

# Mainstreaming Mental Health and Mental Illness: Possible solutions from community mental health

Dr. Patrick Smith, National CEO, Canadian Mental Health  
Association

[www.cmha.ca](http://www.cmha.ca)

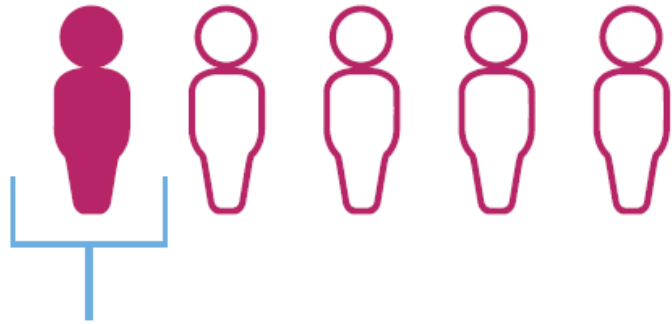


Canadian Mental  
Health Association  
Association canadienne  
pour la santé mentale



years of  
community  
ans dans la  
communauté

# Canada by the numbers



**1 in 5 (6.7 million)**

Canadians suffer from a  
mental illness each year.<sup>4</sup>



**33% of hospital stays**

in Canada are due  
to mental disorders.<sup>26</sup>

# The issue in numbers



People with mental illness and addictions are *more likely to die prematurely* than the general population.

*Mental illness can cut **10 to 20 years** from a person's life expectancy.*<sup>11</sup>



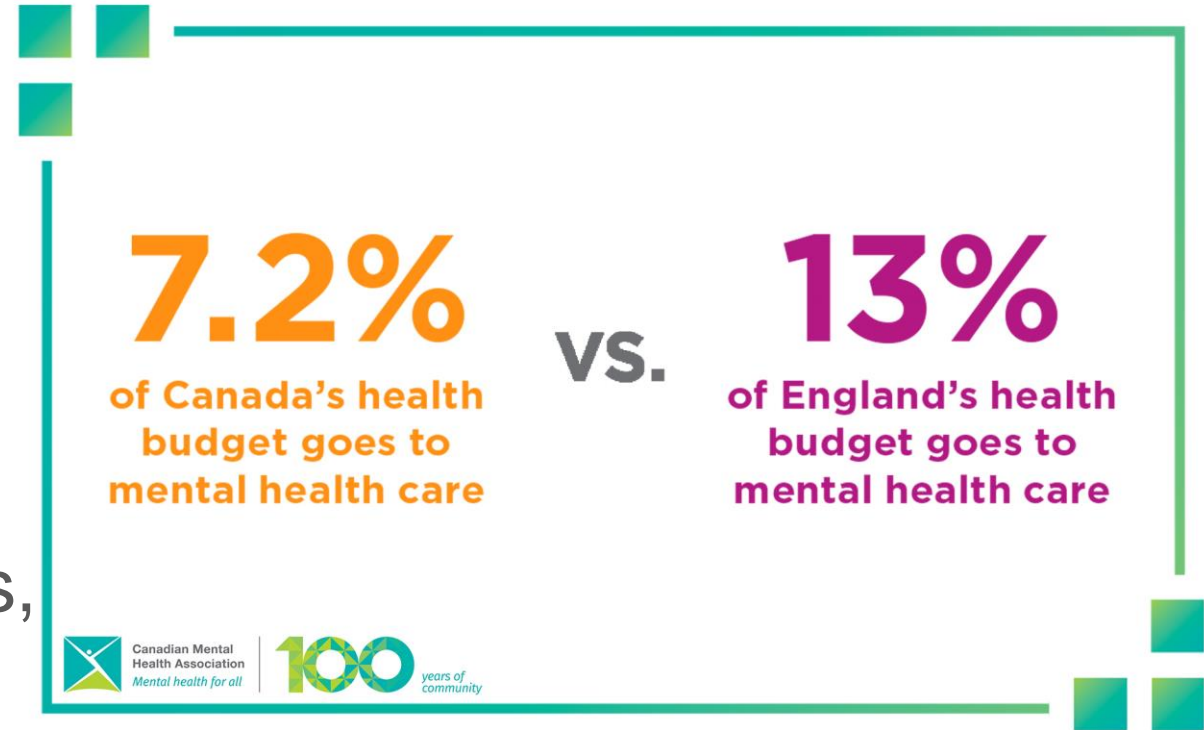
**Mental disorders**  
account for  
*more of the global  
burden of disease than  
all cancers combined.*<sup>23</sup>



By 2020, *depression will become the second leading cause (next to heart disease) of disability* adjusted life years for all age groups and both sexes.<sup>9</sup>

# Mental health as a priority

- Canada spends 7.2% of its annual federal health-care budget on mental health—the lowest percentage of all G7 countries.
- Many mental health services and supports, like psychotherapy, peer support and structured interventions, are not covered in the publicly funded healthcare system.



# CMHA by the numbers

- Founded in 1918, the Canadian Mental Health Association (CMHA) is the most established and extensive community mental health organization in Canada.
- Each year, we provide direct service to more than 1.3M Canadians via 16,000 staff and volunteers in over 330 communities across Canada.



# Moving upstream

- The current system in Canada is based on responding to crisis, and to meeting the acute care needs of people with severe mental illness. We know there is so much more that can be done, and done *earlier*.
- While 1 in 5 Canadians have mental illness, 5 in 5 Canadians have mental health that deserves to be protected and promoted.
- CMHA is on a journey to learn from and about Indigenous knowledge on the path to understand and address psychological, social, emotional, cultural and spiritual aspects of recovery and well-being.





In 2018, the Canadian Mental Health Association (CMHA) celebrates 100 years of community mental health.



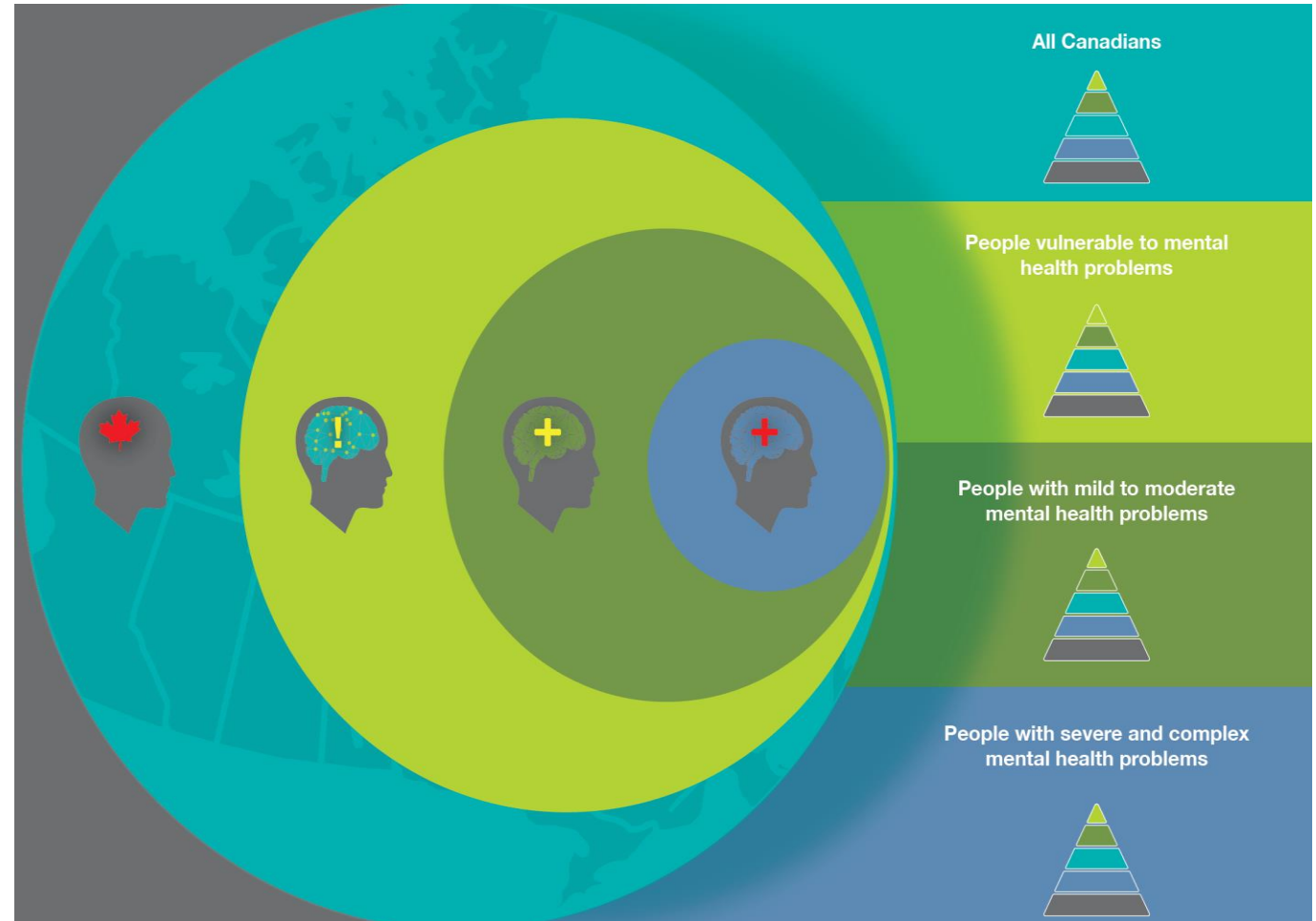
# Key values & principles



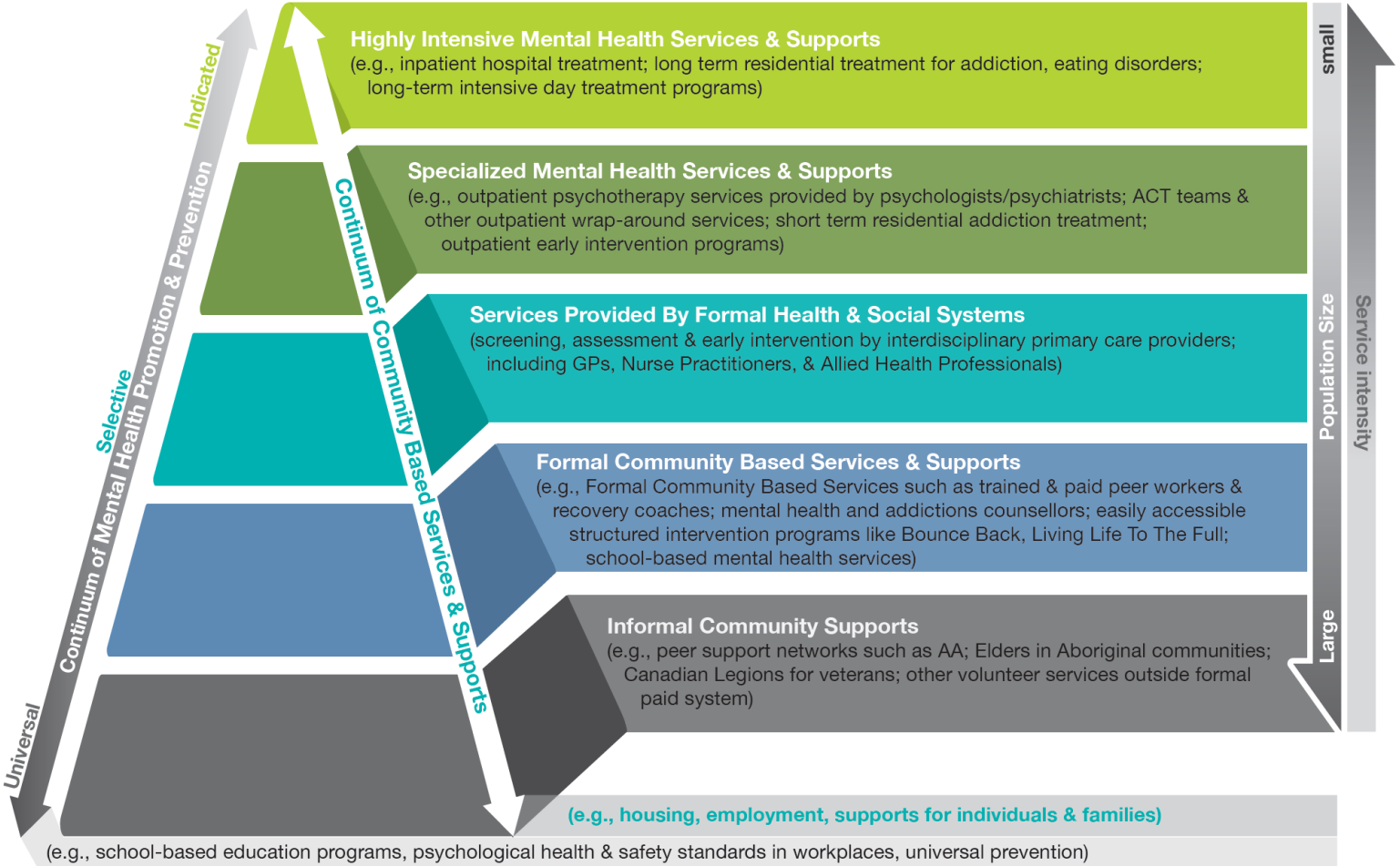
- Embracing the voice of the people with mental health issues
- Promoting inclusion
- Working collaboratively
- Influencing the social determinants of health
- Focusing on the mental health needs of all age groups
- Using evidence to inform our work
- Being transparent and accountable

# Whole-population approach

- A population health approach requires an investment in partnerships between public health and community mental health to achieve a focus on mental health promotion and mental illness prevention in Canada's public health response.



# Our stepped care model



# Investment in Community



# Shifting public perceptions

Mental health is about more than mental illness. It's more than being happy all the time. It's about feeling good about who you are, having balance in your life, and managing life's highs and lows. Everyone deserves to feel well, whatever their mental health experience. And we all need a support system to lean on.



Get ready to

# #GetLoud

about what mental health really is.



CMHA Mental Health Week

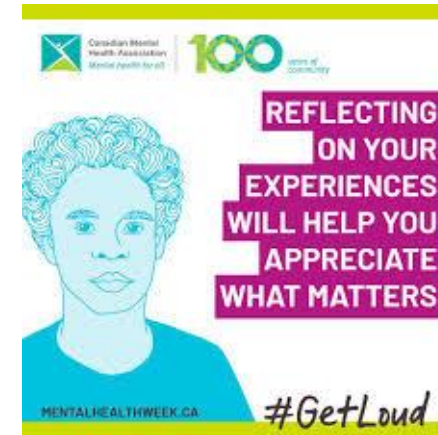
May 7-13, 2018

Visit [MENTALHEALTHWEEK.CA](http://MENTALHEALTHWEEK.CA) for info and tools!



# Mental Health Week 2018

- Over 70,000 uses of our hashtags #GetLoud #mentalhealthweek
- Over 220 million social media impressions on Twitter and Facebook
- Over 1,250 news stories (broadcast, print and online)
- Over 13,500 communications toolkits downloaded
- Hundreds of events across Canada



# Federal leadership



Following

Prime Minister Justin Trudeau's statement on [#MentalHealthWeek](#): [ow.ly/wY5Q30jRQ75](https://ow.ly/wY5Q30jRQ75)  
[#GetLoud](#)



### Statement by the Prime Minister on Mental Health Week

The Prime Minister, Justin Trudeau, today issued the following statement on Mental Health Week: "This week, I encourage all Canadians to raise their voices and #GetLoud..."  
[pm.gc.ca](https://pm.gc.ca)

8:39 AM - 7 May 2018

208 Retweets 425 Likes



32 208 425

# Statement from the PM



## Statement by the Prime Minister on Mental Health Week

Ottawa, Ontario - May 7, 2018

The Prime Minister, Justin Trudeau, today issued the following statement on Mental Health Week:

“This week, I encourage all Canadians to raise their voices and #GetLoud for mental health. Led by the Canadian Mental Health Association, [Mental Health Week](#) calls on all of us to share our stories and listen to others, and make sure those struggling with mental health issues know they are not alone.

“Mental health is an essential part of our well-being, yet too often is treated differently than other forms of health. Shame and discrimination lead many people to suffer in silence, and to not speak up and seek help. We all share a responsibility to encourage open and honest conversations, while looking out for signs of psychological and emotional distress – at home, in classrooms, and in our workplaces.

“Together, we are stronger and more resilient when we break through the stigma that surrounds mental health issues, and make sure people have the support they need. The Government of Canada is committed to doing its part, and working with provincial and territorial governments to improve access to mental health services. Budget 2018 continues to deliver on this commitment, with greater support for Indigenous Peoples, Canadians in uniform, and first responders, including those living in remote or rural areas.



# Raising the Profile



Ginette Petitpas Taylor

@GPTaylorMRD

Following

It's Mental Health Week! From my first job as a counselor with @CMHA\_NTL to my current one as Minister of Health, I've been lucky to see just how far we've come in fighting stigma. This week, it's time to #GetLoud about what mental health means to you! #MentalHealthWeek



9:38 AM - 7 May 2018

115 Retweets 233 Likes



12 115 233

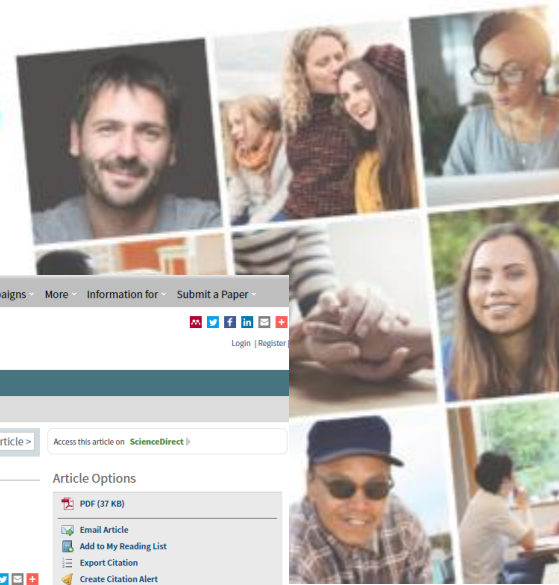
# Sharpening our message

## Care not Corrections

Relieving the Opioid Crisis in Canada

CANADIAN MENTAL HEALTH ASSOCIATION

APRIL 2018



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THE LANCET  
Public Health

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Volume 3, No. 5, e204, May 2018

### A public health approach to Canada's opioid crisis

The Lancet Public Health  
Published: 27 April 2018

Open Access

DOI: [https://doi.org/10.1016/S2468-2667\(18\)30078-1](https://doi.org/10.1016/S2468-2667(18)30078-1)

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COMMENT  
**Take-home naloxone: while good, it is far from good enough**  
[Open Access](#)

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Most read in *The Lancet Public Health* within the past 30 days.

**Summary** | **Full Text**

An unprecedented public health crisis is confronting North America: a deadly drug overdose epidemic. Opioids (including prescription opioids and illegal opioids, such as heroin and illicitly manufactured fentanyl) are the main drivers of drug overdose deaths in the USA and Canada. The situation in the USA has been widely publicised in international media outlets. Opioids were responsible for more than 42 000 deaths in 2016 in the USA, a number five times higher than in 1999. The situation in Canada is equally devastating. Each day, 16 Canadians are hospitalised as a result of opioid poisonings, and an estimated 4000 died from opioid overdoses last year. Death rates from drug overdoses in some parts of Canada are skyrocketing as high as those in the states hardest hit in the USA: in British Columbia, the overdose death rate was 30·2 deaths per 100 000 individuals from January to October 2017. These are not mere numbers and statistics; these are a real threat to public health and to public good—with important ramifications for the stability and quality of life of individuals, families, and communities, and come at a huge cost to the Canadian health-care system and society.

Canada has introduced important measures to address the crisis. And these measures have saved lives, as shown in a study by Michael Irvine and colleagues in *The Lancet Public Health*. In British Columbia (where a public health emergency was declared in 2016) this crisis is specifically associated with fentanyl, which is far more potent than morphine or heroin, and which was detected in 83% of overdose deaths. In response to this carnage, authorities have scaled up the distribution of overdose prevention kits (take-home naloxone). Irvine and colleagues' modelling study estimated that the programme prevented 216 deaths during the study period (Jan 1, Oct 31, 2016) and that one

# Sharpening our message

# ENDING THE HEALTH CARE DISPARITY IN CANADA

Over half  
of Canadians consider  
**anxiety and depression**  
to be  
**'epidemic'**  
in Canada

**85%** of Canadians think mental health services are the most underfunded in our health-care system.

# Mental Health Parity

**1** Publicly fund evidence-based therapies

**2** Improve the quality of care through a continuum of integrated services

**3** Invest in promotion, prevention, and early intervention

**4** Address stigma and discrimination and ensure equitable access

**5** Research mental illness and evaluate health outcomes

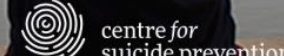
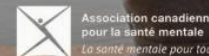
# Twitter Global Moment – World Suicide Prevention Day #WSPD2018

#WorldSuicidePreventionDay 🌍🌍🌍🤝

 **Twitter Nonprofits**   
@Nonprofits · September 10, 2018

Today, September 10th, the world came together to raise awareness about #SuicidePrevention. See how nonprofits are offering their support to show that #ThereIsHelp.

Tout changement  
important dans  
les comportements  
constitue un signe d'alerte.



**CMHA National**  @CMHA\_NTL · Sep 10

 4  5 

L'absence d'une maladie mentale ne met pas à l'abri du suicide – le suicide peut toucher tout le monde. Découvrez comment identifier les signes et en parler à quelqu'un si cela vous inquiète.

#JMPS #ACSM100 #JMPS2018



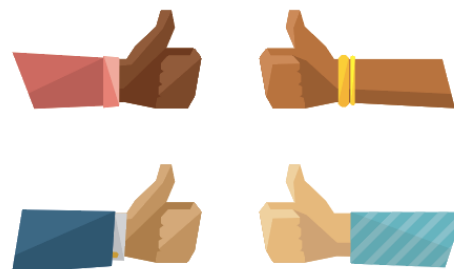
**Canadian Mental  
Health Association**  
*Mental health for all*

# What is Not Myself Today?

A turnkey, evidence-based program designed to help employers and employees transform mental health at work



Build awareness and understanding



Reduce stigma



Foster a safe and supportive work environment

# A pressing social issue

Mental health is increasingly being recognized as one of the most important, devastating and costly issues facing our society



of disability  
in Canada is  
mental illness



will miss work this  
week due to mental health  
issues or illness



of disability costs from  
mental health problems could  
be avoided by taking action



# MH4A Conference 2018



▶ **AHEAD BY A CENTURY**  
**THE SHAPE OF THINGS TO COME**

▶ FAIRMONT HOTEL, MONTRÉAL, QUÉBEC  
October 22 – 24, 2018

**MentalHealthForAll**  
CONFERENCE 2018



# Looking back, leaping forward



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years of  
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- It's time to envision the future of mental health in Canada.
- This year's conference builds on last year's whole-of-country focus and issues a call to action for all of us. We want schools, campuses, workplaces, people with lived experience of struggle and recovery, care providers and health care facilities, municipalities, and all communities to think outside the box toward a population-based mental health approach for the next century.



[conference.cmha.ca](http://conference.cmha.ca)



Canadian Mental  
Health Association  
Mental health for all





# Thank you

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[www.cmha.ca](http://www.cmha.ca)



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