



# ANNUAL REPORT

## 2010 – 2011

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### 2010 – 2011 Executive Committee

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Florence Budden  
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Administrative Assistant

Chris Summerville, D.Min; CPRP  
CEO

### Consultants

Catherine Willinsky  
Project Manager

### 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 continue to lead the way, establishing programs and initiatives to benefit individuals living with schizophrenia and their family members across Canada. 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  
Société québécoise de la schizophrénie.  
Schizophrenia Society of Saskatchewan

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### Schizophrenia Society of Canada

100-4 Fort Street  
Winnipeg, Manitoba R3C 1C4  
Tel: 204-786-1616  
Fax: 204-783-4898  
E-mail: [info@schizophrenia.ca](mailto:info@schizophrenia.ca)  
Web: [www.schizophrenia.ca](http://www.schizophrenia.ca)

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# INTRODUCTION

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The following report highlights the SSC's work in the areas of Public Awareness, Education and Support, Advocacy, Research and Fund Development over the past year.

Collectively, as a national organization and through the various provincial societies, we have reached out to individuals and families affected by schizophrenia and psychosis at the local, provincial and national levels to enhance their quality of life.

You — as volunteers, members, donors, sponsors and supporters — are the most important reason for our success.

We look forward to another year of achievements as we continue to strive to meet the needs of individuals and families affected by this disease.

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*“Optimism is the faith that leads to achievement.  
Nothing can be done without hope and confidence.”  
Helen Keller*

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*“Schizophrenia is not a hopeless illness. Many, many people who are diagnosed go on to live full lives where they have a sense of happiness.”*

*Dr. Sonia Chehil*

# ABOUT US

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## WHO IS SSC ?

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 through education, support programs, public policy and research. Founded in 1979, we are proud to celebrate more than 32 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.

## WHAT IS SCHIZOPHRENIA?

Schizophrenia is a treatable brain disorder. While recovery of a quality of life is possible, 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 activities. 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 treatment.

## WHAT DO WE BELIEVE?

SSC's philosophy is based on the following core values:

- Persons with schizophrenia and psychosis and their families are not to blame for this biological brain disorder,
- The basis of effective treatment is early detection and intervention including access to the most effective medications and efficient multidisciplinary and integrated community support systems,
- Individuals and families that live with schizophrenia and other mental illnesses should be included in determining their treatment and recovery process, and
- Persons who live with schizophrenia and other mental illnesses should be treated with compassion; stigma is one of the greatest barriers to accessing treatment.

FOR MORE INFORMATION ON OUR PROGRAMS AND INITIATIVES, PLEASE CALL (TOLL FREE IN CANADA)

**1-800-263-5545**

OR, VISIT OUR WEBSITE AT:  
[www.schizophrenia.ca](http://www.schizophrenia.ca)

# MESSAGE FROM PRESIDENT AND CEO

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It has been a demanding year for the Schizophrenia Society of Canada (SSC): reviewing our internal operations and our governance model, all-the-while continuing to manage our existing programs.

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

As we highlight our accomplishments, we wish to thank our Board of Directors and other volunteers, provincial society partners, members, donors, corporate sponsors, staff and partner organizations for their important contributions to our success.

## IN 2010 – 2011, THE SSC:

- Completed the second year of our three-year **Cannabis and Psychosis Project** to raise awareness and share information about the correlation between cannabis use and the development of psychosis.
- Provided input to **Common Drug Review** (CDR). After Health Canada has approved a drug for sale, the CDR is a process whereby the therapeutic and cost effectiveness of new brand name drugs is reviewed for government drug plans across Canada. The drug reviews are used to develop listing recommendations and rationales for the recommendations to the provincial drug plans (except for Quebec). The SSC collected input from consumers and families and put that input into our submission.
- Pursued advocacy opportunities, including support of Bill C-593, an act respecting a **National Strategy for Suicide Prevention**. The enactment of such a Bill will provide the legislative foundation for a national suicide prevention strategy that would reduce society's prejudice towards those contemplating and completing suicide and increase access to improved services for persons at risk for suicide.
- Sought the support of the Minister of Health in ensuring that mental disorders and concomitants are explicitly included among the non-communicable diseases (NCDs) to be considered by the **United Nations Summit on Non-Communicable Diseases** in September, 2011.
- Encouraged the **Minister of Public Safety** to address the issue of transportation to hospital by police due to mental illness under the warrant of the Mental Health Act as showing up in "category 4" on RCMP criminal record checks typically done when people apply for employment or training programs. This we believe can lead to discrimination.
- Working with several national organizations the SSC expressed joint concern regarding the pervasive use of **solitary confinement in Canadian prisons**. Our call to action included:
  1. Reinforcing the principle that segregation should be used only as a last resort, for as short a time as possible, and for no longer than 60 days in a 12 month period;
  2. Implementing an independent external review process to monitor the use of segregation;
  3. Ensuring that the existing laws are followed; that all segregation and segregation-like conditions of confinement are subject to and governed by the rule of law; and
  4. Ensuring that all prisoners have access to appropriate community-based mental health services and resources, sufficient to address their respective needs.
- Continued to build our **fund development** efforts through sponsorships, direct mail, major gifts, planned giving.

# MESSAGE FROM PRESIDENT AND CEO *continued*

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- Enhanced **family education and support** through resources including Rays of Hope and Strengthening Families Together and the Your Recovery Journey programs.
- Participated with the Canadian Alliance on Mental Illness and Mental Health in the development of a report, "**Understanding Mental Illness: A Review and Recommendations for Police Education & Training in Canada.**" The paper summarizes what is being done domestically and elsewhere regarding training police to work with persons with mental disorders.
- Partnered with the Schizophrenia Society of Newfoundland and Labrador to host a highly successful **National Conference in St. John's** in which the focus was on identifying key messages for our movement.
- Due to privacy legislation and proposed changes by **Industry Canada**, the By-Laws Committee of the SSC is continuing to work on changes to the By-Laws in respect to membership. The Canada Not-For-Profit Corporations Act ("CNPCA") is slated to come into force with respect to Part II Canada Corporations Act ("CCA") corporations in late 2011. Given that the CNPCA will materially alter the law applicable to all corporations, the By-Laws Committee will also review of our letters patent and by-laws as advised so as to avoid surprises – particularly with respect to our membership and board structures.
- The SSC was represented this past year through our CEO at the following **conferences/ meetings**: Mental Health Commission of Canada National Mental Health Strategy Focus Group, Psychosocial Rehabilitation Canada Conference, Into the Light: Transforming Mental Health in Canada, Mental Health Round Table, National Network for Mental Health, Mental Health and Criminal Justice

Conference, the Provincial and Territorial Ministers Responsible for Person with Disabilities and Rights Symposium, and the Mental Illness Awareness Week Champions Luncheon .

These are just a few highlights from 2010 – 2011.

CEO Chris Summerville continues to communicate regularly with the Executive Directors of the provincial schizophrenia societies through the **Schizophrenia Societies Provincial Networking Group**.

We congratulate the societies on their important achievements and we are proud to partner with them in our collective effort to meet the **needs of people living with schizophrenia and psychosis**. We hope you all take great pride in these successes, and we encourage you to join us for a new year of challenges, goals and accomplishments. Working together, we can continue to make a real and positive difference for people affected by schizophrenia.



**Jim Adamson**  
*President*



**Chris Summerville, D.Min., CPRP**  
*Chief Executive Officer*

# TREASURER'S REPORT

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The financial results for the SSC for the year ended March 31, 2011 show a dramatically changed organization that is ready to operate in the new economic reality of 2011 and the future beyond.

Donations received during the year surpassed those received the previous year while direct costs decreased. This dramatic, and very satisfactory, result was due to the careful oversight and fundamental overhaul in the way we undertake fundraising. We will continue to build on this success and positive direction in the years to come.

The essential structural costs associated with delivery of our programs and reaching our goals continue to be reduced while we maintain our capacity to provide these services.

As required by the donating public and the current economic environment, every potential project has its benefits carefully weighed against both the cost of the undertaking and the proximity of its stated outcomes to our goals. Therefore, we become more focused on our mission.

The recent success of our financial planning and the continued close monitoring of our financial progress will continue to keep us in a sustainable financial position.

**Phil Rogers, CA - Treasurer**

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## SCHIZOPHRENIA SOCIETY OF CANADA

Statement of Revenues, Expenditures  
and Accumulated Surplus  
For the year ended March 31, 2011

• Revenue	\$ 644,874
• <u>Expenditures</u>	<u>\$ 604,912</u>
• Excess of revenues over expenditures for the year	\$ 39,962
• Accumulated surplus- Beginning of year	\$ 168,368
• <u>Accumulated surplus- End of year</u>	<u>\$ 208,330</u>

A copy of the 2011 SSC audit by BDO is available  
by emailing [info@schizophrenia.ca](mailto:info@schizophrenia.ca)

# CANNABIS AND PSYCHOSIS PROJECT

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Cannabis and Psychosis: SSC's Innovative participant Action Research Project -Catherine Willinsky, Project Manager

This three-year SSC project, funded by the Drug Strategy Community Initiatives Fund of Health Canada, is providing an opportunity to design a meaningful prevention effort to effectively reach youth at risk of developing psychosis by increasing our understanding of young people's lived experience of cannabis use. Youth researchers, recruited through participating early intervention in psychosis clinics, and trained in qualitative research methods, have been gathering information through focus groups and interviews with their peers. The research investigated: 1) reasons for drug use and 2) factors which protect against drug use among young people experiencing or at risk of psychosis, 3) what participants would like to share with other youth about their experiences.

This research has yielded important information which will help us to better understand the experience of at-risk youth, and will form the basis of a cannabis-use prevention strategy for this population, an important goal of our project.

In March of 2011 we held a 3-day workshop which brought together the youth researchers, artists,

site and project staff and research consultants. Over the three days we explored the results of the data gathered in the sites by the youth researchers, looking at common themes and ways those themes resonated with the youth's experiences.

We had a visual artist (Emily Holton), a poet (Laura Burke) and a photographer (John Beebe) working with us to explore the research and help us find innovative ways of expressing what we learned.

A number of products emerged from the workshop, including a short film created by the youth in collaboration with the artists. The film (which can be viewed on the project's website at [www.cannabisandpsychosis.ca](http://www.cannabisandpsychosis.ca).) expresses some of the broad themes that have emerged from the research so far. A number of other products are currently in the works and will be made available through the website during the fall of 2011.

While the products of the research are very important, the process of participating in the project is also empowering for the youth researchers – providing them with skills and opportunities they will be able to use and share as they move forward with their lives and their recovery. For more information about the project, please visit [www.cannabisandpsychosis.ca](http://www.cannabisandpsychosis.ca)

# RESEARCH

## SCHIZOPHRENIA SOCIETY OF CANADA FOUNDATION

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The Schizophrenia Society of Canada Foundation (SSCF) was created by the Schizophrenia Society of Canada with the objectives of advancing research in schizophrenia and psychosis through fund development, funding relevant research projects, promoting research and supporting SSC.

Research funds come from new donations and interest generated from past donations including funds donated by Dr Michael Smith from his Nobel Prize for Chemistry. There are two categories of funds, both of which must relate to schizophrenia and/or psychosis: the biomedical (e.g. molecular genetics, genetics, imaging and biochemistry) and the psychosocial. An example of recent awards in the biomedical stream is Dr. David Malmo, who is studying certain aspects of drug therapy for people with schizophrenia. An example of the psychosocial stream is the research work that SSC undertook on quality of life as defined by people living with schizophrenia and their families.

An objective of SSCF has always been to leverage research funds and to ensure a credible process for making decisions on which research fellows or projects to fund. Discussions with the Canadian Institutes for Health Research (CIHR) have been successful and CIHR will match the SSCF funds thus doubling the funds available from SSCF for two projects. One is to support a promising PhD candidate in the area of biomedical research for a three-year period. The other is designed to provide a “top up” of the best project in an open competition that is relevant to psychosocial aspects of schizophrenia.

The SSC/CIHR “Doctoral Research Award in the Area of Schizophrenia and Psychosis” has been awarded for a three year period to Tina C Montreuil at the Douglas Hospital Research Centre in Verdun, Montreal and is now in the second year. The total value of the award is \$66,000. The funds are to support the researcher in obtaining a doctoral degree involving relevant research.

The title of Ms Montreuil’s research will be of great interest: “First Episode Psychosis; Markers of Remission; Neurocognitive; Neuroimaging; Schizophrenia.” This will be part of a large longitudinal study on neurocognitive and neuroimaging markers of clinical outcome following a first episode of psychosis.

The psychosocial award where the funds are used to “top up” an excellent project is \$25,000 for one year. It has been awarded to Catherine Briand of the Hospital Louis H. Lafontaine in Montreal. It concerns the implementation and integration issues of rehabilitation best practices in Quebec for people with serious mental illnesses

This project aims to understand how three regions in Quebec are each putting in place a program to respond to the set of rehabilitation needs for people with serious mental illnesses (in particular people with schizophrenia). The project proposes 1) to describe the rehabilitation services and practices offered in these regions to people with serious mental illnesses in order to understand how they are deployed; 2) to analyze the factors that support or limit the implementation and integration of rehabilitation best practices in these regions of Quebec; and 3) to identify actions that will support clinicians and managers in their efforts to improve rehabilitation practices. The actions to be taken will attempt to involve stakeholders at the local, provincial and national levels. Networking days are planned for these partners at the conclusion of the project.

I would like to thank the members of the Board including President Jim Adamson (Alberta), Secretary Florence Budden (Newfoundland and Labrador), Treasurer (retired) Rick David (Ontario) and Phil Rogers (new Treasurer) Nova Scotia , Pam Forsythe (New Brunswick), Marie Knutson (Saskatchewan), Renea Mohammed (British Columbia), Bill Honer (British Columbia) and Judith McKenzie (Ontario). Chris Summerville (CEO) provided important assistance.

# RESEARCH Continued

SCHIZOPHRENIA SOCIETY OF CANADA FOUNDATION

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Research to find the cause and cure for schizophrenia is absolutely vital. We are committed to fostering and supporting research through the Schizophrenia Society of Canada (SSC) Foundation so that a cure can be found.

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

Since the Foundation's establishment in 1994, we have funded 12 fellows and were pleased to continue funding support for two additional projects in 2010-2011.

Research continues to be a key priority for the SSC and our program will be increasingly promoted and developed over the coming years. We look forward to fostering our existing research partnerships and establishing new opportunities to advance research into the causes, functioning and cure for schizophrenia.

**Dr. John Grey, Ph.D, Chair, Schizophrenia Society of Canada Foundation**



*“Quality of life means that you’re in a place where you feel really good – about yourself, about what you’re doing, who you are, where you live.” - Corey*

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## Schizophrenia Society of Canada 2010 Awards

### **Recovery of Hope Award**

***Laura Burke***

For your exceptional recovery work as a peer support worker with the schizophrenia society.

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

***Gail MacLean***

For your exceptional leadership in PEI in assisting families and those living with schizophrenia.

### **Michael Smith Award (Professional Award)**

***Dr. Pam Forsythe***

For your dedication as a recovery-oriented psychiatrist to those living with mental illness and their families.

### **Outstanding Achievement Award**

***Ian Pollett***

Posthumous as Peer Support Worker and Advocate for touching so many lives.

### **Initiatives/Programs of Excellence Award**

To the ***Manitoba Schizophrenia Society*** for your exceptional leadership in delivering the “Hearing Voices That Are Distressing” workshop to nearly 10,000 Manitobans.

# DONOR SUPPORT

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THE SCHIZOPHRENIA SOCIETY OF CANADA AND ITS FOUNDATION GRATEFULLY  
ACKNOWLEDGE THE FINANCIAL SUPPORT OF THE FOLLOWING CORPORATIONS  
and ORGANIZATIONS

*Health Canada*

*The EJLB Foundation*

*The Leonard Foundation*

*Eli Lilly Canada*

*Janssen*

*Pfizer Canada*

*Biovail*

*Bristol-Myers Squibb*

# STRATEGIC DIRECTIONS FOR 2010 - 2011

## LOOKING AHEAD

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While the traditional focus of an Annual Report is on goals achieved over the past year, it also provides an opportunity to look ahead at all we hope to accomplish in the coming years. In our continuing effort to serve people affected by schizophrenia, we must always look ahead at how we can better meet the needs of our stakeholders and improve their quality of life. The Schizophrenia Society of Canada (SSC) will meet in Regina in September to establish a new strategic plan to guide our programs, services, activities and organizational operations over the next three years. With our mission – to improve the lives of those affected by schizophrenia and psychosis as our guiding principle, the SSC will continue to:

- Work towards finding the cure for schizophrenia, aiding recovery and improving the quality of life for people with schizophrenia and their loved ones.
- Enhance overall organizational effectiveness and efficiencies in raising revenues and deploying resources.
- Cultivate, with our provincial, national and international partners, an organizational culture of trust, mutual respect, cooperation and accountability.
- Measure our performance, as judged by those whom we serve: individuals, family members and all Canadians living with schizophrenia and psychosis; all provincial societies; donors;

medical and allied professionals; and the Canadian public.

**Over the coming years, our efforts will focus on:**

**Advocacy and Government Relations** – We will continue to act as the national voice of Canadians living with schizophrenia and psychosis by identifying, prioritizing and addressing relevant public policy issues and collaborating with government and other agencies.

**Revenue Generation** - We will enhance our ability to increase revenue in order to improve and expand our programs, services and activities for the benefit of individuals and families living with schizophrenia and psychosis.

**Family and Consumer Support** - In partnership with the provincial Schizophrenia Societies, we will work towards providing consistency in programs and education to benefit people who live with schizophrenia and psychosis across Canada.

**Public Education, Awareness, Communications and Marketing** - In partnership with provincial Schizophrenia Societies, we will create an integrated communications strategy that will result in widespread public awareness of schizophrenia and psychosis and the various functions of SSC.

**Research** - Through the SSC Foundation, and in collaboration with the provincial Schizophrenia Societies, we will develop a greater profile for our national research program. With these priorities and objectives in place, the SSC is eager to move forward on exciting, innovative and meaningful initiatives that will help us achieve our goals. We sincerely hope you -- our volunteers, members, provincial partners, donors, sponsors and stakeholders – will join us in these efforts. Together, we can make a real and positive difference for every Canadian affected by schizophrenia and related mental disorders.