

# The New Brunswick Coalition for Mental Health and Addiction Treatment

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Combining community participation with key formal services to transform mental health in communities

Brief submitted in advance of the 2018 pre-budget consultations

July

- Recommendation 1: That the government implement initiatives to support innovation in mental health.
- Recommendation 2: That the government adopt measures to support community participation in transforming the mental health system.
- Recommendation 3: That the government develop a public awareness campaign to fight the stigma associated with mental health.
- Recommendation 4: That the government provide \$500,000 in funding to support the 2019 Atlantic Mental Health Forum

## Introduction and summary

In 2013, Vitalité Health Network's mental health advisory committee for southeastern New Brunswick started to prepare the groundwork for a public debate on mental health, giving communities an opportunity to participate in transforming Mental Health Services, an initiative set in motion by New Brunswick's Department of Health in the government's 2011-18 action plan.

From the outset, the department's action plan favoured the recovery model to guide the transformation.

With the participation of the Société Santé et Mieux-être en français du Nouveau-Brunswick and the Vitalité Health Network, foundations were laid for hosting the Provincial Mental Health Forum, and, in October 2015, the Forum was held, with the financial support of both the public and private sectors.

The partners included the New Brunswick Department of Health, the Horizon Health Network, the Vitalité Health Network, the New Brunswick Health Council, the Université de Moncton, the University of New Brunswick, Mount Allison University, the Société Santé et Mieux-être en français du Nouveau-Brunswick, the Fédération des jeunes francophones du Nouveau-Brunswick and the Association francophone des aînés du Nouveau-Brunswick.

The forum welcomed more than 350 participants from English-speaking, French-speaking, Indigenous, and immigrant communities. A report containing 25 recommendations involving various groups was issued. A follow-up committee was created to call on influential groups to support the community partnership, an initiative founded on key values such as respect, transparency and collaboration, supported by quality information, conclusive data and best practices.

The initiative fostered collaboration between communities, helped demystify and destigmatize mental health, gave it a place in the public discourse, and raised awareness of it. Community participation and commitment are crucial in overcoming the stigma around mental health, and transforming the services and public health policies addressing it.

## Key facts

- Each year, 1 out of 5 Canadians experience mental illness.
- The stigma and the discrimination associated with mental illness keep people from seeking treatment and finding stable employment.
- Each year, close to 4,000 Canadians commit suicide.
- The loss in productivity is estimated at \$8 billion.
- The annual loss for the Canadian economy is estimated at \$51 billion.
- People who suffer from depression function at 62% of their capacity.
- 57% of Canadian employers see mental illness as their number-one priority.
- 70% to 90% of people suffering from severe mental illness are unemployed or underemployed.
- Unemployment and underemployment can affect mental health, and can lead to depression, anxiety or psychosis.
- Employment supports recovery.
- 1 out of 2 Canadians, by the time they turn 40, will have suffered or will be suffering from mental illness.
- Growing evidence suggests that awareness, prevention and early intervention have a positive impact on mental health investments.
- The World Health Organization (WHO) predicts that, by 2020, mental illness will be the leading cause of disability worldwide.

- The WHO also predicts that, by 2020, depression will be the fourth largest cause of disability and premature death worldwide.
- 15% of children and young people experience mental illness.
- 18% of young adults (15-24 years old) experience mental illness.
- The Mood Disorders Society of Canada (MSDC) states that stigma is the most harmful factor, and prevents people from seeking help because they fear how others will react. Their fears are justified because those who talk about their condition face discrimination in the workplace and in their daily lives, sometimes from family and friends, as well as health professionals.

## Recovery

The recovery model, seldom known to members of various communities, health professionals and care providers, focuses services on the best interests of people and their loved ones, as is the case with physical health.

Recovery is the Mental Health Commission of Canada's preferred approach. Innovation in mental health must be founded on the current body of knowledge and best practices, in order to promote positive mental health and swift access to treatment for young people, families, adults, seniors and their support networks.

The recovery model is based on formal systems coming together with community organizations, cultural communities, families and those with conditions or illnesses affecting their quality of life, autonomy or self-esteem.

The recovery model has given rise to major innovations in other countries such as Finland, Australia, the United Kingdom and the United States. There have also been innovations in mental health with the recovery model in the Maritimes and elsewhere in Canada.

### New Brunswick and the Maritimes

New Brunswick is a small province made up of different cultural communities: an English-speaking majority, a French-speaking minority, First Nations, immigrants and refugees.

Much like New Brunswick's 2015 Provincial Forum on Mental Health, the Atlantic Forum's aim is to provide a space where knowledge, success stories and best practices are shared, barriers removed and partnerships built. It also seeks to promote cooperation with individuals and their families, as well as the community. Finally, it aims to pave the way for innovation in equal access to care, rehabilitation, a compassionate environment and positive mental health.

Health Canada, the Mental Health Commission of Canada, and the health departments of the four Maritime provinces were asked to partner with New Brunswick in organizing the Atlantic Forum. New Brunswick is the only province in Canada where this approach has been foundational in transforming mental health services and initiatives across the province.

# APPENDIX

2019 ATLANTIC FORUM ON MENTAL HEALTH

THEME: RECOVERY

Treating and Preventing Addiction and Mental Illness

Promoting Positive Mental Health and Well-Being

WHERE: Marriott Delta Hotel, Moncton, New Brunswick

WHEN: October 3,4, and 5, 2019

## WHO

- Maritime Canadians (young people, seniors and parents), people who experience or have experienced mental health problems such as addiction, as well as short-term and chronic illnesses
- Community mental health organizations
- Front-line health and mental health professionals
- Physical and mental health care managers
- Health researchers, particularly mental health researchers
- Mental health training institutions
- Elected officials from the municipal, provincial and federal governments

## Represented groups:

- English-speaking community
- French-speaking community
- First Nations
- Immigrants and refugees
- Gender-inclusive: LGBT+, women and men
- Young people, seniors, and parents

## WHY

New Brunswick chose the recovery model in its 2011-18 action plan for mental health. The plan sought to transform mental health services, as well as mental illness and addiction treatment. The recovery model is the conceptual framework of the action plan. This approach, which became popular in the late 1980s, is championed by groups representing people grappling with mental illness, those who survived mental illness, as well as advocacy and support organizations. The Mental Health Commission of Canada favours this approach, which makes people and their support networks the focal point for service delivery.



New Brunswick, which has a population of close to 800,000 people, 36% of whom are francophones, is the only province in Canada to have adopted this approach province-wide. New Brunswick also has a number of Indigenous communities and growing immigrant communities. It is a pilot experiment of how this approach would fare at a provincial scale.

The Atlantic forum will be an opportunity to evaluate this approach's achievements and challenges as we strive for equal access to services and equal services vis-à-vis physical health. We will also see how it has inspired transformation initiatives and related information-sharing, bolstered respect for human rights, encouraged peoples' loved ones to participate, and fostered a sense of safety and cultural knowledge.

The 2015 Provincial Mental Health Forum was a citizen-led initiative, with the support and financial assistance of various health partners (New Brunswick Department of Health, the Société Santé et Mieux-être en français du Nouveau-Brunswick) at the federal and provincial levels, regional health networks, the province's universities, training firms, and the New Brunswick Health Council. The forum submitted a report with 25 recommendations, and a follow-up committee was mandated with implementing them. The Atlantic Forum will also be an opportunity to present the achievements and initiatives stemming from the recommendations, as well as to plan further action and initiatives. The New Brunswick Coalition for Mental Health and Addiction Treatment will be the lead organization for the Atlantic Forum.

The event will give all Maritime provinces the opportunity to build partnerships focused on transforming mental health care and services, and fostering mental health innovations to build resilience among young people, adults and seniors.

It will also provide an opportunity to build partnerships with the Mental Health Commission of Canada, the leader in developing new approaches and best practices.

The Atlantic Forum will aim for 45% citizen and community participation, with health professionals, managers and researchers, as well as training providers and elected officials making up the remainder of participants.

**BUDGET ESTIMATES**

<b>EXPENDITURE TYPE</b>	<b>ANTICIPATED EXPENDITURE</b>	<b>ANTICIPATED REVENUE</b>
<b>STAFF</b>		
Project manager (\$1,000 X 40 weeks)	\$40,000	
Administrative support (\$600 X 40 weeks)	\$24,000	
<b>SUBTOTAL</b>	<b>\$64,000</b>	
<b>PROFESSIONAL FEES</b>		
Creating workshops (writing, analyzing and submitting workshop reports)	\$10,000	
Workshop speakers (recruiting and training)	\$7,000	
<b>SUBTOTAL</b>	<b>\$17,000</b>	
<b>OPERATIONAL EXPENSES FOR THE ORGANIZATION</b>		
Travel for meetings	\$8,000	
Accommodation for meetings	\$4,000	
Meals for meetings	\$2,000	
Office expenses	\$8,000	
<b>SUBTOTAL</b>	<b>\$22,000</b>	
<b>PROMOTION</b>		
Traditional media	\$10,000	
Social media	\$3,000	
Promotional events	\$4,000	
Promotional tools	\$15,000	
<b>SUBTOTAL</b>	<b>\$32,000</b>	
<b>OPERATIONAL EXPENSES FOR HOLDING THE FORUM</b>		
Translation and interpretation services	\$20,000	
Technical equipment and technicians	\$20,595	
Meals:	\$25,000	
1. 2 continental breakfasts (\$24 X 500)	\$22,500	
2. 6 breaks (6 X \$18 X 500)	\$54,000	
3. 2 suppers (\$45 X 2 X 500)	\$45,000	
Rooms (small and large)	\$3,000	
Beacon in the Night	\$1,000	
<b>SUBTOTAL</b>	<b>\$192,095</b>	
<b>COMMUNITY PARTICIPATION SUPPORT</b>		
Transportation (200 people X \$60)	\$12,000	
Meals during travel (200 X \$15)	\$9,000	
Plane tickets NL (15 X \$500)	\$7,500	
Accommodation (2 nights X 200 X \$175)	\$70,000	
<b>SUBTOTAL</b>	<b>\$98,500</b>	

<b>TOTAL</b>	\$425,595

Submitted by

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2015 Provincial Mental Health Forum  
Vitalité Mental Health Consultation Committee Zone 1