

2022-2023 Annual Report

A YEAR OF NEW IMPETUS



Canadian Mental
Health Association
Montreal Branch



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WORD FROM THE PRESIDENT



Dear members and collaborators,

I am delighted to present our annual report for the year 2022-2023, a year filled with challenges, transitions, and development for our organization.

The past year was underscored by important decisions for the future of the CMHA-Montréal Branch, with the demutualization of the Montreal Branch and Quebec Division. This transition occurred in a difficult context of high turnover, with staff suffering the consequences. I'm proud to say that the invaluable efforts and unwavering commitment of our Board of Directors have enabled us to stabilize and rebuild the organization's management core.

During this **impetus of reorganization**, we had the pleasure of welcoming Josée Côté, our new Executive Director, who brought her invaluable expertise and passion to our organization. Through her enlightened leadership, we were able to get operations back on track and pursue our mission.

This year was marked by the new three-year strategic planning exercise, which enabled us to clarify our vision and objectives for the future. A realistic action plan was the result: it will help us grow intelligently and respectfully, taking into account future challenges and the means to overcome them.

I am delighted to see that the CMHA – Montreal Branch continues to play its essential role in promoting the mental health of Montrealers, and I would like to thank the members of our organization for their dedication, passion, and engagement with our mission. I am convinced that, together, we can make a difference.

Thank you for being part of the Canadian Mental Health Association family.

ALEX LETOURNEAU
President of the Board



WORD FROM THE EXECUTIVE DIRECTOR



The year 2022-2023 was a year of major transition for the CMHA – Montreal Branch. I am honoured to have joined the team at this decisive moment in the organization’s history. In heading into its 44th year of operation, the Montreal Branch is pursuing its mission in a **spirit of renewal**. I assumed my duties in a context of post-demutualization, team reorganization, and strategic planning, which presented major challenges, along with so many possibilities!

My first source of pride is having rebuilt the team and surrounding myself with high-calibre colleagues who are engaged and invested in mental health. My contribution to the 2023-2026 three-year strategic planning process also enabled me to quickly get up to speed and better understand the issues and realities the organization has faced. What a great way to begin a new management position! And what can I say about the directors, employees, members, experts from outside the organization and network partners, who supported me throughout the year and who demonstrated unfailing commitment to our organization and our mission to promote mental health.

The CMHA – Montreal Branch’s new strategic plan will make it possible to clearly define orientations and objectives for the next three years. It will also help rally the team, the Board of Directors, and our members behind a unifying action plan that will confirm our leadership position in promoting mental health and preventing mental illness with the Montreal community, a mission that has distinguished us for decades.

I would like to recognize the tireless support of the Board of Directors and thank my team, which every day helps create such great synergy. I would also like to extend a hand to our members: I look forward to meeting and getting to know you over the next year.

Enjoy the report.

JOSÉE CÔTÉ
Executive Director





WHO WE ARE

THE MONTREAL BRANCH

Member of a century-old national network, the Canadian Mental Health Association (CMHA) – Montreal Branch is a community organization founded in 1979 that works for the promotion of mental health and the prevention of mental illness. With as its cornerstone the social determinants of health, the adaptation process, life paths and social impact, our efforts target the Montreal communities.

The CMHA – Montreal Branch promotes the transfer of knowledge, resources, and skills. It combats the stigmatization of mental health problems and encourages change individually, collectively, and in policy.



OUR EFFORTS ARE BASED MAINLY ON THREE APPROACHES:

- **Social determinants of health** (individual characteristics, living environments, systems, the global context)
- **Adaptation process** (resilience, development of social and emotional skills, empowerment)
- **Life course** (taking into account a series of life trajectories: educational, professional, familial, relational, health)

OUR ACTIVITIES

- **Information and education** (conferences, workshops, and training)
- **Communication campaigns**
- **Publications** (guides, articles, and blog)
- **Community relations** (representation, dialogue, conversation, and consultation)
- **Speaking opportunities and public positioning**

CMHA'S NATIONAL NETWORK

The CMHA was founded in 1918. It is one of the oldest volunteer organizations in Canada. Every year, it provides direct services to over 100,000 Canadians thanks to the combined efforts of over 10,000 volunteers and employees working in over 135 communities from coast to coast.

THE TEAM

ÉMILIE JORNET,
Director of Programs



**FANNY
GRAVEL-PATRY,**
*Mental Health
Promotion Advisor*



JOSÉE COTÉ,
Executive Director



**MARIE-ÈVE
VAUTRIN NADEAU,**
Communications Advisor



IKRAM KHIARI,
*Association Life
and Customer
Service Manager*

SABINE ASSUÏED,
*Apprivoiser sa solitude et
développer son réseau Project
Manager (overcoming loneliness
and developing your network)*



2022-2023 BOARD OF DIRECTORS

ALEX LÉTOURNEAU,
*President – organizational
performance consultant*

LÉO-ROCH POIRIER,
Vice-President – INSPQ retiree

ALEXIS BOUCHARD,
*Treasurer – Managing Partner
at NordiQ Capital*

**ANNE-CHRISTINE
BOUDREAULT,**
*Secretary – Taxation Lawyer,
Partner at Cain Lamarre*

DAVID CHARRON,
*Director – Director of Risk
Management*

CORALIE CRESSENT,
*Director – entrepreneur
and entrepreneurial coach*

YANNICK FOUDA MAH,
Director – psychoeducator

**EVELYNE LANGLOIS-
PAQUETTE,**
*Director – public financing
specialist*

DIRECTORS WHO LEFT CMHA – MONTREAL BRANCH DURING 2022-2023

NATALIE BERTRAND

ISABELLE DORÉ

COLLEAGUES WHO LEFT THE CMHA – MONTREAL BRANCH DURING 2022-2023

CHANTAL BELLEFEUILLE,
Administrative Assistant

ARIANE CHARLEBOIS,
*Director of Communications
or the Quebec Division and
the Montreal Branch*

GENEVIÈVE FECTEAU,
*Executive Director for the
Quebec Division and the
Montreal Branch*

EMILY GERVAIS,
*Development, Partnerships,
and Sociopolitical Action
Advisor*

ALEXIE KIM,
General Public Project Manager

NATHALIE RICHARD,
*Communications and Program
Development Officer*



2022-2023 HIGHLIGHTS

FRESH IMPETUS!

New management, new team, new strategic plan: 2022-2023 gave the CMHA – Montreal Branch a new lease on life. We took advantage of the period to look back at the past few years, which were marked by changes brought about by the pandemic: the transformation of the working world, the community network, and needs in mental health promotion.

ALWAYS PRESENT IN MONTREAL COMMUNITIES!

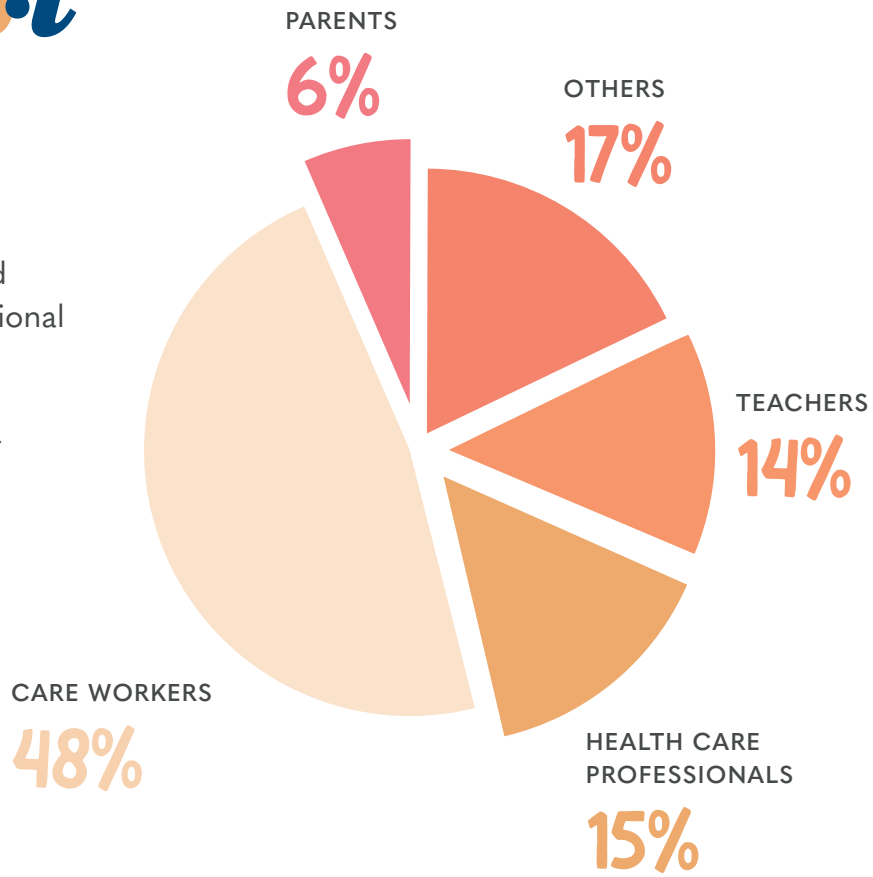
STIMULATING PARTNERSHIPS AND CURRENT PROJECTS TO REACH THE PUBLIC:

- Creation of a public communication campaign with the Direction régionale de la santé publique de Montréal (DRSP)
- Drafting a new booklet for our activities guide for promoting mental health in youth with
 - Université de Montréal's Centre Axel
 - Observatory for Children's Education and Health
 - Centre de transfert pour la réussite éducative du Québec (CTREQ)
- Developing and leading workshops for well-being in seniors with the Observatoire Vieillesse et Société (OVS)



1,049

people downloaded Adap.t, our educational activities guide, in French and in English, to foster young people's mental health.



500

people attended our popup webinars for information on specific topics in mental health promotion, thanks to contributions from guest experts.



1,040

people attended the Mental Health Demystified conference, which addressed the topic of psychological health and responded to frequently asked questions.

Aging *in* Good Mental Health

OVER 230

people took at least one of our three training programs on *aging in good mental health*.

221

copies of our intervention guide *Aging in Good Mental Health*, in French and English, were downloaded.

WONDERFUL OPPORTUNITIES TO TALK ABOUT OUR SERVICES:

- 1 Participation in a round table organized by our partner, the **Community Health and Social Services Network (CHSSN)**, on March 3, where we talked about mental health promotion and mental illness prevention with the anglophone community in Montreal.
- 2 During the **Association québécoise des enseignantes et des enseignants du primaire's convention** on November 24, 2022, we had a booth to promote our **Adap.t** guide.
- 3 The CMHA – Montreal Branch was presented at the event **RBC à cœur**, for caregiver employees, March 14, 2023, in downtown Montreal.
- 4 The Director of Programs and Communications Advisor took part in the radio program de radio **Folie douce**. [Listen to the episode.](#)

OUR PUBLICATIONS

- [Happiness at all costs? Handling negative emotions over the holidays](#)
- [Maintaining a healthy relationship with digital technology](#)
- [Mental health promotion through the prism of intersectionality: better understanding for more effective action](#)
- [Lettre ouverte: En santé mentale, les mots comptent \(open letter in French only: With mental health, words matter\)](#)



NEW 2023-2026 STRATEGIC PLAN

AN IMPETUS OF CHANGE

The new three-year strategic plan is part of this impetus of change, both organizational and social. The effort, driven by the governance committee and the management team, mobilized the vital forces of the organization, i.e., the Board of Directors and the internal team, but also our members and partners in the network, who took the time to share their vision and recommendations.

The four major strategic orientations for the next three years reflect our desire to step up our efforts while strengthening the organization, to pursue our development, and to confirm our place in promoting mental health with Montrealers.



ORIENTATION 1

PROPEL THE ORGANIZATION

Areas of intervention:

- Increase financing.
- Consolidate the team.
- Continue reinforcing governance skills.

ORIENTATION 2

PUT MEMBERS AT THE HEART OF THE ORGANIZATION

Areas of intervention:

- Create a membership policy.
- Value member engagement in the organization.
- Increase the number of members.

ORIENTATION 3

BE A LEADER IN MENTAL HEALTH PROMOTION

Areas of intervention:

- Increase involvement in the Montreal communities.
- Strengthen our position as opinion leader.
- Promote our mission.

ORIENTATION 4

ENERGIZE THE SERVICE OFFER

Areas of intervention:

- Promote and develop our programs and activities.
- Introduce an evaluation system for our services.
- Update our service offer based on the needs of Montreal communities.

OUR SERVICE OFFER

We all have mental health. This is why access to information and education about mental health is a central concern of the CMHA – Montreal Branch



AN IMPETUS TOWARD OTHERS

Drawing on the lessons of the pandemic, the year 2022-2023 saw a leap toward accessibility. This led to the signature of an important partnership between the CMHA – Montreal Branch and the Direction régionale de la santé publique de Montréal (DRSP) to develop a mental health literacy project. We also took advantage of the year to review our training, which we now offer in interactive, online versions as well as in person, in French and English.

*Campaign upcoming in November 2023



MENTAL HEALTH FOR EVERYONE

mental
health
demystified

MENTAL HEALTH DEMISTIFIED CONFERENCE →


For anyone who wants to learn more about mental health, acquire knowledge, and develop concrete tools for their well-being and that of their loved ones.

popup
webinars

LES WEBINAIRES POPUP

Available for free, these monthly webinars enable guest experts to demystify mental health by addressing a range of themes and realities.

Available recorded on our [website](#).



IT IS IMPORTANT TO
ADDRESS THE TOPIC OF
MENTAL HEALTH SO PEOPLE
CAN ACQUIRE BETTER
TOOLS FOR THEMSELVES
AND THOSE AROUND THEM.

LEILA
manager

YOUTH MENTAL HEALTH



Guide of turnkey educational activities available to download for free, Adap.t equips youth workers, teachers, and parents to support youth and foster their mental health

The modules:

- 1 What is mental health?
- 2 Stress management
- 3 Self-esteem
- 4 Recognizing and expressing emotions
- 5 Controlling your inner dialogue
- 6 Starting high school
- 7 Expressing myself through art

**I USE ADAP.T
MODULES FOR
FOLLOW-UPS WITH
YOUTH. THEY ARE
WELL DESIGNED,
EASY TO USE,
AND APPEALING.
YOUNG PEOPLE
ARE ENTHUSIASTIC
ABOUT THE
ACTIVITIES; THEY
GRAB THEIR
ATTENTION.**

JESSIKA
secondary
3 teacher

AN IMPETUS TO COMBAT BULLYING

A new booklet on bullying produced in cooperation with the Université de Montréal's Centre Axel, the Observatory for Children's Health and Education, and the Centre de transfert pour la réussite éducative du Québec, is scheduled to launch during the 2023 back-to-school season.

SENIOR MENTAL HEALTH

Aging in Good Mental Health

AGING IN GOOD MENTAL HEALTH PROGRAM →

The goal of this program is to **improve understanding about mental health in seniors** to better communicate with and support them.

Comprised of three training courses and an intervention guide for practical support, it addresses natural caregivers, volunteers, and support workers who want to better understand mental health and the impact of changes related to aging.

Training content:

- 1 Aging and adaptation strategy**
- 2 Stress and distress in seniors**
- 3 Crisis management and interventions with seniors**

 New, now available in English.

Apprivoiser sa SOLITUDE et DÉVELOPPER son réseau

APPRIVOISER SA SOLITUDE ET DÉVELOPPER SON RÉSEAU PROGRAM →

Made up of six reflective, participative workshops, this program, for people aged 55 and older, is designed to **improve well-being by focusing on maintaining autonomy and a good social and support network.**

* This program is currently only available in French.

FINDING MOMENTUM

Now available in person and virtually, the program is ready to take off with a new toolkit to facilitate its implementation across Quebec.

THE TRAINING PROGRAM
AGING IN GOOD MENTAL
HEALTH HELPED ME
REMEMBER THAT IT
IS NORMAL TO FEEL
POWERLESS. WHAT
IS IMPORTANT IS NOT
REMAINING ALONE WITH
THE MOST DIFFICULT
CASES. YOU NEED TO TALK
ABOUT IT.



ANNIE
care worker

MENTAL HEALTH IN THE WORKPLACE

**ensemble,
cultivons
la santé
psychologique
au travail**

+ travailleurs autonomes

OUR SOCIAL ECONOMY STREAM →

This course for self-employed workers and solo entrepreneurs gets them engaged with their well-being by taking care of their mental health.

Through this workshop, our facilitator, a Professional Certified Coach and certified trainer, Marie-Pierre Caouette, offers interactive, dynamic activities to encourage the search for concrete strategies adapted to their reality.

* This program is currently only available in French.

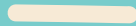
MENTAL HEALTH WEEK

AN IMPETUS OF EMPATHY

For this 71st edition, the CMHA focused on **the importance of listening, understanding others, and social support** to spotlight the essential role of empathy for healthy relationships and good individual and collective mental health.

Empathy involves recognizing another's point of view as truth, without judgement. It is a critical socioemotional skill that is acquired and developed for balanced, fulfilling living environments.

The Montreal Branch helped deploy the national campaign by offering publications and holding the conference Mental Health Demystified, free for the public.



EMPATHY IS CLOSELY TIED TO COMPASSIONATE, PROSOCIAL BEHAVIOURS, WITHOUT AGGRESSIVENESS AND WITH HELPING BEHAVIOURS.

Understanding someone's feelings



#GetReal
mentalhealthweek.ca



IN SHOWING EMPATHY, WE CAN HELP THE PEOPLE AROUND US WHO ARE EXPERIENCING DISTRESS REGAIN A SENSE OF CALM.

EMPATHY FOSTERS AN EMOTIONAL CONNECTION BETWEEN INDIVIDUALS, GROUPS, FAMILIES, AND COMMUNITIES.



THE WEB AND SOCIAL MEDIA

COMPARE TO 2021

LINKEDIN

Canadian Mental Health Association
Montreal Branch

1,842
followers

+ 36%

FACEBOOK

@acsmmontreal

5,337
followers

+ 11%



Groupe Adap.t

439
members

+ 22%

INSTAGRAM

@acsm_montreal

951
followers

+ 16%

TWITTER

@acsm_montreal

2,853
followers

=



YOUTUBE

/ACSM Montréal

102
subscribers

+ 45%

NEWSLETTERS

Around
3,400
recipients

42%
Average opening rate

CONNECTING WITH THE COMMUNITIES

THE CMHA – MONTREAL BRANCH IS A MEMBER OF:

Arborescence, pour les
proches en santé mentale

Appui national

Association pour la
santé publique du Québec
(ASPQ)

Association québécoise
de la réadaptation
psychosociale (AQRP)

Centre d'apprentissage
Santé et Rétablissement
au Québec (CASR)

Centre de recherche en
prévention du suicide de
l'Université du Québec
à Montréal (CRISE)

Chambre de commerce
de Montréal

Coalition pour le maintien
dans la communauté
(COMACO)

Comité santé publique
– milieu communautaire
(DRSP)

Coordination régionale
d'Aire ouverte

Regroupement intersectoriel
des organismes
communautaires de
Montréal (RIOCM)

Regroupement des organ-
ismes pour hommes de
l'Île de Montréal (ROHIM)

Réseau alternatif et com-
munautaire des organismes
(RACOR) en santé mentale
de l'Île de Montréal

Société québécoise
de la schizophrénie (SQS)

Table de concertation des
aînés de L'Île de Montréal
(TCAIM)

Table des partenaires du
réseau local de services
en santé mentale de
Jeanne-Mance

Table des partenaires
du réseau local de services
en santé mentale Cœur-
de-l'Île

WORKING COMMITTEES WE PARTICIPATED IN

Comité de pilotage du
Centre d'apprentissage
Santé et Rétablissement
(CASR)

Comité web 2.0 de l'ACSM
national

EVENTS WE WERE INVITED TO

Table ronde en santé
mentale organisée par
le Community health and
social services network
(CHSSN)

Événement RBC à cœur,
destiné aux employé.e.s
proche-aidant.e.s.



FINANCING

THANK YOU TO OUR FINANCIAL PARTNERS

Ministère de la Santé et des
Services sociaux du Québec

Ministère de la Famille et des
Aînés (Québec amis des aînés)

Ville de Montréal

CAMPAIGNS WE HAVE BEEN PART OF:

Benevity Impact Fund

Paypal Impact Fund

Canadons

**A BIG THANK YOU
TO OUR DONORS
AND ALL THOSE WHO
HOLD FUNDRAISERS
TO SUPPORT OUR
ACTIVITIES.**



OUR VOLUNTEERS

AN IMPETUS FOR INVOLVEMENT

This year was unique for CMHA – Montreal Branch, which underwent profound organizational changes, with the reconstitution of its team, along with the launch of its strategic planning exercise. To support the organization, board members spared no effort. We would like to recognize their tireless commitment and the many hours they volunteered. They allowed the organization to stay the course.

14

Number of volunteers who supported us this year

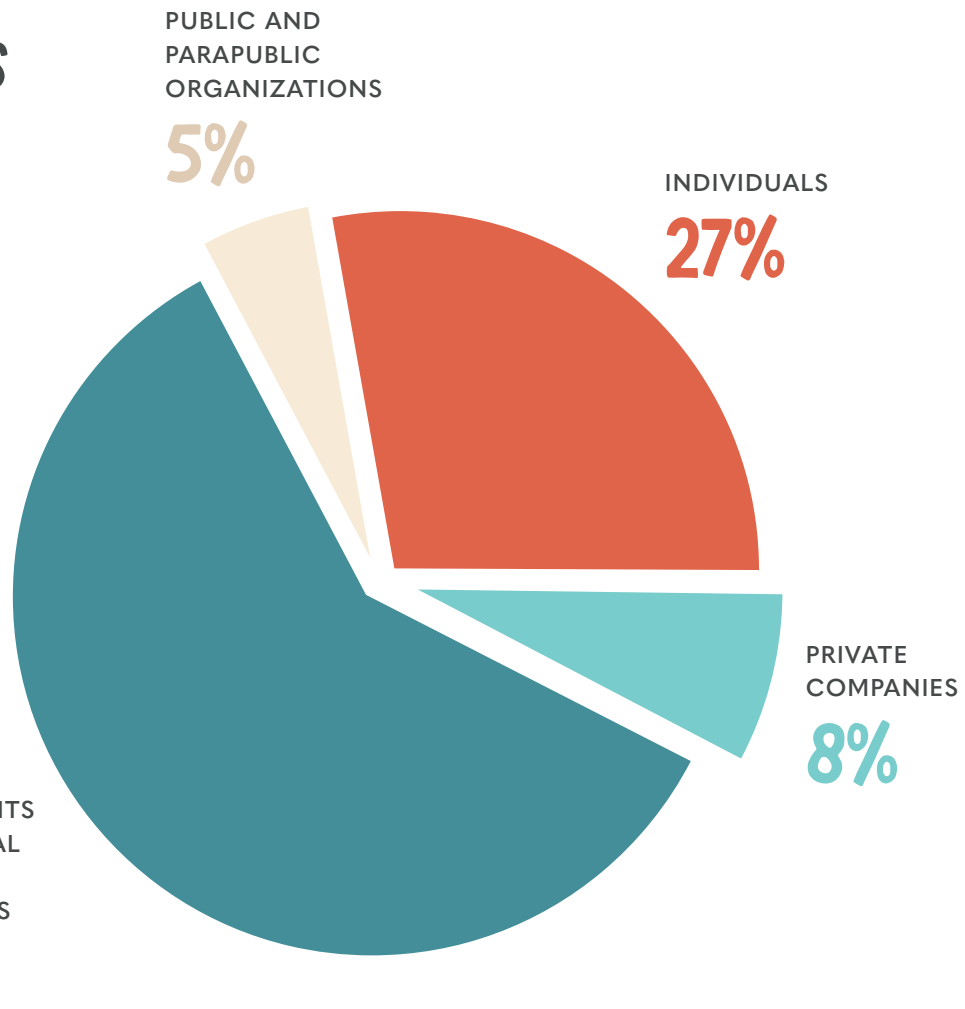
1,700

Number of hours donated



ASSOCIATION LIFE AND DEMOCRATIC FUNCTIONING

107
ACTIVE
MEMBERS



A UNIFYING IMPETUS

Our 43rd Annual General Meeting took place on June 21, 2022, with 21 members, employees, and partners in attendance, in person and virtually.

In addition to being the most important democratic activity for our organization, it is a key moment to gather, look back at the year that just ended, celebrate the team's accomplishments, and present upcoming projects.



DISCOVER US



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Canadian Mental Health
Association – Montreal Branch

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