

# 2020/2021 Annual Report

Resource  
Centre

FOR SUICIDE  
PREVENTION





## **Suicide Prevention Resource Centre**

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## **Message from the Board President**

This past year has been one of the most difficult years in this generation, with that came a great deal of crisis and support calls which I commend the amazing staff and Executive Director, for taking on, in a time that was equally as difficult for them. With that, the board has gained great insight to what our strategic planning will look like as we head into the 2021-2022 year. The RSCP board, is an amazing group of diverse volunteers that has a clear dedication to helping the community and we look forward to continuing our work and expanding the organization in the future.

Sincerely,

Shawna Prince  
President

## **Message from the Executive Director**

This past year has been a time of great change, navigating uncertainty is not simple for any person or organization. In reaction to reduced funding expectations, each program made every administration cuts to ensure we could manage with no fundraising, increased and different requests for service, while adjusting to delivery for reduced in-person contact. We have done our best to be flexible to change and responsive to needs, we have persevered and have plans for more improvements, building on what we have learned personally and collectively.

We are grateful for the strength of the team and for the community we live in, that we are now poised to deliver stronger programs to even more people through virtual service expansion, and more personalised resiliency education and training through our in-person supports. We are grateful for the relationships we have in the community and the volunteers such as this Board who have also steered us through as we all learned to pivot together.

With the year ahead and the strategic planning of the Board upcoming, this is the best time to reflect on what the needs are, and how we use our strengths to do better and more to build up our community and neighbours, near and far.

Thank you wholeheartedly for being involved in our organization and we are eager to continue expanding our reach and serving the Grande Prairie area and surrounding communities.

Sincerely,

Ainsley Miller  
Executive Director



## Suicide Prevention Resource Centre Team

### Board of Directors (As of March 31, 2021)

Shawna Prince, <i>President</i>	Stuart Lloyd-Jones, <i>Director</i>
Charlotte Bierman, <i>Vice President</i>	Doug Currie, <i>Director</i>
Stacy Harrison, <i>Secretary/Treasurer</i>	Leisa Peters, <i>Director</i>
Connie Korpan, <i>Director</i>	Drew Pearson, <i>Director</i>
Tanya Ray, <i>Director</i>	Tracy King, <i>Past President</i>

### Program Staff (As of March 31, 2021)

Ainsley Miller, Executive Director  
Jenn Vos, Administrator  
Tammy Monro, Resource Coordinator  
Raemona Smith, Community Helpers Coordinator  
Tracy Golnick, Tough Enough Coordinator  
JennyLee Viola, Youth Mental Health Coordinator

## Suicide Prevention Resource Centre Core Program

**Vision** To reduce suicide, suicidal behaviour, and their effects, by promoting positive alternatives and healthy coping skills.

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### Mission

**To Listen** to people's stories of their struggles with depression, anxiety, and other mental health issues, and help them find hope and support through increased coping skills and healthy behaviours.

**To Raise Awareness** and understanding of head health and promote open dialogue in our community about mental health issues.

**To Support** those who have suffered loss to suicide, to listen to their heartbreaking stories, and to help them find understanding and strength to move forward.

**To Teach** that it is lifesaving to ask about suicidal thoughts and to reach out to help friends and family members find support and resources they need to live healthy, productive lives.

**To Keep Faith** with our community, to best manage the financial resources entrusted to us, and to respect and value our dedicated and passionate employees.

## Fundraising and Donations

### Funders

Alberta Health Services  
City of Grande Prairie FCSS  
Community Foundation of Northwest Alberta

County of Grande Prairie FCSS  
Green View FCSS  
Ministry of Culture, Multiculturalism and  
Status of Women

### Generous Donors *in kind and cash donations over \$500*

ABC Recycling  
Big Rig Collision (Grande Prairie) Ltd  
Brogan Safety Supplies  
Carla Eckstrom  
Cars for Christmas Mega Lottery  
Caseley Consulting  
Charlene Eckstrom  
City Centre Automotive  
Dew-Line Enterprises  
Dynamud Logistics Services Inc.  
Grande Prairie River Rats  
Huskey Group of Companies  
Janet Tink  
Jeffrey's Café Co.  
John Howard Society of Grande Prairie  
Leonard Sydoruk  
Morningview Park Golf Course Ltd.

MNP LLP.  
New Horizon Co-operative Ltd.  
Northern Metalic Sales (GP) Ltd.  
Pipestone Energy Corp  
Richard Nasedkin  
Richie Bros Auctioneers  
Robert Rogers  
Rotary Club of Grande Prairie After Five  
Servus Credit Union  
Seven Generations Energy Ltd.  
Swan City Rotary Club  
Talk to Me Society  
Tanya Ray  
Tiedemann Family  
Truck Pull Fundraising Event w United Way  
Weyerhaeuser

### Chair Extraordinaire Donations & Sponsorships

2019131 Alberta Ltd  
Ainsley M., Joanne S., Katie H., Raemona S.,  
Tammy M., Tracy G., Zoe B.  
Ashley Furniture  
Brenda R, Kathy M, Sheron, Beryl A, Cheryl K,  
Millie W  
Caffeine Plus Chaos  
Calabria Italian Deli  
Control Tech  
Dew-Line Enterprises  
Doug Currie, Liza Richer & Teresa Currie  
Dustin Andrew w Muddy Roads Contracting  
FirstOnSite Restoration  
Grande Prairie Friendship Centre and Pitone  
Youth Group

Grower Direct  
Jackpot Grill & Events Centre  
Peace Draft Horse Club  
Shade Tree Chocolate Studio  
Speedy Glass  
Simply Vines U-Brew  
Terel Electric  
Tracy King & Jacqui Reber  
Walmart  
Your North Apparel  
Zaychuk and Boissonnault Families



## Volunteers

We would like to extend a massive **THANK YOU** to our volunteers who supported us by working over **1300** hours.

## Suicide Prevention Resource Network (SPRN)

We held 3 SPRC quarterly meetings with a total of 14 unique agencies present, including:

PACE	Sunrise House (GPYESS)	County FCSS
Alberta Health Services	PACT (Police and Crisis Team)	NW Peace FASD Network
Family Education Society	Volunteer Services Bureau	Stepping Stones Day Care Society
Odyssey House	Senior's Outreach	City of Grande
Grande Prairie Friendship Centre	Pregnant and Parenting Teens	Family Resource Network
GP Palliative Care Society		

## Crisis and Consultation Services

**283** crisis calls, walk-ins, and requests for emergency resources response. (Up from 54 in 2019-2020)

## Workshops

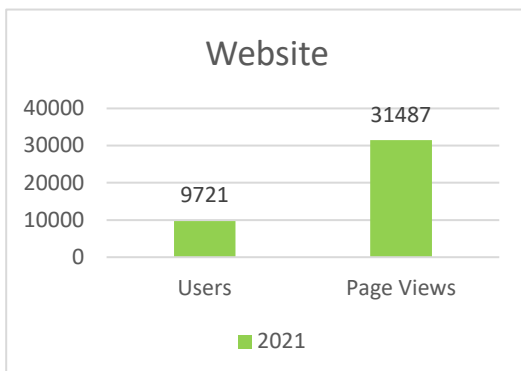
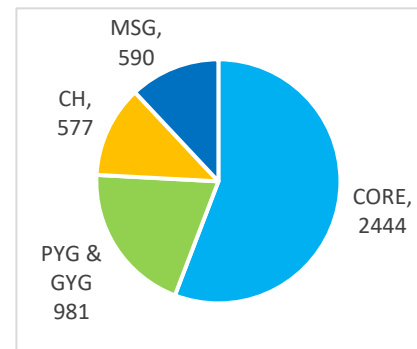
**71** people were trained across **7** Applied Suicide Intervention Skills Training (ASIST) workshops **1** Mental Health First Aid (MHFA) (over 1800 service hours)

We had to make significant changes to our workshops due to COVID restrictions including limiting workshops to a maximum of 10 participants. This impacted our ability to deliver the workshop to the community and caused us to amass a significant waitlist. Moving forward we hope to see restrictions lessened and higher capacity for in-person training.

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## Social Media

We have a combined total of **5034** likes on our Facebook platform, an increase of **13%** from last year across all pages. The Resource Centre for Suicide Prevention main page saw the biggest increase of **241** new likes.



We have seen a substantial increase in website traffic. More people are using search engines to find information and staying on the website longer. We are also seeing an increase of unique user visitors. The pages that have seen the largest increase in traffic are ASIST, Tough Enough to Talk About It, and Youth Programming.

## The Gryphon & Phoenix Youth Groups (Formerly known as the Breakfast Club)



**5** one day workshops for teens  
**2** teen collaborations

**32** teens in **5** one day workshops  
**5** teens in **4** virtual take and make groups

**23** teens took part in partnered presentations with Mountain Plains, Sunrise House, and The Pitone Youth Group.

**772** hours of direct service delivered to teens!

**80%** of teen parents surveyed stated that their relationship with their teen has improved after attending our one-day Gryphon Youth Group workshop.

**80%** of teens reported they learned new skills to use when face with challenges in their life after attending the Gryphon Youth Group one-day workshop.

### Gryphon Facilitators

Danielle Callihoo  
Raemona Smith  
Dean Enyedy  
Katie Harrison  
Kira Warman  
Dennis Shinski

Over the summer of 2020, the teen and preteen program underwent a rebranding. The program ran for **28** years under the name of The Breakfast Club; however, the movie is no longer relatable to youth and less iconic than it was when the program was conceptualized. This move forward with the program allows us to grow and expand while remaining relevant to the youth of today.

The teen program is now known as **The Gryphon Youth Group**. This program is appropriate for youth in grades 7-12.

The preteen program is now known as **The Phoenix Youth Group**. This program is appropriate for youth in grades 4-6

### Youth Testimonials

“Conversations about depression and suicide stood out to me.”- Teen

“You guys supported the people and not compare other problems to others.”- Teen

### Parent Testimonials

“This is wonderful program. I was not sure how my son would like it and if he would feel included by the other peers. He came home so happy and confident with everything he did and the peers he met. I was so happy to see him respond to the program this way. Thank you!”

“I just wanted to say that I think this is an excellent program for teens. Teens often get put on the back-burner, for various reasons, and this group helps bring them to the forefront. It's a safe space for them to talk about life, learn coping strategies, and step outside of their comfort zone. I'm glad my boys were able attend!! Thank you.”

## The Gryphon & Phoenix Youth Groups (continued)



**5** one day workshops for pre-teens

**36** pre-teens took part in **5** one day workshops.

**47** pre-teens participating in **8** virtual take and make sessions.

**1616** hours of direct service delivered to pre-teens!

COVID-19 has had a huge impact on the delivery of our youth programming. All programs were revised and remodelled to fit AHS Health and Safety Guidelines. All planned activities have been adjusted to fit social distancing protocols and group sizes are limited to 10 participants per workshop. In addition, our teen retreat was modified into a one-day workshop to comply with restrictions while still being able to offer programming in person with on-going virtual supports.

Our office and training room were reconfigured to accommodate the groups in a youth friendly setting, while maintaining distancing protocols.

### Youth Testimonials

“My favourite part of the workshops was all the crafts and meeting new people.”

### Parent Testimonials

“We are thankful that our child has been able to attend your workshop and take and makes. This is something [she] looks forward to and are helping [her] deal with her emotions and feelings. Thank you so much for all that you do.”

“I'm so thankful for the workshop. It's not only taught him coping skills but also trying something new (the workshop) and getting out of his comfort zone can lead to good things. I will recommend this workshop to others.”

**82%** of preteens indicated that they learned new ways to deal with tough feelings and thoughts after attending our Phoenix Youth Group one-day workshop.

**71%** of children's parents surveyed agreed that their youth has improved their communication of emotions/feelings after attending our Phoenix Youth Group one-day workshop.

### Phoenix Facilitators

Zoë Best  
Ashley Driedger  
Patty Rolinger  
Kirsten Kramer  
Kim Burgess  
Kira Warman

## Community Helpers



### Community Helpers Program

**Community Helpers Program (CHP)** is a free training, funded by Alberta Health Services. Training is available in schools, workplaces, and community groups for youth ages 12 to 30, as well as adults who support this age group (teachers, coaches etc.).

Training focuses on improving ones existing supportive skills while emphasizing the importance of self-care, reducing stigma, and bringing awareness around mental health. Learning and using proper language around mental health, suicide. Throughout training participants you learn what community resources are available, when and how to reach out to these supports.

#### **Training Topics can include:**

- Communication skills
- Helping and self-helping skills
- Ethics
- Personal boundaries
- Coping with stress
- Suicide and mental health awareness
- Knowing when people need help, and how to help them
- Information on local resources/professionals and how to refer to professional help
- Healthy relationships
- Gender expression and identity
- Substance use awareness

**726** hours of the virtual training

**404** hours of in-person training.

**6,072** CHP modules were delivered.

#### **Feedback from participants**

“I will take the new CAST process and use it when helping from now on” -Participant

“Thank you for explaining that it’s okay to express your feelings and that feelings are important to have” – Participant

“Having empathy when helping someone is important to have” -Participant

“Thanks for the reminder that if you don’t take care of yourself, you won’t be much help to others” – Participant

**Ultimately, the goal of the program is to foster community connectedness to help prevent suicide and work together to reduce stigma around mental health.**

## Community Helpers (continued)

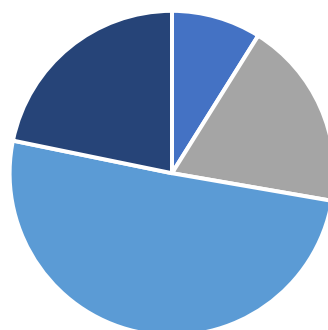
The Resource Centre for Suicide Prevention (RSCP) of Grande Prairie, AB was one of the first organizations within Alberta to pilot the **Community Helpers Program** (CHP). Since 2009, RCSP has been one of the 20+ funded organizations in Alberta to facilitate the CHP. The foundation of the program is built on the fact that in every community there are people whom others naturally turn to when they need help. They are people from all walks of life and all ages. These helpers possess traits and characteristics such as empathy and display a genuine interest and desire to help so that others feel safe in divulging information about health/mental health problems that have strong emotional components. While these helpers are gifted in this respect, often they do not have the skills or knowledge to deal with complex and troubling issues such as suicide. The Community Helpers Program offers them the opportunity to develop new skills and knowledge that will help them deal effectively with difficult issues like mental health concerns, relationships substance use and suicide.

In Grande Prairie and area due to high demand CHP is focused mainly on grade 9's in our community. Due to covid-19 training opportunities for adults supporting youth and adult mentors opened up.

### **Schools and organizations served include:**

- Gryphon Youth Group
  - Charles Spencer High School
  - Helen E Taylor School
  - Big Brothers Big Sisters of Grande Prairie & Area
  - Northreach Society
  - Grande Prairie Centre of Newcomers
  - Sunrise House Youth Emergency Shelter
  - Mountain Plains Community Services Society of the North
  - Grande Prairie Public Library
  - AHS Youth Day Treatment
  - Grande Prairie Regional College-Educational Assistants Program
- .....

Age Breakdown



■ Ages 9-15 ■ Ages 12-17 ■ Ages 14-15 ■ Ages 18+

## Men's Support Group

2020 saw an increase in attendance, visits, and return visits which led to the expansion to a second Men's Support Group running from September onward. A total of **72** participants over **422** visits totaling **844** service hours.



**100%** of attendees feel less isolated and alone as a result of attending the meetings.

**100%** of attendees felt they have more people they can rely on for help after.

**100%** of men who attended the group experienced a positive change in their abilities to cope with their difficulties.

### Overview

There were disruptions to in-person attendance at the beginning of the pandemic and the group was moved to virtual delivery. Thankfully, we were able to move back to in-person and learned that the group is most effective face to face. The number of the guys attending the group has decreased over the year, but the number of times they are attending has gone up again. The primary feeder for the group is the Integrated Crisis Access Team (ICAT), PACE, or primary physician. The reasons for coming have switched primarily from relationship loss to job loss during the second half of the year.

### Attendance:

Most frequent attendance was **27** visits.

**28** attended one day

**3** attended twice

**6** attended 3-9 times

**2** attended over 10 times

**6** attended over 20 times

### Identified Occupations:

**12** work in industry

**10** work in oilfield

**9** were unemployed

**4** were self employed

**1** were professionals

**6** are retired or long term disability

### Referrals:

**43** were referred by outside agencies

**4** from online resources

**2** referred by a female partner

**3** referred by a past or returning participant

### Reason for attending:

**18** dealing with the death of someone close

**16** dealing with the suicide of someone close

**12** were actively working with an addiction

**11** were dealing with unemployment

**15** were dealing with relationship loss

# Tough Enough To Talk About it



*"... CONTINUED CONVERSATIONS LIKE THIS ARE REALLY GOING TO HELP US NORMALIZE MENTAL HEALTH AND FEEL CONFIDENT IS ASKING OTHERS HOW THEY ARE DOING" (JANUARY 2021)*

*"... THIS INFORMATION RESONATED WITH ME. IT HELPS RAISE PERSONAL AWARENESS. I NOW KNOW HOW TO GET HELP" (MARCH 2021)*

**392** participants from all across Canada attended **32** virtual presentations.

## Virtual Workplace Presentation Outcomes

**100%** of participants report learning about stressors, declining mental well-being and risk of suicide.

**100%** of participants report they learned what to say to someone who may be experiencing a decline in their mental well-being.

**97%** of participants reported that they learned how to get help for themselves and others.

**95%** of participants reported that because of the presentation, they are more likely to approach someone who may be experiencing a decline in their mental well-being.

**90%** of participants reported that because of the presentation they are more likely to seek help for themselves.



In a year where many programs fought to find their place and survive, the Tough Enough To Talk About It program planted a tiny seed of hope to keep the program thriving. A seed that quickly grew and flourished, making a community where everyone can create crucial conversations within workplaces. After a lot of research and continual development of partnerships, Tough Enough launched a “virtual” workplace presentation.

**This 90-minute virtual presentation can be facilitated on any virtual platform by approved and trained facilitators and is evidence and researched based in both content and delivery. Not an easy feat in an ever changing “pandemic” world.**

March 2020 – November 2020 was a steep learning curve. Adapting to changing roles and restrictions, Tough Enough managed to stay active through a guest spot on a Podcast and exploring/facilitating a few virtual presentations.

November 2020 – April 2021. We partnered with Conoco-Phillips and their National WellnessOne Program and piloted a new and very successful partnership and from there has not slowed down. Development of National partnerships continued with NAIT, Merit Contractors, Devon Resources, Surepoint Technologies, and Crescent Point Energy.

In addition, Tough Enough has also created an Approved Facilitator comprehensive training for existing and new Tough Enough facilitators. The program includes a detailed Approved Facilitators manual and slide deck in addition to resources and references. NAIT has scheduled two sessions to upskill and retrain all NAIT Tough Enough Facilitators in April 2020. Tough Enough also developed a virtual 3hr modified seminar for leadership roles as a way of deepening mental health awareness skills within trades, industry, and agriculture sectors.

## Connect



Connect reached a Total **1800** people in 2020., up from 1620 in 2019.

**187** people attend Mental Health 101

**188** people attended Psychological First Aid

**485** people attended Connect Presentations

Over **250** people took part in our annual **Darkness to Light walk** in September in conjunction with **World Suicide Prevention Day** with, up from 150+ previously.

Connect was involved in **4** Radio interviews and media releases.

A total of **169** individuals were provided with bereavement supports.

## Successes

“The best part about this walk is I feel like, yes, it does raise like awareness for suicide or mental illness, but the best thing it does is it makes survivors feel like they are not alone, you know, and survivors are people that are left, it makes it so it’s not shameful and your loved one mattered, a lot. And it can happen to anyone because my son, you know, just was a normal boy. Coming together for this walk is an act of solidarity and raises awareness for ending the stigma around having conversations about suicide and mental health. You look at everybody walking and wave at them because you know how they feel, and a lot of people don’t understand and can’t put themselves there. You have to be able to talk about it and nobody wants to talk about it,”

- Jennifer Schollaardt during the **Darkness to Light Walk**

## Participant Feedback

“Had a wonderful experience. I feel much more comfortable with talking about suicide and I feel ready and able to intervene and create a safety plan for a person in need.”

- **ASIST**

“I really appreciate this presentation. It’s a really important topic/conversation and the more we talk about it and re-hear the information, the better.”

- **Mental Health 101**

“I really appreciated that the presenters kept their videos on. That provided a more personal touch for a tender topic in this technological time. The presenters were amazing. I learned so much.”

- **Psychological First Aid**



# Financial Information

## Funding Source

<span style="color: #e91e63;">■</span> Alberta Health Services
<span style="color: #f44336;">■</span> FCSS/CSD City of Grande Prairie
<span style="color: #ffc107;">■</span> FCSS County of Grande Prairie
<span style="color: #ff9800;">■</span> FCSS Green View
<span style="color: #ffff00;">■</span> Community Foundation of Northwestern Alberta
<span style="color: #4caf50;">■</span> Swan City Rotary Grant
<span style="color: #2e7d32;">■</span> Alberta Health Services - COVID-19 Special Projects
<span style="color: #00bcd4;">■</span> Federal Government Subsidies
<span style="color: #9c27b0;">■</span> Workshops
<span style="color: #0070c0;">■</span> Fee for Service
<span style="color: #add8e6;">■</span> Interest income

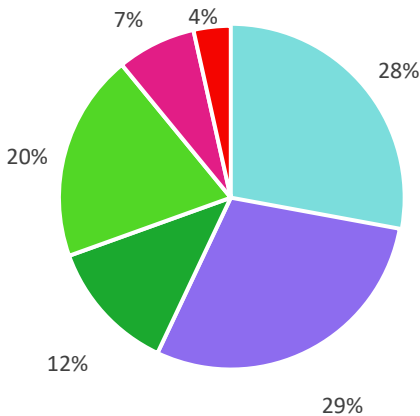
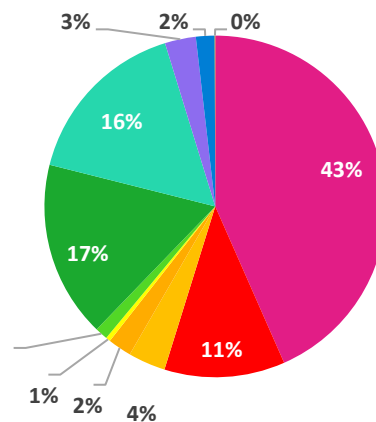
## Funds

\$ 287,560
\$ 75,625
\$ 23,400
\$ 14,875
\$ 2,900
\$ 7,923
\$ 110,688
\$ 108,172
\$ 19,445
\$ 11,701
\$ 354

## Receiving Programs

SPRC Core, Breakfast Club, Community Helpers
Breakfast Club, Connect, Men's Support Group
SPRC Core, Breakfast Club, Tough Enough
Breakfast Club, Tough Enough
Breakfast Club
Breakfast Club, Tough Enough, Men's Support Group
All Programming
All Programming
All Programming
All Programming

**Total Revenue \$ 662,643**



## Program

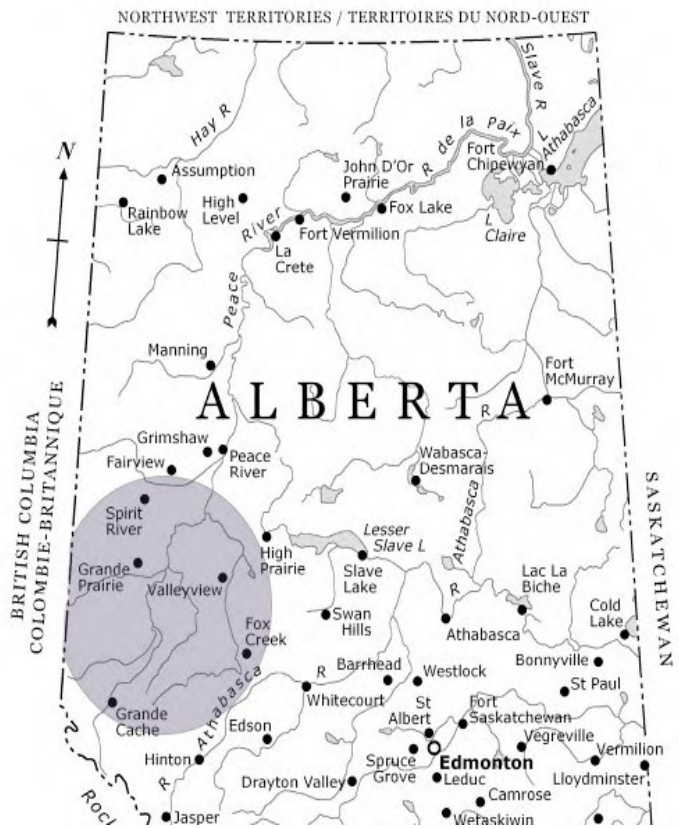
## Total Cost

<span style="color: #00bcd4;">■</span> SPRC Core	\$ 179,812
<span style="color: #9c27b0;">■</span> The Breakfast Club	\$ 187,684
<span style="color: #2e7d32;">■</span> Tough Enough to Talk About It	\$ 80,512
<span style="color: #4caf50;">■</span> Community Helpers	\$ 126,072
<span style="color: #e91e63;">■</span> Connect	\$ 47,956
<span style="color: #f44336;">■</span> Men's Support Group	\$ 22,519
<b>Total</b>	<b>\$ 644,555</b>

## Areas Served

With the push to move to more virtual trainings and workshops we saw a unique change in who has been able to access our services.

In addition to our typical service area, we saw an increase in participants from all over the province attend our ASIST workshops as well as participants from all over Canada attend our virtual workshops. The image below is a visual of the provinces we were able to open our virtual programming to.



## Virtual Service Area

