



**CASP** Canadian Association  
for Suicide Prevention

**ACPS** Association canadienne  
pour la prévention du suicide

**2018 Annual Report**  
**01.04.2017 - 31.03.2018**

*Envisioning a Canada without Suicide*  
*Envisager un Canada sans suicide*

**[www.suicideprevention.ca](http://www.suicideprevention.ca)**

## OUR MISSION:

To advocate, communicate and educate for suicide prevention, intervention and postvention in Canada.

## OUR VALUES:

**Leadership** -- Aspiring to be a leading voice for advocacy, communication and education for suicide prevention, intervention, postvention and life promotion within Canada.

**Inclusivity** -- Ensuring that our efforts are inclusive of the diverse perspectives and circumstances of those across our country impacted by suicide.

**Fairness** -- Advocating for equitable access to suicide prevention, intervention, postvention and life promotion initiatives.

**Excellence** -- Striving for the highest quality as we pursue and facilitate informed based efforts for advocacy, communication and education.

## ORGANISATIONAL DRIVERS & OBJECTIVES:

- Partner and collaborate across multiple stakeholder communities: regionally, provincially and nationally
- Build capacity through the facilitation and promotion of opportunities for education, skills acquisition and knowledge exchange, with a focus on evidence-based best practice information.
- Foster connections among communities, advocates, service providers, those with lived experience, including high risk social, demographic or geographic populations
- Create a sense of belonging for all those impacted by suicide
- Influence policy and decision makers by continuing to serve as a recognized voice in the national conversation about suicide
- Ensure that prevention, intervention, postvention and life promotion are kept in the public arena, emphasizing life promotion and hope
- Identify, mobilize and provide a platform to share community issues, needs and solutions with decision makers, other advocates and stakeholders within and outside of the mental health sector
- Support community capacity-building in suicide prevention
- Engage community and grassroots organizations in the development of public policy, programming and research efforts to reduce suicide.

## PRESIDENT & EXECUTIVE DIRECTOR'S REPORT:

What a difference a year makes. With its renewed mandate in 2017, CASP worked diligently and passionately during the past twelve months to build on its strategic reset of the previous year. Our significant moves forward were enabled by the successful creation and implementation of an action plan designed to address the four foundational pillars of: leadership, partnership and collaboration, the fostering of connections and supporting communities.

As a leading national voice in addressing suicide prevention, intervention, postvention and life promotion, CASP joined with and supported other voices in promoting and advocating for initiatives, at the national and regional level, aimed at reducing the impact of suicide on the lives of people living in Canada. We continued to engage multiple stakeholders in dialogues about effective and appropriate communication, research, access to resources and the identification of gaps in knowledge and services. Throughout the year, CASP played an important role in promoting knowledge transfer among individuals, communities, researchers, policy makers and national organizations. We have come to understand, from the stakeholder tables to which we have been invited, that, in dialogues about suicide, CASP is seen as being integral to accessing important information in plain language so that it can be shared with all.

What better way to acknowledge a reset than with a new look. This year CASP launched its new website with enhanced functionality, ensuring that we can continue to grow our services and reach. We also have a new logo; one that builds on our past but symbolizes our commitment to the future. During this rebranding period, CASP's leadership in the field has been recognized by a significant increase in media requests, invitations to participate in suicide-specific roundtables, and by the growth in website traffic. While CASP continues to expand its range of influence, we can take pride in our rapidly growing membership and the positive feedback on our World Suicide Prevention Day and Survivor of Suicide Loss Day activities. We would also like to take this opportunity to express our appreciation to our hosts, The John Howard Society and Canadian Mental Health Association of Newfoundland and Labrador, for partnering with us for the 2018 annual conference in St. John's. Moreover, we are pleased to announce that we have already secured a commitment for the conference in 2019.

As we move into our next cycle of operation, CASP extends an invitation to continue to work with us so that we can truly envision a Canada without suicide. Respectfully submitted,



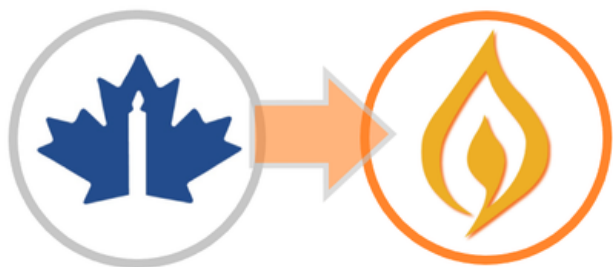
*Karen Letofsky*  
Karen Letofsky, CM  
President, CASP



Julie K. Campbell, MPs  
Executive Director



2018 is marked by the renewed CASP branding. Our **new logo**, still based on the candle flame as a symbol of hope, was developed by Ken McIntyre from Marymount, Manitoba



## BOARD MEMBERS 2017-18

Karen Letofsky (ON), President  
Olivier Ferlatte (BC), Vice-President  
Yvonne Bergmans (ON), Secretary  
Jérôme Gaudreault (QC), Treasurer  
Rebecca Sanford (BC) Survivor Loss Chair  
Nancy Moreau Battaglia (ON)

Debra Cyr-Lebel (NB)  
Ed Connors (ON)  
Vanessa McHugh (ON)  
Nancy Parker (MB)  
Ben Leikin (ON)  
Sheeba Narikuzhy (ON)

Renée Ouimet also provided counsel to Board members based on her skill and experience, as an ex-officio member.

Thank you all for your engagement!

## FINANCIAL HIGHLIGHTS:

REVENUE	2017-2018	2016-2017
Donations	21 270 \$	22 475 \$
Donations in memoriam	29 188 \$	34 612 \$
WSPD	157 \$	36 277 \$
Annual Conference	32 487 \$	3 820 \$
Other CASP Events	4 225 \$	3 993 \$
Membership	-	3 820 \$
Bank Interest	0 \$	440 \$
Miscellaneous	127 \$	3 539 \$
	<b>87 454 \$</b>	<b>108 977 \$</b>
EXPENSES	2017-2018	2016-2017
Salaries & Administrative Services	44 866 \$	30 136 \$
Communications Services	5 128 \$	22 979 \$
WSPD	0 \$	25 565 \$
Annual Conference	0 \$	829 \$
Programs Costs	2 475 \$	8 667 \$
Advertising & Printing	5 586 \$	4 898 \$
Office Supplies		5 418 \$
	<b>58 055 \$</b>	<b>98 491 \$</b>
<b>SURPLUS</b>	<b>29 399 \$</b>	<b>10 486 \$</b>

## MEMBERS SURVEY HIGHLIGHTS:



We issued a survey on CASP member needs that was shared via our web and social media channels. 100 responses were collected, revealing that many were motivated to become members after being directly impacted by suicide. Joining CASP is valued for its connection to others also working to make a difference in suicide prevention.

Members are from a variety of backgrounds. Those exposed to suicide in a professional capacity are most interested in accessing member benefits like webinars, training, etc.

## 997 ACTIVE MEMBERS

### 2017 ANNUAL CONFERENCE – SEPT. 11-12 – #CASP2017

This year's conference presentations and workshops were condensed into a one-day format, with two special evening events marking the start and end of the conference. We partnered with the **Arthur Sommer Rotenberg Chair in Suicide and Depression Studies at St. Michael's Hospital in Toronto ON**, under the banner:

Art-based Suicide Prevention, Intervention & Postvention



## CASP CONFERENCE 2017

Hosted in partnership with the ASR Program at St. Michael's Hospital  
Organisée en collaboration avec le programme ASR de l'hôpital St-Michael

Art-Based Suicide Prevention, Intervention and Postvention  
Prévention, intervention et postvention du suicide fondées sur l'art

## International Days

Toolkits were developed and made available to Canadians and organisations for **World Suicide Prevention Day -- #WSPD / #JMPS** and **International Survivor of Suicide Loss Day -- #SurvivorDay** events



## Suicide Prevention Awareness Sensibilisation à la prévention du suicide

Distribution of **suicide prevention awareness ribbons** by the International Association for Suicide Prevention, formerly available close to WSPD, was discontinued this year. We have therefore created a new "Store" website page where ribbons can be purchased year-round:

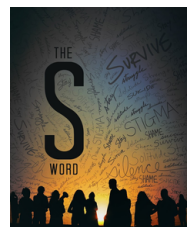
## 5,000 RIBBONS sold for WSPD 2017

September 11th, evening :  
« **Hold Mommy's Cigarette** »  
a jazz bistro-style comedy performance  
and fundraiser by Shelley Marshall



September 12th, day :  
Conferences and Workshops  
at the **Li Ka Shing Knowledge Institute**

September 12th, evening  
Screening of « **The S Word** »  
a documentary film by Liza Klein



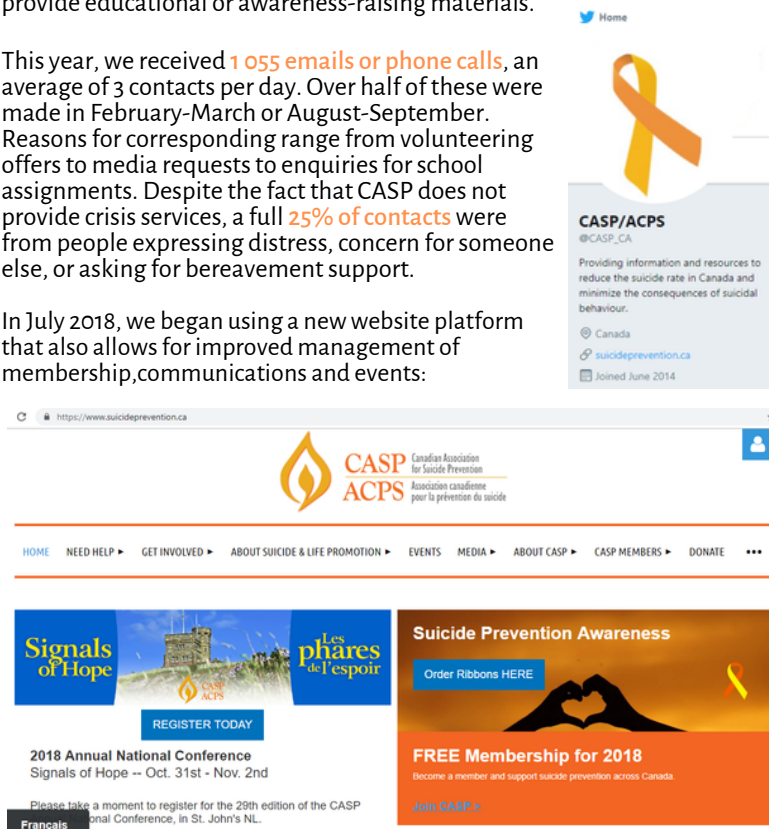


## COMMUNICATION & EDUCATION HIGHLIGHTS:

Our role is to coordinate national suicide prevention efforts and to provide educational or awareness-raising materials.

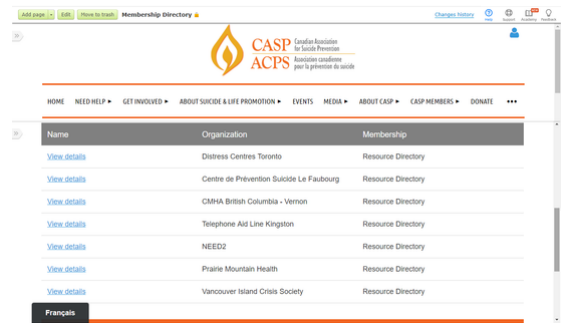
This year, we received **1 055 emails or phone calls**, an average of 3 contacts per day. Over half of these were made in February-March or August-September. Reasons for corresponding range from volunteering offers to media requests to enquiries for school assignments. Despite the fact that CASP does not provide crisis services, a full **25% of contacts** were from people expressing distress, concern for someone else, or asking for bereavement support.

In July 2018, we began using a new website platform that also allows for improved management of membership, communications and events:



## EVERGREEN ONLINE RESOURCES DIRECTORY:

The new website platform also allows us to present a more comprehensive and user-friendly Resources Directory, which can be updated easily and will provide information on Crisis Resources and Bereavement from Suicide Supports:

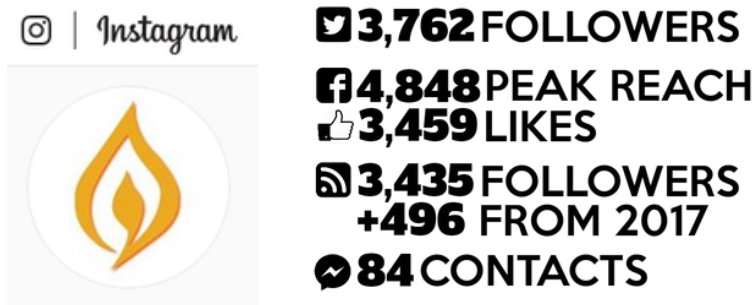


## PARTNERSHIPS & COLLABORATION:

- Canadian Coordinators' Network collaboration for WSPD & ISSSLD
- Member of the Ministerial Advisory Council on Mental Health
- Connected with Public Safety & First Responders, including Canadian Institute for Military and Veterans Health Research – CIMVHR & Veterans Affairs
- Presentation at Reflect Ottawa 2017
- Member of the Canadian Research and Knowledge translation agenda on Suicide
- Developed a toolkit with PHAC on how to talk about suicide
- Attended Public Safety Personal (CIMVHR) Day on Suicide
- Attended Minister Day on Youth Suicide
- Presentation to media at Bill M-174 Launch with Hon. Charlie Angus: not one more: Campaign for a National Suicide Prevention Action Plan
- European Symposium on Suicide and Suicidal Behavior in Belgium (Sept 2018)
- Member of the International eMental Health Collaborative
- Presentation to New Zealand government on national SP organizing (Oct 2018)
- Networking via Twitter and Facebook
- General survey to CASP stakeholders

# 530 000 WEBSITE HITS

Our newsletter list reached **1 977 subscribers**, up from 1 463 the previous year. We utilize a variety of other online communication methods, adding **Instagram** in May 2018:



## UPCOMING IN 2019:

- Oct. 16-18** 30th Annual CASP Conference Edmonton, AB
- Sept. 10** World Suicide Prevention Day
- Nov. 17** International Survivors of Suicide Loss Day

## THE NATIONAL COLLABORATIVE SUICIDE PREVENTION NETWORK:

Founded in 2012, CASP continues to act as co-chair of this initiative with the Mental Health Commission of Canada and the Public Health Agency of Canada. The Collaborative now has over 20 member organisations, most with a Canada-wide focus and membership base.

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**CASP is a registered charitable organisation:  
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