



**CASP**  
**ACPS**

Canadian Association  
for Suicide Prevention

Association canadienne  
pour la prévention du suicide

## 2019 Annual Report

**01.04.2018 - 31.03.2019**

[www.suicideprevention.ca/join-us](http://www.suicideprevention.ca/join-us)

## 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.

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



## PRESIDENT & EXECUTIVE DIRECTOR'S REPORT:

The Canadian Association for Suicide Prevention experienced, during this past year, a significant surge in activity, confirming what we have heard from both members and stakeholders—CASP continues to play an important national role in suicide prevention and life promotion. Our organization has been identified as a key contributor to the coordination and dissemination of information and knowledge translation in this area. The office fields inquiries from dozens of individuals on a daily basis and the traffic on our website is growing on a monthly basis. CASP remains a point of integration and dialogue between researchers/policy makers and community care providers and people with lived experience. We have also created a dedicated position for the First Peoples Advisory Committee to better engage with Indigenous initiatives. In alignment with this year's World Suicide Prevention Day theme, CASP is committed to working together to make a difference. We understand that the collective impact of our joint efforts far exceeds what any one organization can do on its own.

In 2018/19, CASP, in addition to the ongoing implementation of its action plan, partnered with Thompson Rivers University in the Canadian Suicide Exposure Study. The People with Lived Experience Committee remains one of the most active ones in our organization. It has motivated our website efforts to expand and update the resource directory, including the use of a mapping feature. The committee has also supported CASP's significant efforts for World Suicide Prevention Day and led to pioneering the Healing Day addition to this year's annual suicide prevention conference. In addition, the Executive Director continues to co-chair the National Collaborative for Suicide Prevention and has ably represented our organization on the Advisory Council for Mental Health with the Minister of Health, on the Expert Advisory Group: Self-harm including Suicide Indicators (Canadian Institute for Health Information), and in the consultation for the national suicide prevention helpline. CASP was also proud to support MP Charlie Angus's successful bill for the creation of a National Suicide Prevention Action Plan. This increased engagement has also led our organization to develop a position statement on proposed legislative changes to MAID (Medical Assistance in Dying). We want our informed voice to be part of all of these conversations.

As part of our organizational development and sustainability plans, CASP has also worked diligently to build its new membership structure and to complete the by-law revisions initiated the previous year. We are, therefore, pleased that our renewed and increased footprint in suicide prevention has been recognized through a significant upswing in donations.

On the heels of a successful CASP Conference in St. John's Newfoundland last year, we are very pleased to be partnering with the Canadian Mental Health Association—Edmonton and the Centre for Suicide Prevention for this year's event in Edmonton. The theme, Reconciliation: Honouring the Other, truly encapsulates CASP's values of respect for and acknowledgement of the need of multiple and diverse voices in our mission to reduce the impact of suicide in Canada.



*Karen Letofsky*

Karen Letofsky, CM  
President, CASP

*Julie K. Campbell*

Julie K. Campbell, MPs  
Executive Director



## FINANCIAL HIGHLIGHTS:

REVENUE	2018-2019	2017-2018
Donations	\$42,414	\$21,270
Donations in memoriam	\$49,037	\$29,188
WSPD	--	\$157
Annual Conference	\$55,903	\$32,487
Other CASP Events	\$710	\$4,225
Membership	--	--
Ribbons sales	\$8,880	--
Online Directory Grant (1/2)	\$15,700	--
Miscellaneous	--	\$127
	\$172,644	\$87,454
EXPENSES	2018-2019	2017-2018
Salaries & Administrative Services	\$63,363	\$44,866
Communications Services	\$10,679	\$5,128
Dues and subscriptions	\$238	--
Ribbon costs	\$6,737	--
Program Costs	\$9,976	\$2,475
Office expenses	\$6,993	\$5,586
	\$97,986	\$58,055
<b>SURPLUS</b>	<b>\$74,658</b>	<b>\$29,399</b>

## 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.

**International  
Survivors of  
Suicide Loss Day**

**Journée internationale  
des personnes endeuillées  
par le suicide**



**9,995 RIBBONS for WSPD2018**  
**9,234 RIBBONS for WSPD2019**

MEMBERSHIP  ADHÉSION

**2,714**

**322 NEWSLETTER SUBSCRIBERS**

#### AGM & BYLAWS:

Major revision of the association's bylaws in July and August, to be submitted at the 2019 Annual General Meeting of CASP members, on October 17th in Edmonton, Alberta.

#### NEW MEMBER CERTIFICATE:

We made a downloadable member certificate available to members via their profile at [www.suicideprevention.ca](http://www.suicideprevention.ca).



**3,904 FOLLOWERS**



**18,233 PEAK REACH**



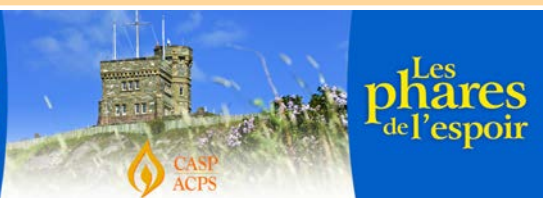
**4,356 LIKES**



**419 FOLLOWERS**



**Signals of Hope**



**Les phares de l'espoir**

#### 2018 ANNUAL CONFERENCE – OCT. 31-NOV. 2 – #CASP2018

Attracting over 250 delegates to St. John's NL, this year's 3-day format included a variety of presentations, keynotes, workshops, panel discussions, paper presentations, think tank sessions, roundtables and poster displays.

Guest speakers included NL Minister of Health and Community Services Dr. John Haggie, St. John's Mayor Danny Breen, Dr. Brian Mishara, Chief Eugene Hart, Dr. Simon Hatcher and Sister Elizabeth Davis.

The event for persons with Lived Experience, which occurs annually at the conference, was attended by 40 delegates. A pre-conference day was dedicated to knowledge exchange and training for public safety personnel, including correctional workers, firefighters, paramedics and police officers.

#### LOCAL PARTNERS:

John Howard Society of Newfoundland-and-Labrador  
Canadian Mental Health Association NL branch,  
NL Department of Health and Community Services

Dr. Simon Hatcher



Julie Kathleen Campbell (CASP), Dan Goodyear (CMHA), Cindy Murphy (JHS)



#### COMMUNICATION & EDUCATION HIGHLIGHTS:

This year, we received **998 emails or phone calls**, with a peak of 229 in November and a low of 75 in February. Contacts have dropped compared to last year, partly due to the relaunch of our online Resource Directory which lists services as a keyword-searchable list and as geolocation maps.

Reasons for corresponding include volunteering offers, enquiries for school assignments, requests for printed materials for public distribution, requests from the media, requests for information on membership and information on the Annual National Conference.

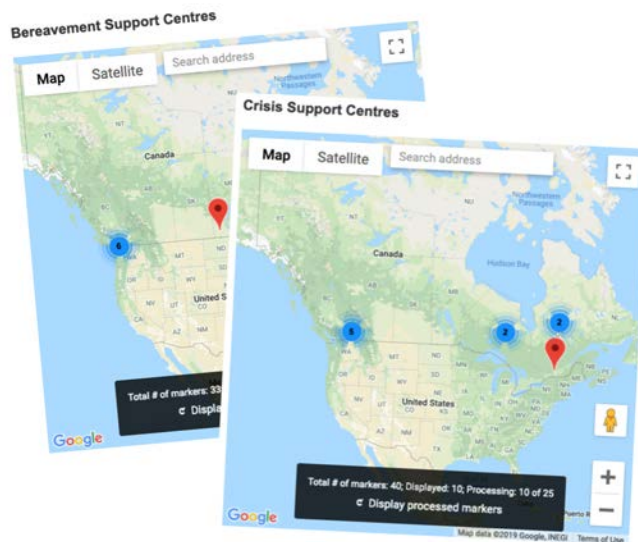
Despite the fact that CASP does not provide crisis services, 68 contacts were from people expressing distress, concern for someone else, or asking for bereavement support.

The number of newsletter subscribers has dropped from last year because of the implementation of a new yearly renewal procedure which requires subscribers to actively confirm their subscription.

**Members who have not renewed are now archived separately from active subscribers, but can be reactivated at any time by logging in to their member profile at [www.suicideprevention.ca/Sys/Login](http://www.suicideprevention.ca/Sys/Login).**

#### EVERGREEN ONLINE RESOURCES DIRECTORY:

Our website-based Resources Directory currently lists **44 resources for crisis intervention**, **39 support services for those bereaved from suicide**, and **12 resources which offer both categories of services**.



## UPCOMING IN 2020:

- Sept. 10th World Suicide Prevention Day
- Oct. 28th-30th 31st Annual CASP Conference  
Montréal, Québec
- Nov. 21st International Survivors of  
Suicide Loss Day

CASP anniversary **35 years!**



in collaboration with  
the Quebec Association for Suicide Prevention (AQPS)  
and the Université du Québec à Montréal's Research Centre  
on Suicide, Ethics and End-of-Life Practices (CRISE)



Meeting with the New Zealand Health Ministry

## PARTNERSHIPS & COLLABORATION:

- Collaboration for the Canadian Suicide Exposure Survey with Thompson Rivers University
- Member of the Ministerial Advisory Council on Mental Health
- Member of the International eMental Health Collaborative
- Member of the Canadian Research and Knowledge Translation Agenda on suicide
- Presentation to New Zealand government on national suicide prevention organizing
- American Association of Suicidology 52nd Annual Conference in Denver, CO
- 16th European Symposium on Suicide and Suicidal Behaviour, Ghent, Belgium
- Networking via Twitter, Facebook and Instagram

## 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.


### CANADIAN SUICIDE EXPOSURE STUDY



### ÉTUDE CANADIENNE SUR L'EXPOSITION AU SUICIDE



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 **613-702-4446**

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 **[casp\\_ca](https://twitter.com/casp_ca)**

 **[canadianassociationsuicideprev](https://facebook.com/canadianassociationsuicideprev)**

 **[casp](https://instagram.com/casp)**

**CASP is a registered charitable organisation  
since April 1985: 118828904RR0001**

## BOARD MEMBERS 2018-19

Karen Letofsky (ON), President  
Marc Sinyor (ON), Vice-President  
Nancy Parker (MB), Vice-President  
Yvonne Bergmans (ON), Secretary  
Jérôme Gaudreault (QC), Treasurer  
Rebecca Sanford (BC), Survivor Loss Chair

Ed Connors (ON)  
Ben Leikin (ON)  
Sheeba Narikuzhy (ON)  
Amélie Gauthier (QC)  
Owen Stockden (AB)  
Joe DiFabio (AB)  
Christa Baldwin (NB)

We would also like to recognize the contributions of outgoing Board members Nancy Battaglia Moreau (ON) and Vanessa McHugh (ON)

Thank you all for your engagement!

