

ANNUAL REPORT

CMHA Windsor-Essex County

2023/24



**Canadian Mental
Health Association**
Windsor-Essex County

Community well-being is our sole focus.

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Mentally healthy people in a healthy society.



CMHA Windsor-Essex is leading and advocating for specialized community mental health services with integrated primary health care.



Last spring, the Ontario government announced a \$1,979,761 investment to connect nearly 8,000 more people to primary care in Windsor-Essex through CMHA-WECB.



Message from the Board President and CEO

It's with immense appreciation we present the Canadian Mental Health Association, Windsor-Essex County Branch (CMHA-WECB)'s 2023-24 annual report. This year saw significant progress and unwavering commitment to integrating mental health and addictions with primary care. As we reflect on our achievements and look forward, we're grateful for our dedicated team, the trust of our clients and the support of our partners.

Our integrated care model has demonstrated effectiveness in improving patient outcomes and enhancing experiences. We've expanded our reach, introduced innovative programs and embraced new technologies to better serve our community. Several of our key achievements include, but are not limited to, the following:

1. Expansion of services:

We've added beds for our Safe Beds program, included more partners in our Mobile Outreach & Support Team, and expanded Youth Wellness Hub programming.

2. Innovative programs:

New programs focused on early intervention, and mental health support have been implemented. CMHA-WECB, along with Hôtel-Dieu Grace Healthcare, is one of four partners involved in a nationwide initiative to support the implementation of Ontario Health's schizophrenia quality standards.

3. Technology integration:

Adoption of new technologies has streamlined operations and improved patient care, including the implementation of business intelligence software and reporting, as well as a new electronic medical record platform for our Shelter Health team.

4. Community outreach:

Our outreach initiatives continue to make a difference in the lives of individuals, particularly in underserved and vulnerable populations. In early spring, we received the exciting news that our expression of interest to enhance interprofessional primary care team access was successful. With \$1.9 million in funding, CMHA-WECB expanded primary care access through our community health centre, became the lead agency for Shelter Health and continued support for Mobile Medical Support in partnership with Erie Shores Healthcare. Altogether over 8,000 individuals will gain access to primary health care in our community.

Looking ahead, we're committed to innovation, excellence and client-centred care. The mental health and addictions sector continues to face challenges, with a 30 per cent increase in people accessing services. We'll continue to explore new ways to integrate services, leverage technology and engage our community to address clients' evolving needs.

We extend our gratitude to our dedicated team, whose passion make our achievements possible. To our patients, volunteers, donors, partners and stakeholders, thank you for your support.

Sincerely,



A handwritten signature in blue ink that reads "Nicole Sbrocca".

Nicole Sbrocca
CEO



A handwritten signature in blue ink that reads "S. Guenther".

Sylvie Guenther
Board Chair

Keanu Reeves

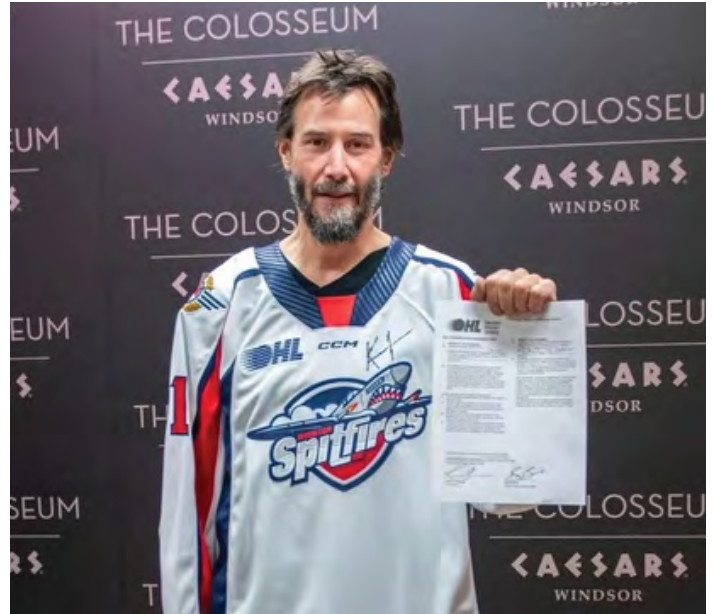
Autographed Jersey Raises \$20,000 for Mental Health

In August, global superstar Keanu Reeves was in Windsor to play with his band Dogstar at Caesars Windsor.

Interestingly, Keanu was supposed to try out for the Windsor Spitfires almost 40 years ago, but wasn't able to because of an injury. He then turned to acting (which has gone pretty well for him).

While in Windsor, Keanu was gracious enough to sign a jersey with proceeds going to CMHA-WECB. The winning bid was \$20,000! We're so grateful for this opportunity and thank the Spitfires, Caesars Windsor and whoever else helped to make this happen.

Keanu Reeves is a national treasure!



Year-in-review

Strategic Plan

In 2024, CMHA-WECB launched its new strategic plan that will serve as a roadmap for the focus of our work over the next five years. In consultation with staff, community partners, community, donors and volunteers, the strategic plan includes a renewed focus on prioritizing clients, growing together and nurturing connections.

This is our story.

OUR MISSION:

CMHA Windsor-Essex is leading and advocating for specialized community mental health services with integrated primary health care.

“OUR VISION
Mentally
Healthy
People in
a Healthy
Society”



Strategic Priorities

We will deliver on this vision by providing specialized programs for persons living with a serious mental illness through a recovery-based philosophy including:

- Primary Care
- Health Promotion
- Supportive Housing

Core Values



Compassion

Valuing human connection, prioritizing well-being through empathy and kindness, and aiming to make a positive impact in every interaction through genuine respect.



Person-Centred

Amplifying individual voices, championing unique experiences and concerns, and advocating for clients, echoing their needs, concerns, and aspirations in all efforts.



Excellence

Upholding professionalism and respect at every turn, remaining accountable and responsive. With a continuous focus on innovation and collaboration, providing services that meet the highest standards of care and understanding.

Strategic Drivers



Prioritizing Clients

Our strength lies in understanding and addressing the unique needs of every individual we serve. Ensuring clients are heard, respected, and cared for. With every decision made, our clients' well-being remains our top priority.



Growing Together

We believe in the potential of our community. By providing opportunities to learn, listen and recognize contributions, we cultivate an environment where every person is valued and motivated to achieve their best.



Nurturing Connections

We focus on establishing and nurturing collaborations that align with strategic priorities and can amplify our reach and effectiveness. Whether it's with other agencies, the communities we serve, or amongst ourselves, we are dedicated to partnerships that lead to better client outcomes.

Learn more about our Strategic Plan: windsor.essex.cmha.ca

Schizophrenia Quality Standards

As part of a nationwide effort to advance **schizophrenia** care, the Mental Health Commission of Canada (MHCC) and Ontario Shores Centre for Mental Health Sciences (Ontario Shores) are collaborating to support the implementation of Ontario Health's schizophrenia quality standards at four health-care demonstration sites. CMHA-WECB was honoured to be one of the four sites in partnership with Hôtel-Dieu Grace Healthcare.



Schizophrenia Quality Standards National Demonstration Project

Schizophrenia is a chronic and severe mental illness associated with premature mortality and high disease burden. While there's well-established evidence for the care of adults with schizophrenia, there continues to be gaps in services that support these individuals.

Staff have been trained and are able to provide family intervention therapy and cognitive behavioural therapy. Both are pillars of the schizophrenia treatment quality standards. We've also implemented physician-specific assessments which assist in assessing and recognizing relapse early on, giving our physicians a chance to make positive treatment changes in real time.

Long-acting injectable antipsychotics and clozapine are the two preferred pharmacotherapy options within the schizophrenia treatment quality standards. This project has provided us with tools to encourage and monitor clients who should be receiving this therapy.

Safe Beds

In May 2024, the Safe Beds program expanded to include two additional beds with existing funding to meet the growing demand for Safe Beds services in our community. In 2023-24, Safe Beds provided support to 96 individuals while maintaining an occupancy rate of 91 per cent due to the strong engagement of our police partners. Of those 96 individuals, over one-third obtained safe and stable housing or attended long-term addiction treatment programs.

Bereavement

In recognition of the reputable bereavement program at CMHA-WECB, CMHA Ontario asked us to develop resources and materials for use by other CMHAs. Last fall, a dedicated website, www.cmhabereavement.ca, was launched with resources and clinical materials. Our staff also lead trainings and webinars for clinicians throughout Ontario.

Recognition

CMHA-WECEB received the Platinum Award at the Gord Smith Healthy Workplace Awards ceremony. The awards recognize local employers that provide employees comprehensive workplace wellness programs.

Kim Willis was recognized as the Business Ambassador of the Year at the Windsor-Essex County Chamber of Commerce Business Excellence Awards for her work as Director, Communications and Mental Health Promotion at CMHA-WECEB.



By the Numbers

Community Mental Health Services

5,527

individuals served
(+27% year-over-year)

82,562

client interactions
(+3% year-over-year)

CMHA Health Centre

2,246

individuals served
(+10% year-over-year)

13,814

client interactions
(+14% year-over-year)

Program and Services

Youth Wellness Hub Windsor-Essex

The Youth Wellness Hub Windsor-Essex celebrated the grand opening of the Solcz Family Foundation site last November. It was an awesome event that allowed us to recognize all the donors, youth, volunteers and community partners who have made the Youth Hub possible.

The Youth Hub continues to enjoy great success with 343 unique youth accessing the site 2,836 times over the past year. By several accounts, youth would not have had anywhere else to go to access mental health services if the Youth Hub wasn't available.



Last fall, the Youth Wellness Hub, in partnership with Windsor Police Service, received a grant to support youth who have been trafficked. With the “Coming Home Initiative,” youth who are reported as missing to police will receive a phone call from a peer support worker. They share information about the hub and invite the youth to come for a tour and receive resources, including a backpack with hygiene items and gift cards. The objective is to build trust with these youth and share opportunities and supports available to help them. Windsor is one of the first communities to adopt this program that’s now being rolled out across the country by the Royal Canadian Mounted Police (RCMP).



TeaMWork

“Together Empowering Access for Migrant Workers Outreach, Resources and Knowledge”

In recognition of their need to support some of the nation’s most vulnerable and isolated workers, the federal government announced the Migrant Worker Support Program (MWSP) as part of the 2021 budget. Informed by the lessons learned from the Migrant Worker Support Network Pilot, the MWSP aims to support community-based organizations in the provision of migrant worker-centric programs and services. CMHA-WECB has been one of the TeaMWork partners since its inception helping to support the mental wellness of migrant workers and their employers.

CMHA-WECB's TeaMWork highlights

1,931

individuals reached

3

In the Know training sessions

98

farms

7

Mental Health Series presentations (Open Discussion, Finances & Burnout, CBT & Self-Esteem, Grief Supports, Mental Health, Stigma & Coping, Anxiety)

858

outreach contacts

"A migrant worker initially struggled with severe homesickness, depression, and anxiety, torn between returning home and fulfilling financial responsibilities. Using Cognitive Behavioural Therapy and anxiety coping techniques, he improved his mental well-being, expressed a desire to support his daughter's anxiety, and found a sense of purpose in the Canadian community. This highlights the transformative impact of personalized mental health support on migrant workers and their contribution to their new communities."

- TeaMWork partner

Innovation and Growth

This spring, the Ontario government announced \$1,979,761 in funding to connect more people to primary care teams in Windsor-Essex through CMHA-WECB.

This investment by the province in the CMHA-WECB will significantly grow primary care capacity in Windsor-Essex and serve nearly 8,000 residents, said Windsor-Tecumseh MPP Andrew Dowie when the funding was announced.

To close the gap for people not connected to primary care in the community, the province is supporting the expansion of interprofessional primary care teams in Windsor-Essex. This means CMHA-WECB will expand the services of the CMHA Health Centre along with several community partners, to connect more people to primary care.

This funding will expand human health resources and extend the outreach for the Mobile Medical Support (MMS) team. The MMS is a mobile health care clinic that provides episodic primary care, preventative care and wraparound services to a variety of vulnerable, high-risk, underserved populations across Windsor.

Funding has also been used for Shelter Health, whereby primary health care services will be available to individuals at four shelters in Windsor.

Health Minister Sylvia Jones visited Windsor in July and had the opportunity to speak with community partners to hear first-hand about the significance and outcomes of these initiatives.

We look forward to collaborating with our community partners in the development and implementation of this community funding to enhance and expand programs and services to create more access and improve health outcomes across Windsor-Essex.

Financial Overview



- Mental Health Programs **\$14,849,074**
- Community Health Centre including Nurse Practitioner **\$2,276,378**
- Revenue-Generating **\$2,489,456**
- Housing Programs **\$1,266,443**



- Compensation including Purchased Services **\$17,217,989**
- Supplies and Other Operating Expenses **\$3,920,555**
- Equipment and Capital Expenses **\$96,302**

Thank you

Highlights

We're grateful to all the donors, events and partnerships that helped CMHA-WECB raise \$1,693,646 last year! These funds help support the bereavement program, client assistance fund/ Comfort Closet, mental health promotion/education, Safe Beds and the Youth Wellness Hub.

Some of the highlights include:

- Mucci's Smuccies raised an incredible \$11,650 for the Youth Wellness Hub
- The first annual "The Push Up Challenge" netted over \$21,000 with 432 local participants
- Go Green Golf Tournament raised \$60,000 in support of the Griefworks program that supports children/youth who have experienced a loss
- Ride Don't Hide moved to a new home at the Ciociaro Club and raised \$40,000
- The Run with Responders 5K saw hundreds of runners and walkers participate in a spectacular five-kilometre course along the stunning Windsor riverfront (CMHA-WECB was delighted to be one of the beneficiaries)
- Country at Heart's Dan Gemus and his team outdid themselves again this year where attendees raised \$35,000 in support of the Youth Wellness Hub
- The SunBuilt Custom Homes Golf Tournament selected CMHA-WECB as one of their beneficiaries in support of our Mobile Outreach Support Team and client assistance fund
- The First Responders Golf Tournament chose CMHA-WECB to be of the organizations to receive support from funds raised at this annual golf event
- Cars for a Cause saw hundreds of car aficionados gather at the Lasalle Event Centre in May to check out some stunning vehicles, with partial funds raised going to CMHA-WECB
- Jeff Burrows' 18th annual 24-Hour Drum Marathon was another smashing success, raising funds in support of five mental health-related charities

Signature Events

June was a busy month with the Go Green Golf Tournament and Ride Don't Hide.

The golf tournament was sold out again this year and raised \$60,000 in support of the Griefworks program. A special thank you to the volunteer committee and our sponsors, many of whom support CMHA-WECB annually at this event.



Ride Don't Hide marked its 11th year on June 23 at the Ciociaro Club, a new location. Again this year, participants had the choice of a 10, 20, 50 or 100-kilometre course. The Packer family also organized the Glow Ride in May that was a lot of fun.



Thank you, CMHA-WECB members

Becoming a member is a simple, yet impactful, way to stand with CMHA. Your membership signifies support for our mission and the services we extend to our community. It's a statement of support for mental health promotion, illness recovery, resilience and prevention. Please understand while some CMHA-WECB members opt for anonymity, your contribution is always valued.

- Belle River
- Shoppers Drug Mart
- Larry Bannon
- Luciano Carlone
- Tim Catherwood
- Doug Cozad
- Barb Davis
- Lisa Jones
- Izabela Kolodziej
- Kristie McInnis
- Asoka Rajan
- Bruce Rand

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Contact us



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