

hope support care



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'ENTRAÏDE.



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.



Staff

Chris Summerville
Chief Executive Officer

Katrina Tinman
Administrative Assistant

2015–2016 SSC Executive Committee

Paul King-Fisher
President

Florence Budden
Past President

Joan Baylis
Treasurer

Chris Summerville
Ex-Officio

2015–2016 SSC Board of Directors

The Schizophrenia Society of Canada's Board of Directors is comprised of representatives of ten provincial schizophrenia societies across Canada, as well as five directors-at-large.

Odette Beaudoin
Quebec

Florence Budden
Newfoundland and Labrador

Doug Race
Alberta

Donna Methot
Nova Scotia

Michelle Seibel
British Columbia

Julia Gajewski-Noel
New Brunswick

Doug Tiltman
Manitoba

Joan Baylis
Saskatchewan

Chris Damaren
Ontario

Gail MacLean
Prince Edward Island

Dr. Lori Triano-Antidormi
Director-at-large, Ontario

David Newman
Director-at-large, Manitoba

Dr. Phillip Tibbo
Director-at-large, Nova Scotia

Paul King-Fisher
Director-at-large, Ontario

Jeffery Costain
Director-at-large, Ontario

Schizophrenia societies across Canada

The Schizophrenia Society of Canada (SSC), as part of its purpose and delivering on its mission, 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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 www.schizophrenia.ca

 twitter.com/SchizophreniaCa

 facebook.com/SchizophreniaSocietyCanada



**Recovery from
mental illness is
possible but it takes
the support of a
caring community!**



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 37 years of hope, change and innovation.

We work with 10 provincial societies 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 combination of genetics and environmental factors are 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.



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**



nope

Message from the President and Chief Executive Officer

The Schizophrenia Society of Canada (SSC) is a non-profit charitable organization founded in 1979 by Bill Jefferies and his wife Dorothy. Bill had two brothers and a son who developed schizophrenia and he set out to change the world's awareness of the illness. After a 30 year teaching career, he placed a small ad in an Oakville newspaper asking families with a member living with schizophrenia to attend a meeting to "share and educate". About 80 people attended that first meeting in a local church basement. At that time there was very little advocacy or supports available for families and virtually no supports outside hospital settings for persons living with a mental illness. Mr. Jefferies knew that one of the best ways to help the person living with schizophrenia was to provide support services to struggling families. That is why, today, you will find many family psycho-educational family groups associated with many mental health hospitals, as well as the provincial schizophrenia societies.

SSC's vision Canada is a society absent of not only schizophrenia, but also a one free of stigma, social prejudice and discrimination toward people living with schizophrenia and psychosis, along with their families. Furthermore, through the Schizophrenia Society of Canada Foundation we envision a day when there is a cure for schizophrenia and psychosis.

We know that many families are seeking answers to and guidance on so many questions, such as how to navigate the mental health system, where to go for specific help on specific matters such as psychological supports and services, therapies and technologies, etc. They are not only looking for information but for opportunities to learn, share and compare "experiences and outcomes." They are asking:

- "Is hope possible?"
- "Will the child that we knew come back to us?"
- "Will he or she have a meaningful and satisfying future?"
- "Is recovery possible?"

The SSC mission is to improve the quality of life for individuals living with schizophrenia and psychosis, their families and others in their circle of support through education, support programs, public policy, and research. Quality of life can be defined in many ways. The following criteria are among those that SSC sees as important to defining "quality of life" for those individuals, their families and carers.

- That no matter what illness a person may have, he/she is treated as a person first.
- That one experiences love and fellowship in the continuity of their life.
- That one is respected and treated with dignity.
- That one has equal access to opportunities and information that enable decision making and the exercise of applicable rights.
- That one has opportunities to learn the skills needed to participate in society.
- That one has an acceptable place to live.
- That one has meaningful employment and contributes to the community.
- That one has education opportunities throughout life.
- That one has an adequate income to provide for basic needs, plus some extras.
- That one receives access to total medical care and appropriate community support services that promote recovery.
- That one is free from the effects of stigma and discrimination.

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 2015–16:

- 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 FACES of Mental Illness in May, 2015 and Mental Illness Awareness Week in October, 2015.
- Engaged with the Pan-Canadian Project on Mental Health Indicators.
- Contributed as a working member to “Canadian Clinical Practise Guideline for the Treatment of Schizophrenia and other Psychotic Disorders.”
- Worked in collaboration with the 10 provincial schizophrenia societies across Canada to host Schizophrenia and Psychosis Awareness Day on May 24;
- Developed 20 broadcasts on a variety of subjects on “Schizophrenia Community Radio” www.schizophrenia.ca/schizophrenia_community_radio.php
- Collaborated with the Mental Health Commission of Canada on its “Family Caregiver Guidelines Tool Kit.”
- Administered the “Say Yes 2 Me Scholarship Program” sponsored by Otsuka.
- Initiated planning worked in partnership with the Schizophrenia Society of Nova Scotia for the SSC National Conference to be held in Halifax in October of 2016.
- Participated in a number of conferences, both as attendees and speakers. Among them the: Peer Support Accreditation and Credentialing Canada Conference, the 2015 Leadership Exchange and Conference held by the International Initiative for Mental Health Leadership, the Schizophrenia Society of New Brunswick 15th annual mental illness awareness events, the Second Janssen Patient Summit, the consensus conference on emerging adults in Ottawa organized by the Mental Health Commission of Canada, the Schizophrenia Society of Nova Scotia's annual conference on “Thriving in Recovery”, the Mennonite Central Committee Conference on social justice and mental illness, and the Mental Health Commission of Canada's symposium on mental health indicators.

The Society has also developed and maintains several educational web sites. The information and materials on these websites have benefited millions of Canadians over a number of years. More than 350,000 Canadians have some form of schizophrenia and three percent of the population will experience psychosis at some time in their lives. All these people have family members, significant others and friends who are also affected by their illness.

Concurrent Disorders: www.schizophrenia.ca/concurrent_disorders.php

Quality of Life Report: www.schizophrenia.ca/quality_life.php

Respite Survey: www.schizophrenia.ca/respites.php

Schizophrenia and Substance Use: www.schizophreniaandsubstanceuse.ca/

Cannabis and Psychosis Project: cannabisandpsychosis.ca/

Rays of Hope: www.schizophrenia.ca/docs/Rays_of_Hope_4th_edition.pdf

Advocacy Toolkit: www.schizophrenia.ca/docs/Advocacy_Toolkit.pdf

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 (Executive), Doug Race (Education), Joan Baylis and Paul King-Fisher (Fund Development) and Florence Budden (Nominating). Thanks to Katrina Tinman 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 2015–16 a meaningful and productive year.

Paul King-Fisher

President

Chris Summerville

CEO

Treasurer's Report

Joan Baylis

I am pleased to report to on the Schizophrenia Society of Canada financial statement for the year ending March 31, 2016.

The largest portion of the revenue was reflected in donations. SSC was very fortunate in receiving a \$100,000 from a very generous donor. This bequest was a combination of cash and RBC shares.

The other large variance shown in revenue was a scholarship project with Otsuka which brought in funding of \$69,000.

On the expenditure, the large variance in public awareness is due to \$55,000 of scholarships paid out for the "Say Yes 2 Me" project.

The Board continue to look for ways to diversity and expand our base of individual, corporate, and government funders. SSC continue to support individuals and family members with array of innovative programs and initiatives for those living with schizophrenia and other related mental illness. While SSC continues to be conservative in their spending, the CEO and board continue to look for ways to increase the revenue in our society to allow improvement in the cash flow thus allowing the society to have continued growth and fulfill its Mission Statement.

I wish to thank the CEO, staff and Board Members for the opportunity to serve on the Board and I continue to look forward to working with each of you in the future.

(A copy of the audited Financial Statements for the year ended March 31, 2016 can be found at www.schizophrenia.ca.)

The word "support" is rendered in a large, bold, lowercase font. Each letter is composed of several overlapping, semi-transparent shapes in various colors including purple, teal, pink, and olive green, creating a vibrant, multi-colored effect.

Advocacy Committee Report

Florence Budden

Advocating for a better Canadian mental health system is an important part of the SSC's work. In 2015–2016, 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.

Florence Budden, our Past President, was chosen this past year by the Canadian Alliance on Mental Illness and Mental Health to be the Chair of the Policy Action Committee.

The word "care" is rendered in a large, stylized font where each letter is composed of multiple overlapping, semi-transparent shapes in various colors including orange, purple, blue, pink, teal, and yellow. The letters are interconnected, with some colors bleeding into others, creating a vibrant and modern aesthetic.

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.



Overall Results (last 12 months)



21,984

site visits, Representing ~26% of total traffic:

20,860 visits via Google Ad Grants* **1,124** visits from social media

7,851 people following SSC on Facebook and Twitter

average of 4,247 interactions/month on social media
(totaling to over 46,722 interactions)

Total likes + followers **3,695** facebook + **4,156** twitter

New likes + followers per month **135** facebook + **65** twitter

Total Interactions **50,402** facebook + **4,153** twitter

Total brand exposure (no. of users)

~826,085 facebook + **~411,229** twitter

2015 SSC Award Recipients

Michael Smith Award

Dr. Phil Tibbo

For his dedication and leadership as a researcher and clinician in the treatment of early psychosis. Dr. Tibbo is the Dr. Paul Janssen Chair in Psychotic Disorders, researcher, and Director of the Nova Scotia Early Psychosis Program.

Dr. Abraham Rudnick

For his dedication and practice as a recovery-oriented service provider promoting hope to those living with mental illness and their families. Dr. Rudnick is the Psychiatrist-in-Chief as well as a staff psychiatrist at St Joseph's Healthcare Hamilton, Ontario.

Research: Schizophrenia Society of Canada Foundation (SSCF) 2015–2016 Annual Report

Dr. Phil Tibbo, President

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 2015–2016 year include, but are not limited to, the following endeavors.

- 1 The SSCF AGM was held for the first time via teleconference on September 27th 2015. This novel method of holding an AGM was found to be successful and will be considered an option when circumstances do not allow a face to face AGM. Of note during that meeting was the announcement of Phil Rogers stepping down as SSCF Treasurer after many years of dedicated service in this role. While saying goodbye to Phil, we also welcomed Joan Baylis to the Treasurer role. Joan has significant experience in this role and with the SSC/SSCF.
- 2 In partnership with the Canadian Consortium for Early Intervention in Psychosis (CCEIP), the SSCF has funded a research project that developed a relapse prediction tool for early phase psychosis that can be used by family members. SSCFs' support for this project has been recognized during oral presentations of the research as well as in print. The tool will be presented in the fall of 2016 at the annual CPA meeting in Toronto and at the SSC National meeting in Halifax. In 2016, the SSCF committed to further fund the validation phase of this tool (ensuring reliability and consistency).
- 3 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. This has been the main focus of the SSCF in the last year. Over the last year the SSCF 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.

The SSCF chair had been in talks with the Schizophrenia Research Foundation of Saskatchewan (SRFS) in 2015–2016, as their Foundation was looking to dissolve and disperse their remaining funds. It was very exciting to hear from the SRFS in June 2016 that their board agreed to transfer their monies to the SSCF, to ensure optimal leveraging of research projects in psychosis and schizophrenia.

2015–2016
SSCF Board of Directors

Dr. Phil Tibbo
(Chair)
Nova Scotia

Joan Baylis
(Treasurer)
Saskatchewan

Florence Budden
Newfoundland

Dr. John Gray
British Columbia

Paul King-Fisher
Ontario

Marie Knutson
Saskatchewan

Dr. William Honer
British Columbia

Dr. Trina Montreuil
Quebec



recovery

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