

2020 Annual Report

April 1, 2019 to March 31, 2020

Our Vision

Envisioning a Canada without Suicide

Our Purpose

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.



CASP
ACPS

Canadian Association
for Suicide Prevention

Association canadienne
pour la prévention du suicide



PRESIDENT'S REPORT

As I reflect on the past year for the Canadian Association for Suicide Prevention (CASP) it is impossible to not speak about the pandemic that is still affecting everyone across the globe. The Board of CASP and staff have been operating virtually for many years, and that method of coming together to support this work has served us well in this time. However, we have felt the loss of being able to gather at the October National conference in Montreal this October. The conference is rescheduled for October 2021. We are optimistic and hopeful that we will be together in person to learn and support this important work.

We can take pride in how CASP has been nimble and created virtual opportunities to gather and learn this past year. On World Suicide Prevention Day (WSPD) we hosted a virtual panel, "So you say you want to help me", with a goal of educating and empowering the broader community who want to help those in distress, by providing them with the knowledge to do so with the presentation of people with lived experience. We had such a positive response that we had to move to a larger platform to accommodate the numbers, and the feedback was very positive.

Hope is critical in the work of suicide prevention, and is central to Life Promotion: hope, purpose belonging and meaning (<https://wisepractices.ca/project-summary>). The pandemic has been challenging to many people's sense of well-being. We have a human need to gather and be in relationship with each other. This time spent in other's company helps support our feelings of connection and community; our sense of belonging. Perhaps never before has the work of CASP felt so vital and important.

I believe many people across Canada are also seeing the important role that CASP plays, and we have seen a significant increase in the past few years of donations to CASP. This is allowing the organization to take an exciting step forward to meet our mission by being able to hire more staff. From a part time executive director we are now able to increase the hours for that role as well as the administrative support role, and have added two new full time positions to support marketing, communications and member services. Two people have played a significant role in positioning CASP to move forward in its development as an organization. Julie-Kathleen Campbell was hired as a consultant to be the Executive Director of CASP for almost four years. In that time, she has achieved a significant reorganization of CASP's operations and positioned us to move forward to a new era of work. Her energy and passion for this work has been invaluable to the Board, and her wide range of talents supported CASP to take significant strides forward in achieving our mission. Karen Letofsky served on the CASP Board for 5 years, with three of these years serving as the Chairperson of the Board. After the end of that mandate, she left the board early to support Julie-Kathleen's work for the last 10 months in a consultant role. She stewarded CASP through to our current state and provided strong partnership work on a national level. On a personal level, she has been a gracious guide and mentor in my role as Board President and I am deeply grateful for her wisdom and generosity.

CASP continues to be committed to its advocacy role to realize a national strategy or action plan that has funding and accountability so we can make further strides towards our vision of a Canada without suicide. This is an exciting time where we will see the impact of the strong work that has come before us, and the new resources to support our work into the future. My gratitude to all the members of the Board who faithfully give their time and expertise to this work.

Warmest regards to all, stay safe and take care of each other,



A handwritten signature in blue ink that reads "Nancy Parker".

Nancy Parker
President, CASP

EXECUTIVE REPORT

For the Canadian Association for Suicide Prevention (CASP), the 12 months of 2019/20 have been a pivotal year in a multi-year transition process. What began almost three years before, as a renewal and stakeholder engagement process, culminated this past year in the opportunity to strengthen CASP's infrastructure and national reach in support of the effective delivery of its mission. Although the full impact of these efforts will be more fully felt during this current fiscal year, the building blocks of sustainable funds, robust membership and an amplified national voice, were laid in the prior year. CASP has entered an exciting new phase of possibility, with sufficient funding and staffing resources now, to enhance its ability to advocate, educate and communicate with respect to suicide prevention, intervention, postvention and life promotion.

During this past year, our organization continued to provide leadership in knowledge transfer, including by participating in the *Canadian Foundation for Healthcare Improvement's* (CFHI) Promoting Life Together Collaborative, as well as the coordination of information, using plain language translation, amongst community, clinicians, researchers and people with lived experience. These roles were particularly important in response to the challenges of providing mental health support during the COVID-19 pandemic. CASP early-on addressed the newly-emerging needs with the creation and sharing of specifically-developed resources, including how to shift support to a virtual format and guidelines for safe messaging about the impact of the virus. Through our participation on the Executive and Working Groups of the National Collaborative for Suicide Prevention, we were able to remain networked with dozens of national organizations that were identifying best practices, the experiences of crisis intervention in racialized communities, gaps in service, and research priorities. Our First Peoples Committee also ensured our ongoing connection to Indigenous Organizations focused on life promotion. With the understanding that valid information is essential to support a national suicide prevention agenda and to provide direction to the development of new responses, CASP endorsed a number of research initiatives and participated on several pan-Canadian tables and advisory committees.

CASP's 2019 Annual National Conference in Edmonton, hosted by our partners, the *Canadian Mental Health Association—Edmonton* and the *Centre for Suicide Prevention of Calgary*, was a well-attended successful event. It also provided the venue for the hosting of our *People with Lived Experience Committee's* Healing Day activities. Despite the need to postpone this year's conference in Montreal to October 2021 due to the pandemic, we are pleased to be able to continue the tradition by presenting a virtual Healing Day Event in conjunction with the free bridging webinars being organized and made available by this year's partners, *association québécoise de prévention du suicide (AQPS)* and the *Centre for Research and Intervention on Suicide, Ethical Issues and End-of-Life Practices (CRISE)* of the *Université du Québec à Montréal (UQAM)*. The move to online undertakings, while necessitated by current circumstances, has also enabled us to broaden our reach with new and innovative offerings, including our interactive panel on World Suicide Prevention Day (WSPD) and the launch of the pioneering Suicide Bereavement and Postvention Alliance.

The recognition of CASP's national leadership in this sector, the importance of its voice, has continued to grow, as evidenced by the widespread impact of our WSPD Campaign and the increasing media, website and social media interactions. Our organization remains grateful for the continued support of those who help make this true-- our board members, funders and members—working together we truly have and will make a difference.

Respectfully submitted,



Julie K. Campbell, M.Ps
Executive Director



Karen Letofsky, CM
Associate Director

FINANCIAL HIGHLIGHTS

REVENUE	2019-2020	2018-2019
Donations	\$233,638 ¹	\$42,414
Donations in Memoriam	\$40,178	\$49,037
Annual Conference	\$6,604	\$55,903
Other CASP Events	\$10,529	\$710
Membership	--	--
Ribbon sales	\$13,569	\$8,880
Online Directory Grant (1/2)	\$19,790	\$15,700
Miscellaneous	\$12	--
	\$324,320	\$172,644
EXPENSES		
Salaries & Administrative Services	\$58,208	\$63,363
Communication Services	\$7,767	\$10,679
Dues and subscriptions	\$238	\$238
Ribbon costs	\$7,965	\$6,737
Program costs	\$17,970	\$9,976
Office expenses	\$5,638	\$6,993
	\$97,786	\$97,986
SURPLUS	\$226,534	\$74,658

¹ Paypal Funds (mainly from Facebook)

COMMUNICATION & EDUCATION HIGHLIGHTS



Each year, CASP continues to support its mandate of advocating, communicating and educating for suicide prevention, intervention and postvention in Canada through a suite of educational and outreach efforts.



Despite the fact that CASP does not provide crisis services, 71 contacts were from people expressing distress, concern for someone else, or asking for bereavement support. We were able to direct them to appropriate resources.



Along with our newsletters to our membership that we issue on a quarterly basis, we also develop specific subject-matter materials to help support those in the field. This year was no exception when we developed COVID specific information and resources to assist with the transition to online support groups.



Social media postings and earned traditional media stories have been very abundant from us this year demonstrating our reach and our voice has dramatically expanded.



This year also saw us receive 1328 emails or phone calls, with a peak of 162 in October and a low of 57 in January. Contacts have increased by 330 inquiries compared to last year's 998 inquiries.



Increased inquiries were also made about third party fundraising efforts and donations, demonstrating a significant amount of support for CASP and our efforts. In addition to this, our donations from Facebook Fundraisers, where support is shown in honour of a special occasion, have grown exponentially and have generously provided resources to further our efforts in suicide prevention.

PARTNERSHIPS & COLLABORATION

Some of our recent partnerships and collaborations have included:

- 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
- Building relationships with followers via Networking through Twitter, Facebook and Instagram
- Collaboration with Canadian Foundation for Healthcare Improvement for a Northern and Indigenous health program

NATIONAL COLLABORATIVE FOR SUICIDE PREVENTION

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 organizations, most with a Canada-wide focus and membership base.

As a founding and current member of the Executive Committee, CASP was pleased to provide leadership to the overall mission of this network. More specifically, it was able to provide direct contributions to all three of its Working Groups: Common Messaging, Research and Strategy. CASP continued as well to have a representative serve as the Survivor Chair for the Collaborative.

2019 ANNUAL CONFERENCE - EDMONTON, AB

Réconciliation honouring the other l'autre

Canadian Association
for Suicide Prevention
National Conference

16 - 18 Oct 2019
Edmonton, Alberta

Congrès national de
l'Association canadienne
pour la prévention
du suicide



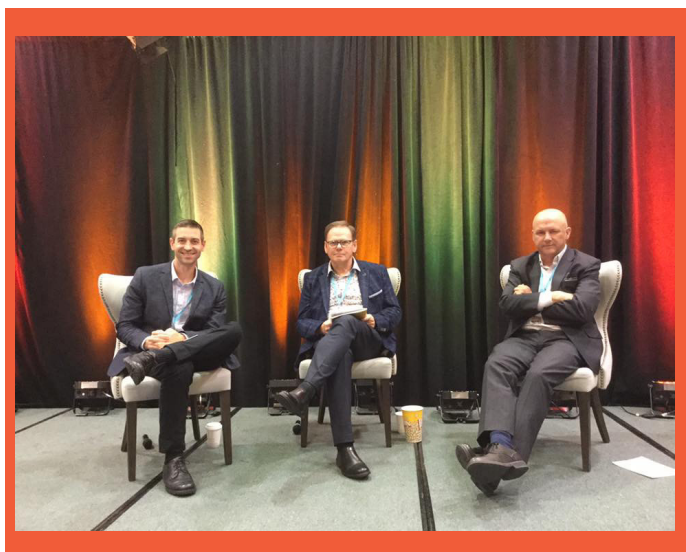
Attracting over 300 delegates to Edmonton, AB, the 2019 conference was attended by researchers, front-line clinicians, survivors of suicide loss, survivors of suicide attempts and family and friends who have been impacted by suicide. Our conference showcased informed-based best practices and allowed for many knowledge exchange opportunities.

Guest speakers included Jorgen Gullestrup, Dr. Clem Martini, Senator Patti LaBoucane-Benson, Dr. Zachary Kaminsky, Dr. Simon Hatcher, Dr. Michael Trew and Dr. Mark Kaplan.

Supported by the local co-hosts and organizers, the **Canadian Mental Health Association - Edmonton** and the **Centre for Suicide Prevention in Calgary**, the conference included a Gala event as well as for the first-time ever, a Healing Day for people who have been impacted by suicide.

Many thanks to our local partners for making this conference a resounding success!

The next in-person National conference will be held in **Montréal, QC from October 26th to 29th, 2021.**



Risk assessment debate featuring Dr. Zachary Kaminsky (left), Dr. Simon Hatcher (right) and Moderator Dr. Michael Trew (centre).



Gala performance featured musicians representing local cultural groups.

NEWS & EVENTS

Private Member Motion, M-174, passed unanimously to establish a National Suicide Prevention Action Plan



On May 8th, 2019, the House of Commons unanimously adopted Timmins-James Bay M.P. Charlie Angus's private member motion, M-174, to establish a National Suicide Prevention Action Plan. This is a positive step in the right direction for Canada and Suicide Prevention and we applaud our Parliament for passing this important bill! #NotOne-More



SUICIDE BEREAVEMENT & POSTVENTION ALLIANCE

On September 10th, 2020, World Suicide Prevention Day, CASP announced the launch of our Suicide Bereavement & Postvention Alliance.

The mission of the Alliance is to foster communities, resource sharing and support initiatives related to suicide bereavement and postvention in Canada.



Did you know...World Suicide Prevention Day (WSPD), held on September 10th each year, is one of the most recognized events in Suicide Prevention that we participate in and receive the most support, publicity and engagement from? From toolkits to social media to special events to ribbon sales to mainstream media mentions and generous donations towards our suicide prevention efforts, WSPD assists with getting our messages across and out there and we appreciate the multiple stakeholder ongoing engagement and assistance with this issue.

NAME CHANGE! Known as International Survivor of Suicide Loss Day / Survivor Day in the USA, the International Day for People Impacted by Suicide Loss, is recognized each Saturday prior to American Thanksgiving, and has been renamed by CASP. In order to include all those individuals that have lost someone to suicide, whether they consider themselves bereaved by suicide, a survivor of suicide loss, or else, in Canada, we now call it "International Day for People Impacted by Suicide Loss" as that reflects the full range of people who have had their lives impacted by a suicide loss (relative, friend, colleagues, etc.).

In 2020, International Day for People Impacted by Suicide Loss will be recognized on November 21, 2020, and this day marks the one day a year when people impacted by suicide loss, no matter where they live, can come together as communities, to find and offer comfort and to remember their loved ones as they share stories of loss, healing and hope.

Envisioning a Canada without Suicide

STRATEGIC ACTION PLAN 2018-2021

ORGANIZATIONAL DRIVERS & OBJECTIVES

PARTNER & COLLABORATE

BUILD CAPACITY

FOSTER CONNECTIONS

INFLUENCE POLICY & DECISION MAKERS

SUPPORT COMMUNITIES

Board of Directors 2019-2020

Nancy Parker (MB), President
Rebecca Sanford (BC), Vice President and Survivor Loss Chair
Yvonne Bergmans (ON), Secretary
Jérôme Gaudreault (QC), Treasurer
Ben Leikin (ON)
Sheeba Narikuzhy (ON)
Amélie Gauthier (QC)
Owen Stockden (AB)
Christa Baldwin (NB)
Erin Dixon (ON)
Tiffanie Tasane (YT)

We would also like to recognize the contributions
of outgoing Board members:

Karen Letofsky (ON)
Marc Sinyor (ON)
Joe DiFabio (AB)

Thank you for contributing your energy to CASP's success!

P.O. Box 53083,
RPO Rideau Centre
Ottawa ON K1N 1C5
613-702-4446
Email: casp@suicideprevention.ca
Web: suicideprevention.ca
Twitter: [casp_ca](https://twitter.com/casp_ca)
Facebook: [canadianassociationofsuicideprev](https://www.facebook.com/canadianassociationofsuicideprevention)
Instagram: [casp](https://www.instagram.com/casp)

CASP is a registered charitable organization since April 1985: 118828904RR0001