

- 65 People called or visited for crisis intervention, support, bereavement consultations, and information
- 131 Youth attended a Breakfast Club teen retreat or a preteen workshop
- 74 Additional youth attended Breakfast Club Support & Friendship Nights
- 1229 People attended Tough Enough To Talk About It presentations (formerly Men at Risk)
- 67 People attended Safer Workplace Seminars
- 30 Men participated in the Men's Support Group
- 268 Youth natural helpers were trained with Community Helpers Safety Net
- 29 Youth attended Community Helpers single sessions
- 26 Adults attended Community Helpers/Breakfast Club Head Talks
- 262 People were trained in workshops
- 340 Youth attended Head Talks/Connect presentations
- 212 Adults attended Head Health/Connect presentations
- 271 People attended special events (not including fundraising)
- 11 People attended the Suicide Loss Support Group or the Understanding Your Loss Group
- 3015 People were served

Website 10,956 users
Facebook 1,697 followers
YouTube 3,442 views
not included in total served

Annual Report 2016-2017

Message from President and Executive Director

Did you know? **In Alberta, more lives are lost to suicide than to traffic fatalities. In Canada, someone dies by suicide every two hours.**

Yet we know that when people in a mental health crisis get help quickly, **suicides can be prevented** and lives can be saved. The challenge lies in finding the right help quickly. Head health is complex, and a variety of presenting factors can make diagnosis difficult. Often, mental health issues are suppressed by a fear of stigma and an inability to ask for help.

There is a solution, and it is community based. **Successful suicide prevention depends on people:** people trained to recognize the signs of mental distress in themselves and others, who know what to say and where to get help, and who can encourage others to ask for help.

Our job at SPRC is to bring people and knowledge together to ensure we as a community can recognize and respond when our friends, loved ones, co-workers, clients and patients might be at risk.

Learn more about our programming and resources captured in this annual report. Our passionate and dedicated staff look forward to meeting you, and helping you become part of the community solution to suicide prevention.

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(Effective June 29, 2016)

Staff

Executive Director
Gladys Blackmore

Connect Coordinator
Faris Atkinson

Breakfast Club Coordinator
Maggie Barry

Director, Publishing & Communication
Carol Bromley Meeres

Tough Enough To Talk About It
Coordinator Barbara Campbell (to
November 2016)

Community Helpers Coordinator
Ashley Driedger

Breakfast Club Program Support
Crystal Gilbertson (to August 2016)

Programs Assistant Kassi McKen
(from September 2016)

Programs Assistant/Breakfast Club
Assistant Coordinator Brenda
McIntyre

Tough Enough To Talk About It
Assistant Coordinator/Coordinator
Samantha Newhook

Bookkeeper Carol Thomson

Our thanks to donors, supporters, volunteers & funders

Volunteers

help with youth retreats and workshops, facilitate presentations and some support groups, offer advice and support, assist with fundraising, and support us in many other ways.

216 Volunteers
more than **1670** hours

Funders

Alberta Health Services, Child & Family Services, City of Grande Prairie Community Social Development/FCSS, Community Foundation of Northwestern Alberta, County of Grande Prairie No. 1 FCSS, and Green View FCSS. Fundraising, donations, corporate contributions, partnerships and special grants form a vital part of our income and ability to operate.

Vision

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

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 to 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 life-saving to ask about suicidal thoughts and to reach out to help friends and family members find the 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.

Overall SPRC Goals

- To help prevent fatal and nonfatal suicidal behaviour.
- To reduce the impact of fatal and nonfatal suicidal behaviour on individuals, families and communities.
- To improve awareness of services for at-risk persons.
- To advocate for better access to and availability of appropriate services for at-risk and vulnerable persons.

Fundraising and Donations

Your support matters to us. While we do receive core funding from provincial and municipal governments, our programming still depends on raising about 15% of our \$800,000 budget through donations and fundraisers. For several years, our annual Chair Extraordinaire has raised a significant portion of that need, and we were pleased to raise another \$68,000 this year.

But costs go up while funding levels are often stagnant, and SPRC recognized the need for a second fundraiser. Shine Your Light launched with a music video and online pledge campaign in February. Our goal was to raise funds, and to raise awareness. Shine Your Light raised \$12,000 and significantly increased awareness (see next page). We learned a lot about social media, YouTube and analytics, and are eager to Shine Your Light again next February, every February. Let's make it a habit!

Other donors of \$500 and over included (in random order):

Aquatera Bottle Recycling
Blue Cross
Heaven Sent
Robertson Brothers
Health & Wellness Expo
Jupiter Resources
KMSC Law Golf Event
Canadian Tire
Sexsmith Elks
Livingstone Modern Resources
Individuals

Hyer Oilfield Maintenance &
Consulting Ltd.
Q99FM
Reach 96.3 FM
Rock 97.7FM
Mr Mike's Steakhouse Casual
Curry's Jewellers
Big Country XX
2Day FM
Encana
SOS Graphics

Learn-Rite Courses Inc.
Sexsmith Elks
Crown & Anchor Public House
Ritchie Bros. Auctioneers & Tarril
Rosvold
Mike Slon & Olin Rosvold
Parsons Printing & Typography
Ltd.
Carla Marie Photography
Miss Friend Photography

Thank you so much to these supporters and to all the donors who help to sustain our programming.

SPRC Core Program

Information services including website and social media, support, referral, coordination, outreach, and services after suicide.

Crisis And Consultation Services: Staff responded to **49** calls for crisis intervention, support and information, with an increase in complex calls.

SPRC's website: 10,956 users had 14,360 sessions and viewed 35,654 pages in total (previous year-the first year of the new website's operation: 2,600/1850/8881) <https://www.sp-rc.ca>

Social Media: The main Facebook page had **1697 followers** at the end of the year. Posts reached up to 1782 people. Other Facebook pages include The Breakfast Club www.facebook.com/BreakfastClubGP/, Community Helpers www.facebook.com/CommunityHelpersGP/, and the Men's Support Group www.facebook.com/MensSupportGroup/.

The YouTube channel had **3442 views** of the Shine Your Light video <https://www.youtube.com/channel/UCuZV31akUIQl8lvf0f5Ny2Q> or search shine your light sprc.

Suicide Loss Support Group

2-5 people who have lost someone to suicide met every two weeks for support.

Understanding Your Loss Group

6 people met for 8 weeks in early 2017 to be supported through suicide-related grief and healing

Thank you Marianne Hartman, Bobbie Moore (volunteers), & Ashley Driedger (staff) for facilitating these groups

Workshops

262 people were trained in suicide awareness and response



Connect Program

Bereavement Consultations 16

Presentations

340 youth (12-18 years) and **212** adults learned about suicide, depression and how to help a friend.

Youth comment: "It's a disease and not something you can just brush off and get over. Get help."

Adult comment: "I will be listening more to what my patients say. I liked learning about how to ask the 'awkward' question and being able to practice it."

Special Events

271 people attended events such as Survivors' Self Care, Coffee Chats at Montrose Esquire, International Survivors of Suicide Day, and our annual Awareness Walk.

One Fine Show fundraiser for SPRC and 2 other charities: 254 people attended - Faris Atkinson volunteered.



Tough Enough To Talk About It

Formerly Men at Risk

Presentations in workplaces and agricultural communities

Male volunteers teamed with staff members tell their own stories, promote peer intervention, destigmatize help-seeking, and increase knowledge about helpful resources. The video series, "Tough Enough to Talk About It," featuring our facilitators and industry experts, is available for rural and remote areas. A Safer Workplaces Seminar is also available for men and women in leadership roles. Can be delivered on location.



Volunteers/Facilitators

Glenn Bielech
Tom Mankowski
Tom Pura
Don Rowan
Dennis Shinski
Lorna Thomas
Devon Tretiak

Other facilitators

Alberta Health Services (AHS):
Neil Harris
Florence Remesz
Jody Walker

Northern Alberta Institute of
Technology (NAIT):
Mike Smith

Jupiter Resources and
ConocoPhillips held onsite Safer
Workplaces Seminars.

NAIT and AHS are delivering the
Tough Enough presentations at
their organizations.

61 Workplace Presentations with **1229** participants plus
21 presentations delivered by the Lloydminster area program to **836**
people.

6 Mental Health Leadership Seminars with **67** participants

87% learned what to say to a person who may be at risk.

78% were more likely to help someone who may be at risk, as a result
of the presentation.

88% would recommend the presentation to others.

Where has Tough Enough Traveled in 2016/17?

Edmonton, Grande Cache, Valleyview, Fort St. John, Fairview, Lloydminster,
St. Paul, Slave Lake, Red Earth Creek, Fox Creek, Fort McMurray and Calgary.

Feedback from Workplace Presentations

"This is an incredibly important presentation for our team. We have just recently started discussing mental health with the same importance as physical health. There are many people here struggling and this was, I believe, a profound way to initiate this open conversation."

"Thank you for coming in. This is perfect timing for me. I am going through a lot of stress and depression, and I'm going through a tough divorce, and tough times financially. I'm really worried I won't be able to make rent or pay my child support. Today really helped me. Thank you very much. I will definitely take advantage of the Wednesday support group."

"Since the presentation team members have come up to me unsolicited, and commented positively on the Tough Enough Presentation. I can't thank you enough for sharing this important message to our workers!"

Feedback from Safer Workplaces Seminar

"Surpassed expectations, tools to use immediately. 10/10"

"This seminar exceeded my expectations. I came in hating the idea of a 7-hour session and was amazed at how much I learned and enjoyed myself. Thank you"

"Great info, awesome format and presentation. The example, scenarios and case studies are all so valuable to real work situations."

The Breakfast Club

- Weekend retreats for adolescents with follow-up support throughout the year.
- 1-day workshops for preteens with several weekly follow-up sessions.
- Helps youth build resilience, increase coping skills, and develop positive social networks, thereby reducing risk factors. The name is inspired by the movie, "The Breakfast Club," by John Hughes.

6 teen retreats with **63** teens
5 preteen workshops with **66** participants
131 distinct individuals received help, support and skills training

Support and Friendship/Follow-up

24 events **88** individuals, **320** attendances, (includes 26 Amazing Race event public teens)

205 youth were supported altogether.

Quotes:

Preteens

"I'll avoid unhealthy relationships"

"will use the anger dragon"

Parent Of Preteen

"My child is able to identify more with their feelings and talk to me about them"

Teen

"I am not alone, I made friends"

Preteen Program Participant Evaluations

81% Learned ways to solve problems with other people that they will try to use.

83% learned new ways to calm themselves down when angry or stressed

Parent Evaluation - Preteen

100% My youth has been able to use healthy ways to cope better with stress or anger

96% I have increased resources and/or supports to cope with stress and conflict with my youth



workshops & retreats - helping youth build coping skills

Teen Retreat Evaluations

97% feel they have increased skills to help deal with crisis and challenges

88% feel more comfortable to ask for help when needed

**Celebrating 25 years
in 2017!**

Anna's story*

Anna was referred to The Breakfast Club in 2014 because of low self-esteem, anxiety, negative outlook and stress over family discord. Her first retreat was emotional; she did not share much with us about her life. Over the next 2 years, Anna would contact us periodically for coffee, or to attend Support & Friendship events. During this time, she began opening up to us about her parent's marital struggles. Anna had little faith in the strategies we recommended, as she did not believe her own actions could affect the situation.

In early 2016, Anna reached out to us again. She was self-harming, her anxiety levels were high and she was angry and frustrated with her parents. We decided to invite her to attend a second weekend retreat.

During any teen retreat, we talk about healthy relationships. As a group, we discuss healthy boundaries, the importance of advocating for oneself in relationships and ideas about how to put these things in place. We also talk about the importance of ending unhealthy relationships and strive to normalize this for the teens. Seeing others agree or share stories about relationships helps youth feel supported and less alone in their struggles. Anna spent time talking to a facilitator about her relationships. She began to connect our recommended strategies to her own situation, and started to recognize the value of boundaries. She could see how toxic relationships led to unhealthy stress. Anna continued to attend follow-ups, learning about passive/aggressive and assertive communication. She set goals to establish boundaries with her father and a friend, worked towards being more assertive, and gained understanding of healthy friendships.

In October 2016, Anna met me for coffee. She updated me on her parents' separation, and that she had ended an unhealthy friendship. I was amazed at the change in Anna when she talked about her relationships with her former friend and her parents. She had a new confidence, recognizing she deserved to be treated well. She described the boundaries she had set, particularly with her father and her friend. Anna was aware of how her former situation had been affecting her, and was learning to monitor her relationships to keep herself safe and healthy. She talked positively of many new friendships in her life, and the many strategies she used to be healthy and safe. We are very proud of Anna, and her levels of maturity and growth.

* Name and identifying details have been altered for all personal stories

Men's Support Group

30 individual men attended a total of **146** times. Ages ranged from 20-72. 15 men identified as working in trades and industry, 5 were self employed and 15 were unemployed or retired.

David: Was referred by his wife a few months after his father died unexpectedly last Christmas. David has attended Men's Group 30 times so far. Some nights he does not contribute much; other nights, when there are only two or three attendees, he is very animated and shares a lot. He identifies the Men's Group as his main social outing each week. It keeps him balanced throughout the week, and looking forward to it sometimes gets him through some very difficult days.

Cory: We introduce ourselves to new members each night. Every time Cory introduces himself, he says that the Men's Support Group saved his life. Although he grew up in Nova Scotia, three siblings grew up in Grande Prairie. All three have addiction issues of varying degrees. Cory has started to bring his brother to the group and has attributed the support of the group to giving him the skills to help his brother with his issues.

MEN'S SUPPORT GROUP

Facilitated by Richard Nasedkin & Dennis Shinski

Community Helpers and Safety Net

- Mental Health peer support training to enhance the helping skills of youth and adults
- Free open community workshops and customized workshops for schools (known as Safety Net) and other organizations
- An Alberta Health Services province-wide funded program

Safety Net (Youth Training)



268 youth participated in the Safety Net multi-session training through their schools, including Peace Wapiti Academy, Charles Spencer High School, Harry Balfour School, and Clairmont Community School.

94% of students responding reported being more knowledgeable about youth mental health issues after training

96% reported knowing more about approaching someone

96% reported knowing more about helping someone work through a mental health problem

95% reported knowing more about community resources

Single Sessions (Youth)

4 youth at Sexsmith Group Home on managing stress

100% increased their knowledge or resources and their confidence to cope with the topic

25 youth at LGBTQ group on self harm

90% increased their knowledge or resources

85 % increased their comfort with dealing with the topic

However, only **48%** felt comfortable dealing with self-harm (a difficult issue)

Adult Training/Head Talks

- 1 workshop and 1 series of information sessions for people involved with teens, organized by Community Helpers and Breakfast Club staff
- topics included depression, self harm, anxiety awareness and coping strategies for dealing with them, resource/referral information, & others

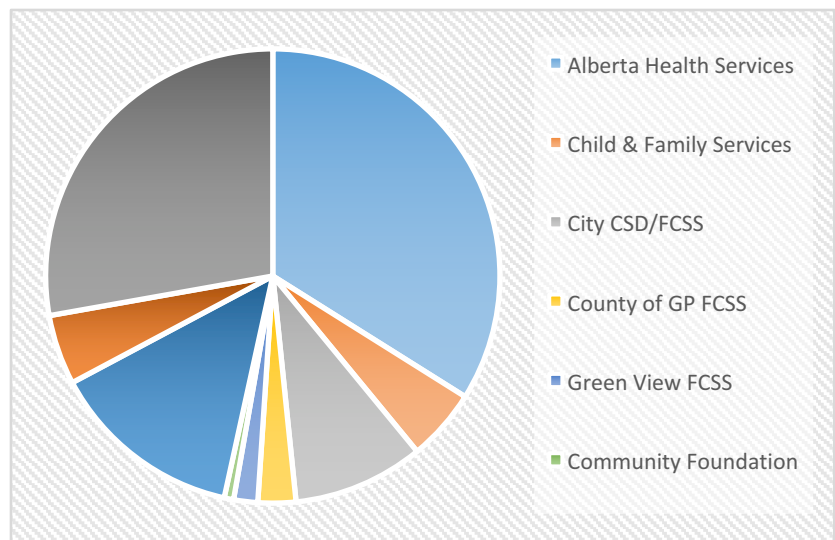
13 people attended **8** sessions (some or all of the sessions)

Attendance was variable but there was strong agreement that participants' knowledge and comfort levels had increased.

13 attended the one-day workshop. 90 to 100% indicated being more knowledgeable after training in terms of awareness of youth mental health issues, how to approach someone, how to help someone work through a mental-health related problem, and community resources.

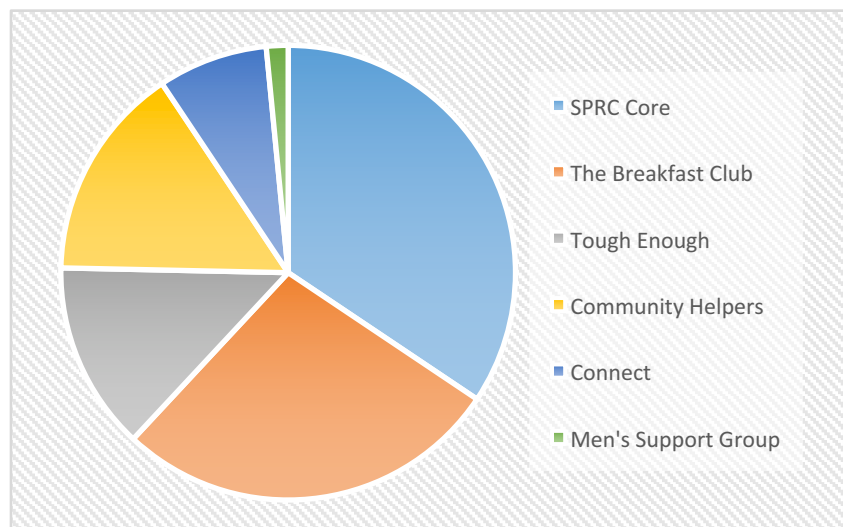
Financial Information

Funding Source	Funds	Receiving Programs
Alberta Health Services	\$ 258,062	SPRC Core, Breakfast Club, Community Helpers
Child & Family Services	\$ 39,000	Breakfast Club
City CSD/FCSS	\$ 70,897	Breakfast Club, Connect, Men's Support Group
County of GP FCSS	\$ 20,500	SPRC Core, Breakfast Club, Tough Enough
Green View FCSS	\$ 13,000	Breakfast Club, Tough Enough
Community Foundation	\$ 5,096	Breakfast Club, Tough Enough
Net Fundraising & Donations	\$ 104,881	All Programming
Net Revenue Fee for Service	\$ 37,921	All Programming
Reserves	\$ 211,463	All Programming
Total Revenue	\$ 760,820	



Supporting These Programs

Program	Total Cost
SPRC Core	\$ 261,686
The Breakfast Club	\$ 209,542
Tough Enough	\$ 101,941
Community Helpers	\$ 116,407
Connect	\$ 59,484
Men's Support Group	\$ 11,760
Total	\$ 760,820



Suicide Prevention Resource Network

- A collection of agencies, health organizations and stakeholders with an interest in suicide prevention
- meets three times per year to share experiences and insights and to discuss program accomplishments and shortfalls.
- helps to identify trends in the community and to find solutions as issues arise.

Thank you to the organizations that share our work:

Addictions and Mental Health
Alberta Health Services
Canadian Mental Health Association
Catholic Family Services
Circle of Life
Community Social Development
– City of Grande Prairie
Cool Aid Society
FCSS County of Grande Prairie
No. 1

Grande Prairie Ministerial
Association
Grande Prairie Public School
District
Grande Prairie Safe Communities
Grande Prairie Victim Services
Unit
GPSIL/McMan
HIV North
Mountain Plains Community
Services

Odyssey House
PACE
Parent Link Centre
Peace Wapiti School District
Pregnant & Parenting Teens
Queen Elizabeth II Hospital
R Work Group
Seniors Outreach Program
St. Paul's United Church
Sunrise House Youth Emergency
Shelter

Suicide Prevention Resource Centre
Charitable Organization No. 82052559RR0001

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