



Mental Health
Commission
of Canada

Commission de
la santé mentale
du Canada

Overview of the Mental Health Commission of Canada

Prepared for the Network of Ambassadors
by the Knowledge Exchange Centre of the MHCC
September 2013



The time for mental health is now: the case

The human and economic costs of maintaining the status quo are high

- Mental health problems and illnesses touch just about every family
- 2 of 3 adults / 3 of 4 children with a mental health problem or illness **do not** get help
- Affects people in the prime of their working lives – cost to economy annually is in excess of **\$51B**

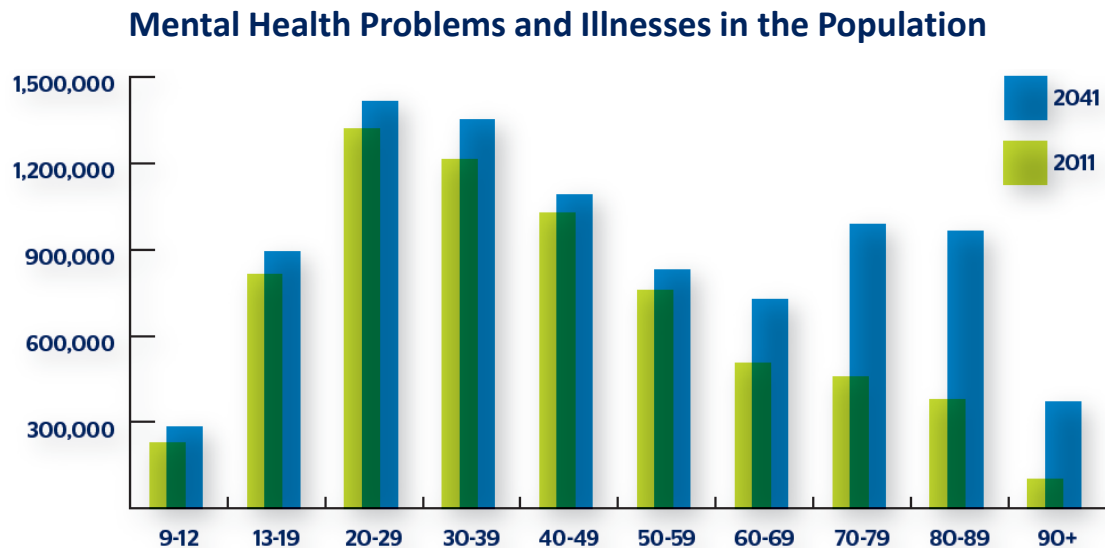
The return on investment is clear and compelling

- Prevention and early intervention can reduce the risk of childhood disorders which can become mental illnesses in adulthood
- Community services, housing, and peer support can reduce costs by keeping people out of hospital and out of the justice system
- Good mental health linked to physical health, educational outcomes, productivity



Impact During Prime Working Years

- One person in five in Canada each year will experience a mental health problem or illness, with those in their early working years being most affected
- By age 35, about 50% of the population will have or have had a mental health problem or illness





MHCC Origins

2003

- Standing Senate Committee on Social Affairs, Science and Technology begins the first-ever national study on mental health, mental illness and addictions.

2006

- The Committee publishes *Out of the Shadows at Last*, and recommends the creation of a national organization to provide ongoing national focus on mental health issues.

2007

- Federal government funds the MHCC with a 10-year mandate.



MHCC Mandate

The MHCC is funded by Health Canada and has a 10-year mandate (2007-2017).

- Core deliverables of the mandate:
 - Mental Health Strategy for Canada
 - Anti-Stigma/Anti-Discrimination Initiative: Opening Minds
 - Knowledge Exchange Centre
- Additional value:
 - Homelessness Research Demonstration Project: At Home/Chez Soi
 - Mental Health First Aid
 - Suicide Prevention
 - Work of 8 Advisory Committees: e.g., National Standard for Psychological Health and Safety in the Workplace



Overview of MHCC Main Activity Areas



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1. Mental Health Strategy

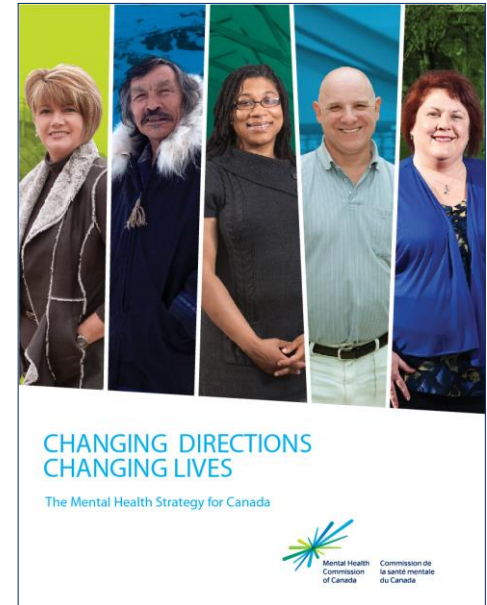
A strategy for all people living in Canada

- Across the lifespan
- Promotion and prevention
- All mental health problems and illnesses
- Mental health and health systems, but also education, justice, corrections, social policy, etc.

Builds on provincial and territorial initiatives to set common priorities

- Sets out recommendations for action that are ambitious, yet practical and adaptable in each jurisdiction

Developed with input from thousands of Canadians and governments across the country





2. Opening Minds

Largest effort to reduce the stigma of mental illness in Canadian history





3. At Home/Chez Soi

In 2008, the Federal government invested \$110 million through the MHCC to undertake At Home/Chez Soi, a 5-year research demonstration project on homelessness and mental health problems.

At Home/Chez Soi has:

- addressed the housing need by offering Housing First programs to people with mental health problems in five cities: Vancouver, Winnipeg, Toronto, Montréal, Moncton
- provided an intervention to break the cycle of dependence among the highest cost users of existing systems: chronically homeless people living with mental health problems and illnesses
- provided the results and metrics required to invest with confidence in reducing homelessness
- demonstrated social innovation in action



4. Knowledge Exchange Centre

The Knowledge Exchange Centre (KEC) aims to help improve the lives of people living with mental health problems and illnesses by creating ways for Canadians to access information, share knowledge, and exchange ideas about mental health.

Facilitate the development and mobilization of evidence-informed knowledge in the mental health community

Explore potential pan-Canadian synergies and opportunities for collaboration and leverage existing best and promising practices across the country



5. Mental Health First Aid Canada

Mental Health First Aid teaches people how to:

- recognize the signs and symptoms of mental health problems;
- provide initial help;
- guide a person towards appropriate professional help.

Our numbers continue to grow

- MHFA Canada joined the MHCC in early 2010.
- Since that time, the number of trainers has grown to over 700.
- The number of mental health first aiders trained is almost 90,000.

Recent adaptations

- First Nations (April 2013), Northern Life (April 2013), Seniors (April 2014)

Partnering

- Educators, advocates, governments, private sector



Second Half of MHCC Mandate

Shift from Knowledge Creation to a stronger focus on Creating Change

Focus on five Priority areas 2013-2015

Mental Health Strategy is foundational



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Priority Programs 2013-2015

**Housing and
Homelessness**

Anti-Stigma

Workplace

**Suicide
Prevention**

Mental Health Strategy for Canada



Mental Health Strategy Strategic Goals

In each province and territory, there are programs, policies and/or investments implemented that reflect Priority Areas in the MH Strategy, through direct or indirect MHCC influence;

The MH Strategy is reflected in policy, practice and/or funding by the federal government (e.g., Corrections, HRSDC, Defence) in at least four departments and at least 10 Priority Areas;

Work with people with lived experience, governments and other stakeholders to foster the implementation of recovery-oriented practices, including validation and dissemination of recovery guidelines and other tools, which may include their development, and have them adopted in at least 15 “jurisdictions” across all provinces and territories;

Link the work the Commission does and the positions it takes to the MH Strategy; every program to provide evidence of alignment; also interconnect all Priority Programs and other activities in an integrated plan; and

Create and implement a bold promotion plan for MH Strategy and communicate changes resulting from MH Strategy and MHCC Leadership.



Housing and Homelessness Strategic Goals

Work with other Canadian leaders to catalyze increased access to housing and related supports for people experiencing a mental health problem or illness.

- Clarify and communicate to stakeholders MHCC's position on Housing and Homelessness
- Deliver and disseminate a policy-relevant, evidence-driven report, based on At Home findings
- Increase awareness that Housing First impacts other sectors;
- Drive adoption and implementation of Housing First in 10 communities, by providing training and support
- Impact and/or promote measurable policy shifts in 15 jurisdictions, related to Housing and Homelessness



Anti-Stigma/Anti-Discrimination Strategic Goals

- Execute an initiative to reduce the stigma of mental health problems and illnesses in Canada, working with partners and potential funders; may include “toolkit” uptake, communications, etc.;
- Within 6 months, create an early findings/leading practices report on knowledge acquired to date on “what works” and communicate this to the community and the funder;
- Complete the research on current programs; design and implement a phased rollout of successful programs and findings; and
- Replicate anti-stigma programs focused on youth and/or health care professionals and/or media in 10 jurisdictions (to include at least 100 program replications).



Workplace Strategic Goals

Facilitate the creation of mentally healthy workplaces across Canada that protect people from psychological harm, promote psychological wellbeing and welcome/include those with lived experience.

Develop a 2-year workplace strategy that guides and links all MHCC work in the area of workplace

Create a model workplace at MHCC, including implementing the recommendations in the Standard

Build awareness of workplace mental health through the promotion of best and promising practices, including the National Standard and related tools, resources and programs

Facilitate adoption/uptake of best and promising practices, including the National Standard and related tools, resources and programs

Identify policy goals aimed at the uptake of the Standard, etc., within the workplace and promote the value of these policies to decision makers



Suicide Prevention Strategic Goals

Collaborate with partners to contribute to a reduction in suicide-related deaths in Canada.

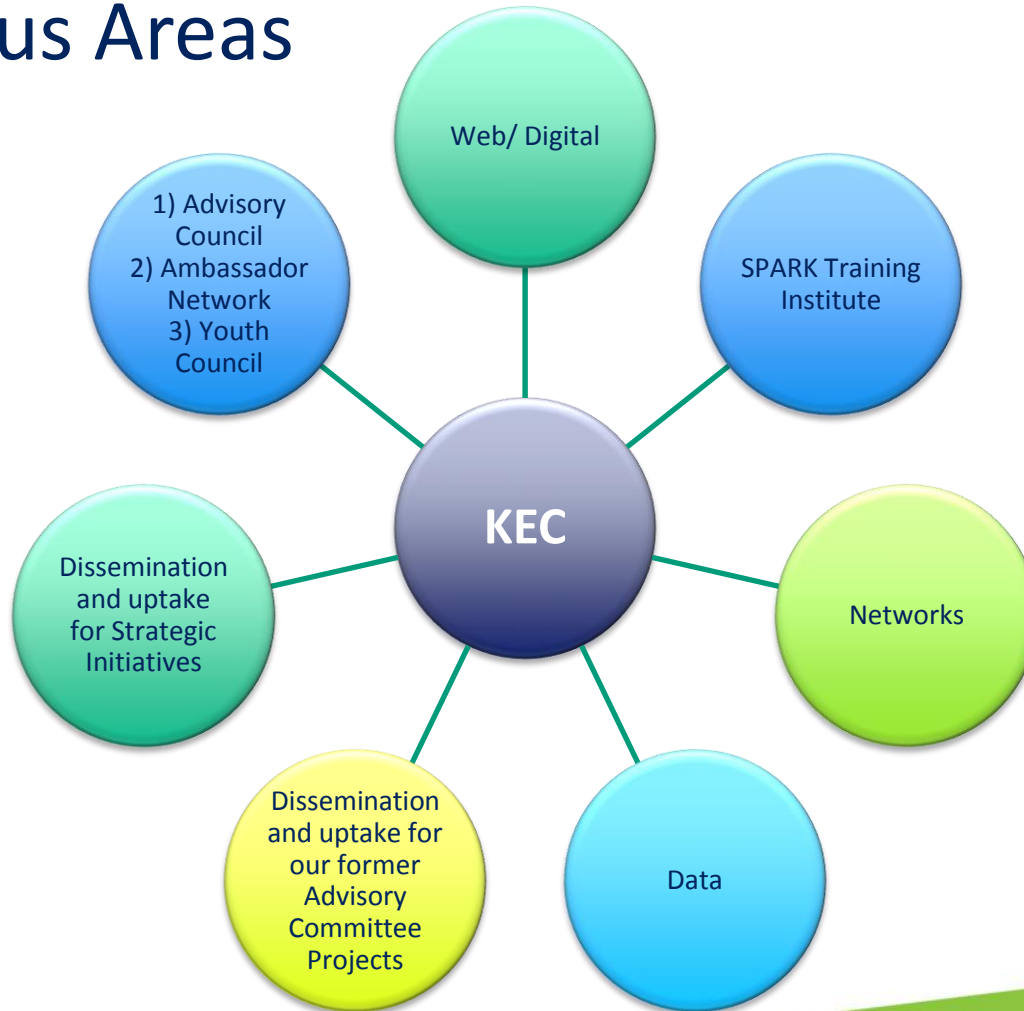
- Develop a work plan for MHCC, specifically focused on suicide prevention;
- Promote the relationship between mental health, mental illness and suicide;
- Work in partnership with key stakeholders to enhance coordination of suicide prevention activities across Canada; and,
- Work across the Commission to enhance coordination and extend the reach of MHCC efforts to prevent suicide (new).



Knowledge Exchange Centre (KEC) Overview



Key Focus Areas





MHCC Website

- Website averages roughly 4,000+ visits per week, with half of the audience being new visitors
- New website is more visually engaging and easier to navigate content
- People who sign up can customize their experience:
 - [Bookmark documents to read later](#)
 - [Select topics of interest to be notified about when there are updates](#)
- “Collaborative spaces” will allow sharing of work in Mental Health that is going on outside of the Commission:
 - [Articles, websites, documents, events, artwork, etc.](#)



Social Media

- MHCC is on Twitter, Facebook and YouTube
- Twitter has approx. 3,800 followers
- Facebook has approx. 3,000 likes
- YouTube has 117 subscribers and 42,000+ video views
- Communicating to these audiences can bring exposure to other organizations and individuals in their networks
 - We have been retweeted by people with up to 18,000+ followers
- Maintaining a good reputation and high engagement quality is effective to keep and attract followers/fans



SPARK Overview

Goals

The Supporting the Promotion of Activated Research and Knowledge (SPARK) Training Institute's goal is to improve the capacity for implementing effective knowledge exchange practices in the field of mental health, substance use, and addictions.

Objectives

- To provide fellows with the foundational knowledge required to develop a knowledge exchange plan
- To provide a simple, easy to use framework for conducting knowledge exchange
- To increase cross-sectoral collaboration among researchers, policy experts, family caregivers, practitioners, and people with lived experience
- To identify and create linkages for ongoing partnerships between sectors

Spark New Zealand

- Provided Strategic advice and expertise that enabled Te Pou to replicate SPARK in New Zealand

ONLINE COMMUNITY OF PRACTICE
MENTORSHIP



Pan-Canadian Networks

The KEC provides knowledge exchange expertise to multiple pan-Canadian networks to increase interorganizational/interdisciplinary collaboration and mobilize best and promising practices while aiming to reduce silos and redundancy within the system. Those networks include:

1. Evidence Exchange Network (EENET)
2. Canadian Centre for Substance Abuse (CCSA) “Network of Networks”
3. Coalition for Child and Youth Mental Health Ontario (CCYMH)
4. Collaborative Research Team Studying Bipolar Disorders (CREST BD)
5. Canadian Primary Health Care Research Innovation Network (CPHCRIN)



International Network

International Knowledge Exchange Network for Mental Health (IKEN-MH)

- The formation of the IKEN-MH was jointly envisioned by the MHCC and the International Initiative for Mental Health Leadership (IIMHL) to increase the capacity for effective knowledge exchange in mental health by connecting people, ideas, and resources on a global level.
- Monthly teleconferences chaired by the KEC
- 2 in-person meetings to date (St. John's, Newfoundland and Auckland, New Zealand)
- KE Tools and Tactics Working Group
- Monthly webinars will commence in September 2013



The Data Project

The Data Project will explore the 2 key activities:

1. Building upon the original 15 indicators described in the Mental Health Strategy for Canada, explore indicators that can inform each of the Mental Health Strategy for Canada's 6 Strategic Directions
2. Review the indicators being used internationally to determine if they can be measured in Canada



The Data Project Deliverables

Between June 2013 and December 2014, The Data Project will complete the following deliverables:

1) Technical Report

2) Dashboard Report

3) Knowledge Exchange Strategy



Advisory Committee Projects

- The Knowledge Exchange Centre staff manage projects, and provide knowledge exchange expertise to all former Advisory Committee Projects.
- Develop K2A plans in collaboration with Communications, Government Relations and Public Affairs, and content experts.
- Implement audience-specific KE tools and tactics in order to disseminate and create uptake for the project
- 4 projects are near completion of the research stage, and KE activities commencing on 6 projects
- All existing Advisory Committee Projects will be completed by March 2014



Strategic Initiatives

The KEC leads knowledge exchange and activation activities for the MHCC's strategic initiatives:

1. Housing and Homelessness
2. Opening Minds
3. Mental Health Strategy for Canada
4. Workplace Mental Health
5. Suicide Prevention
6. Mental Health First Aid

KEC staff work in collaborative teams to develop and carry out action-oriented KE plans that include multiple approaches, tactics, tools, and stages.



Advisory Council

Provides the MHCC with an expert group of individuals who provide strategic advice and expertise to the MHCC leadership and on specific initiatives, projects, and key priority areas, while serving as external Ambassadors at events for the MHCC.

Comprised of the past eight Advisory Committee Chairs and the Youth Council Chair, the Council completed a public call for 7 additional seats. These include 3 additional Caregivers seats, 2 Consumers, 1 Community Stakeholder seat, and 1 additional First Nations, Inuit, and Métis seat.

178 Applications were received

The inaugural, in-person meeting will be held September 26-27, 2013



Ambassador Network

- Expert group of individuals who can actively share information and knowledge from their areas of focus within the MHCC, while serving as external Ambassadors at events on the request of the MHCC.
- To date, there are 268 Ambassadors signed up to the Network.
- Profiles, including areas of expertise, how they would like to be engaged, organization, and personal information have been uploaded to our Customer Relationship Management system.



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Youth Council

Comprised of young people aged 18 to 30 with lived experience of mental health problems or illnesses who advise on infant, child and youth mental health issues.

Provides the youth voice and is a resource for youth-related work of the MHCC.

Developing a youth-friendly, youth-focused summary of the Mental Health Strategy for Canada.



Upcoming Releases and Events

- Launch of MHCC Annual Report (end of August)
- World Suicide Prevention Day (September 10)
- Release of Aspiring Workforce Report (October)
- Policy Forum on Housing First (October)
- Launch of Opening Minds (Anti-Stigma) Interim Report (November)
- One year anniversary of the launch of the National Standard of Canada for Psychological Health and Safety in the Workplace (January 2014)
- Launch of At Home Research Project Final Report (Early 2014)



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Thank you

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