan 2015 announced the Government's intention to renew the mandate of the Mental Health Commission of Canada for another 10 years, beginning in 2017-18. The Mental Health Commission of Canada, established in 2007, is an arm's length not-for-profit corporation that supports improvements in the mental health system in Canada. The Commission has achieved a number of important milestones since 2007, including creating a national mental health strategy, developing a national anti-stigma initiative to help reduce discrimination faced by Canadians living with a mental illness, and establishing a knowledge exchange centre as a source of information for governments, stakeholders and the public. The Commission has also been involved in training Canadians on how to respond to mental health crises, and developing best practices to help Canadians facing mental health and homelessness challenges. Economic Action Plan 2008 provided one-time funding of \$110 million for the Commission to support innovative research demonstration projects to develop best practices to help Canadians facing mental health and homelessness challenges. Economic Action Plan 2015 announced the Government's intention to renew the mandate of the Mental Health Commission of Canada for another 10 years, beginning in 2017-18 so that the Commission can continue its important work to promote mental health in Canada and foster change in the delivery of mental health services, including suicide prevention. Following consultations with stakeholders, including Partners for Mental Health, the Minister of Health will be outlining the new mandate and direction of the Commission in the coming months.

Research: Schizophrenia Society of Canada Foundation (SSCF) Report



Research: Schizophrenia Society of Canada Foundation (SSCF) Report

The SSCF was established in 1994 when the late Dr. Michael Smith made a generous donation of half of his Nobel Prize Laureate monies to the SSC. The donation helped form an endowment fund to which others could contribute and support research, now the SSCF. We are forever grateful for Dr. Smith's generosity. His legacy is an inspiration to others to invest in research initiatives.

Research to better understand the biologic basis, psychosocial determinants, as well as pharmacological and non-pharmacological treatment options for schizophrenia is absolutely vital. The SSCF is committed to fostering and supporting research in all areas related to schizophrenia (e.g. biological, psychological, and social) to ensure that recovery is possible.

SSCF activities in the 2014/2015 year include, but are not limited to, the following endeavors.

- 1 While most of the SSCF Board meeting are via teleconference technology, the board meets face to face at least once per year. This occurred on Nov 20 2014 in Ottawa. These face to face meetings are recognized as a great opportunity to meet and discuss many various issues/topics related to the SSCF.
- 2 A major activity over the last year was the revising of the SSCF By-laws, motivated by the new Industry Canada regulations. One significant change was to the constitution of the Board, now being comprised of 5 SSC Board members and 4 non-SSC Board members. This allows for recruitment of knowledge experts and other interested parties outside of the SSC who are passionate about the work of the SSCF and its mandate. The Board was extremely thankful for the tireless work of Paul King-Fisher on the by-law changes.
- 3 In 2014 the SSCF welcomed Dr Tina Montreuil to the SSCF board. Dr. Montreuil is a clinical and research psychologist based in Montreal and was a past recipient of SSCF research funds. The SSCF board welcomes Dr. Montreuil and looks forward to working with her on SSCF board matters in the future.
- 4 In partnership with the Canadian Consortium for Early Intervention in Psychosis (CCEIP), the SSCF is funding a research project that is investigating relapse predictors in early phase psychosis. The SSCF in particular is supporting focus groups for family members in four sites across Canada, investigating the families' perspectives on relapse. A final product of this research will be a tool that families can use to aid in relapse prediction of their loved ones.
- 5 The SSCF Chair continues to represent the SSC/SSCF boards on the development committee for the Institute of Psychosocial Research, a project spearheaded by the Schizophrenia Society of Ontario. Once the Institute has identified research projects that fit the SSCF mandate, the SSCF would be a potential funding partner.
- 6 With the dissolving SHOPP/CIHR program, the SSCF has been exploring other partners to leverage research funds to continue to support psychosis research in Canada. The Board Chair has been contacting and meeting with various organizations/foundations to pursue this further, and is optimistic that a new partnership will be formed in the upcoming year.

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Dr. Phil Tibbo, President



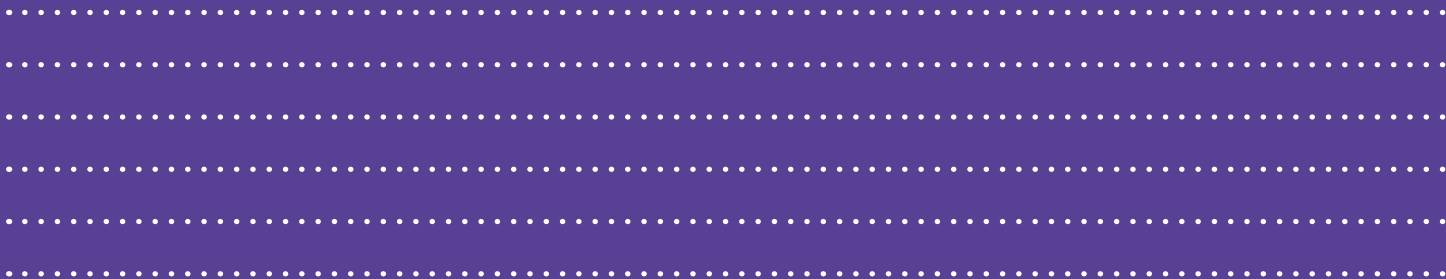
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I developed schizophrenia when I was a teenager. I was in and out of hospitals and in numerous group homes. Life was hell. I had no hope. I first discovered the schizophrenia society when I was studying in a peer support program. Through my experience with the schizophrenia society, I developed self identity, self worth and learned ways to manage my illness. I would recommend anyone experiencing schizophrenia or psychosis to take advantage of their support services and programs. Today I live a life of recovery and hope, thanks to the schizophrenia society.”

– Sherri Matsumoto



By-Law Review Committee Report



By-Law Review Committee Report

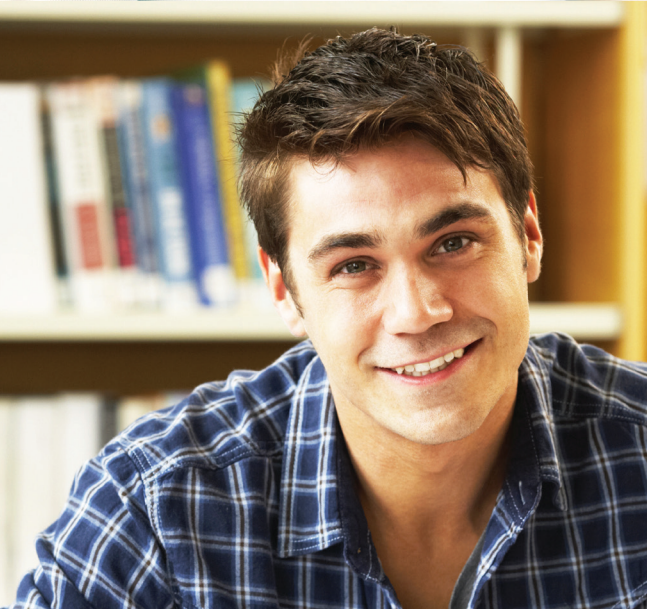
For SSC to complete its transition from corporate governance under Part II of the **Canada Corporations Act** to the new **Canada Not-for-profit Corporations Act** (CNCA), among other things, the Society needed to pass a special resolution at a meeting of members which approved articles of continuance (transition) and new by-laws. The final draft of these article and by-laws, along with other materials, were approved for presentation to members by the Board of Directors at its June 17, 2014 meeting. As part of the July 3, 2014 written notice that was sent to members advising them of the October 4, 2014 AGM, the special resolution, the articles of continuance, the (then) current SSC by-law, a draft the new SSC by-law, and a summary of the principal changes in the draft by-law, were posted and made available for downloading from the Society's website. As Chair of the Committee, I was very pleased, both on behalf of the committee and the board, to be able to make the motion to the members inviting them to pass this special resolution, and I was very satisfied when it did pass. These documents were filed shortly after the AGM, and SSC received its Certificate of Continuance from Corporations Canada on November 26, 2014.

I want to thank my predecessor committee Chair, Florence Budden, for her leadership in getting us underway on a by-law review that turned out to be a bigger task than any of us perhaps realized it would be, with thanks also to past and current committee members Jim Adamson, Odette Beaudoin, Jeff Costain and Phil Rogers, the rest of the board and our CEO Chris Summerville, for all of their contributions of time, energy, wisdom and patience through the review of various options and drafts of a new by-law. Many thanks also to McInnesCooper who acted as our legal counsel on the by-law review and continuance process.

With this task completed, the focus has turned to how to ensure SSC can be effective and efficient in meeting its obligations under the new governance regime created by the CNCA and its regulations.

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Paul King-Fisher



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Our family was desperate for help. We wondered how other families faced such a crisis as schizophrenia. We found help and support through the Schizophrenia Society's 'Strengthening Families Together' workshop. We didn't think recovery was possible at first, but now we do as our son is in a state of recovery and learning how to live beyond the limitations of a mental illness.

– Judy, A parent

Social Media and Google Ad Grants Report

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Social Media and Google Ad Grants Report

Social Media and Google Ad Grants* help **SSC advance its mission. By offering quality information on social media, SSC increases public awareness about schizophrenia and psychosis, and the work of the Society.** This helps SSC to become **popular in social media** through shares, likes, links and comments, gain fans and followers, thus **growing a thriving community** of people living with schizophrenia, their caregivers, family and friends and mental health advocates.

Using social media to promote findings from current scientific research and educational resources on schizophrenia and psychosis, and Google Grants to help Canadians looking for information about schizophrenia to find SSC's website, we can more effectively **disseminate information they need to increase the quality of life of those with schizophrenia and psychosis.**

Establishing discussions about mental health and mental illness related issues on Facebook and Twitter also helps to **raise awareness and decrease stigma.**

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Overall Results (last 12 months):

15,557

site visits, representing ~21% of total traffic:

14,169 visits via Google Ad Grants* **1,388** visits from social media

5,300 +

people following SSC on Facebook and Twitter

An average of **3,860** interactions per month on social media totaling to over **46,000** interactions

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Facebook and Twitter Results:

Total likes + followers **Facebook 2,138** **Twitter 3,206**

New likes + followers per month **Facebook 122** **Twitter 74**

Total Interactions **Facebook 41,161** **Twitter 5,164**

Total brand exposure (no. of users) **Facebook >544,000** **Twitter >423,000**

2014 SSC Awards Recipients:

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Bill Jefferies Family Award

Julia Hoeppner, Winnipeg, MB (MSS),

for her exceptional leadership and advocacy in assisting families and those living with schizophrenia and psychosis.

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Initiatives/Programs of Excellence Award

BCSS Victoria Peer Support and WRAP Programs of Victoria, British Columbia,

for programs of excellence at the provincial level.

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Recovery of Hope Award

Katrina Tinman, Winnipeg, MB (MSS),

for your exceptional contribution as a support worker in demonstrating and promoting “recovery” for those living with a mental illness.

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