



Annual Report

2011-2012



THE PSYCHOLOGY
FOUNDATION
OF CANADA

LA FONDATION
DE PSYCHOLOGIE
DU CANADA



— *sharing sound
psychological knowledge
to better people's lives*

The Psychology Foundation of Canada translates leading psychological research into state-of-the-art programs to promote mental health. Our goal is to help people manage stress and build their resilience in the home, the community and the workplace. Our programs are delivered through multiple channels and diverse partnerships across Canada.

During this past year:

- We were joined by the First Three Years organization with its Make the Connection attachment program for parents and caregivers of infants and toddlers
- We have trained more than 1500 new facilitators (educators, health and social service professionals) to reach children and families across Canada with the Kids Have Stress Too!, Stress Lessons and Make the Connection programs
- Presented at 140 national and provincial conferences and workshop days in 2011-12
- Reached employers and employees with resources to help them address workplace mental health issues
- Diversity in Action Outreach Workers organized community education events, parenting programs and mentoring programs for newcomers to Canada

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Message from the President



Beginning 38 years ago to “give psychology away”, we have focused on growing healthier children and encouraging healthier families.

Canada’s provinces spend between 42% – 50% of all their revenue on health (sickness) care. This Foundation believes that “an ounce of prevention is worth a pound of cure”. Our work is to prevent sickness by promoting health.

Over the years, our programs have reached millions of Canadians with award-winning public education programs designed to support parents and strengthen families. We do this at conferences, workshops and training sessions for professionals working with children and families, and in our newcomer communities and in workplaces.

The Foundation is governed by a Board of Trustees comprised of psychologists, business and community leaders who dedicate their time and expertise to the development of programs and resources for health, education and social service partners to use in the support of parents and families. We thank the trustees and their committee members, our delivery partners and our willing volunteers for their commitment to making a positive difference in the lives of so many.

We are greatly indebted to the many corporations, foundations and individuals who contribute resources and funds to keep The Foundation moving forward. We thank you all for making our work so successful, promoting the mental fitness of Canadians everywhere.

Dr. Eric Jackman
President

Message from the Chair



As I reflect on this past year, I am heartened by the resolve of the Trustees, Program Committees, staff and volunteers of The Psychology Foundation of Canada to change the troubling statistics about the prevalence of mental disorders in Canada. We are one of few organizations focused on improving mental health and we have taken great strides during this past year by expanding our existing programs across Canada and reaching out to educators, social service, health professionals and others in the community to join us as partners in these initiatives.

2011-2012 has been an exciting year and I am pleased to share our successes with you in this Annual Report. As you will read, all of our committees have been working hard to raise funds, develop partnerships and embrace new technologies so that we can adapt existing programs, develop and deliver new programs and resources and expand our outreach in innovative ways to have a positive impact on children and families.

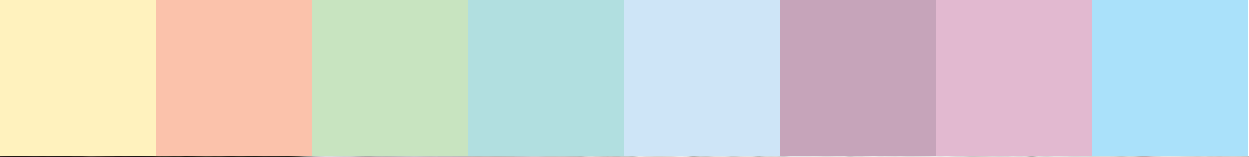
The First Three Years organization joined us in the spring of 2012 to add their Make the Connection attachment program to the menu of resources for families. The Parent and Preschool Kids Have Stress Too!® Programs have been adapted for classroom use for grades 1 to 3 and a new program for grades 4 to 6 called Stress Lessons was launched in 2012. Loyal and new partnerships have enabled a national rollout of new resources and training initiatives. Parenting for Life continues to provide speakers for parent groups and has updated the parenting booklet series and added a new booklet to the series of parenting resources- Straight Talk About Teens. We are working with youth in the Diversity in Action, Scarborough Project to build a module for knowledge exchange. The stories of their experiences as newcomers to Canada will help others better understand their needs and how best to serve newcomer communities. The project continues to flourish with the support of the many community partners to maintain the work with the Afghan community and work with the Mandarin speaking and Tamil communities. The workplace mental health program re-branded Staying on Top of Your Game® has added a new booklet on the “Sandwich Generation” and more resources for the interactive online “wheel” to help people assess their lifestyles and offer strategies to help them “stay on top of their game”.

We want to build awareness of the work being done by the Foundation and the impact the programs are having in Canada. One of the highlights of this past year was the launch of Every Mind Matters, www.everymindmatters.org, a website to engage people and organizations across the country in improving the mental health of all Canadians and raise funds to support The Foundation’s work. People and organizations joining Every Mind Matters receive a quarterly newsletter full of new research, topics of interest, program updates, education and training opportunities.

I want to thank our strong team of trustees, volunteers and partners for sharing their time and expertise to monitor community trends and needs, identify emerging social changes affecting the mental health of Canadians and for their help to develop programs and resources to address those needs. The success of The Foundation is due in large part to their commitment to provide imaginative and effective programs and resources. Their work on our behalf means that we have exceptionally low administrative costs so that funds raised can support program development and implementation.

I look forward to the continuing development of new initiatives and partnerships to promote the psychological well-being of Canadians. We rely on the generosity and partnerships of our supporters and sponsors for our programs and to make progress possible. We thank them for the trust they have placed in us.

Harriet Stairs
Chair, Board of Trustees



A Year in Review 2011-2012

First Three Years joined PFC this year, enhancing their scope to include a parenting program for babies 0-3.



Welcome to First Three Years

First Three Years, established in 2001, recently joined PFC, enhancing their scope to include "Make the Connection" (MTC) - a parenting program for babies 0-3. Backed by an extensive and powerful body of research in the fields of neuroscience and psychology, MTC provides parents with the skills needed to establish trusting, loving relationships with their baby in order to prevent social, emotional, language and learning delays before they begin.

First Three Years has a proven track record with many marginalized groups including; Aboriginal, newcomers, teen parents, women in shelters and parents or children with disabilities - (deaf, low vision, physical and developmental). Toronto Public Health, a major delivery partner, reported in two separate evaluations that over 95% of parents "had improved the loving relationship with their infant" as a result of attending the program.

Highlights of First Three Year's work include:

- Training over 1200 leaders in Canada to deliver our "Make the Connection" programs
- Establishing Master Trainers in Australia who disseminate "Make the Connection" as a prevention and early intervention program throughout Australia and New Zealand

- Providing training and programs for large newcomer populations in Peel Region, Ontario
- Bringing "Make the Connection" to 6 remote, aboriginal communities in northern Ontario
- Disseminating "Make the Connection One-on-One" for women in high-risk life situations in women's shelters
- Piloting our "Make the Connection for Toddlers" program with Toronto Public Health
- Adapting "Make the Connection" for deaf parents of hearing children

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Kids Have Stress Too!® is a universal primary prevention program to provide parents, caregivers and professionals with the awareness, knowledge and skills to help children become more resilient and healthier by learning to manage their stress. The program helps parents and those working with children to better understand childhood stress and how to provide children with age appropriate tools to help them deal with stress effectively.

This year we:

- further adapted the program for classroom use – grades 1 to 3 and Stress Lessons for grades 4 to 6
- recruited new trainers to train facilitators and childcare professionals across Canada
- posted an online learning component for parents so that busy parents or those living in remote communities would have access to the resources traditionally delivered at a local training session
- presented at 93 conferences and workshops for professionals working with children

Program Sponsors



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Tracy Bridges
Sue Foisy
Dr. Annie Lamonde
Jill Levine
Anne Murray
Claude Painter
Judy Robbins
Dr. Linda Scott
Sylvie Lalonde



**Let's learn
how to deal
with stress.**

Stress Lessons is a free resource for Canadian educators and parents to help grade 4 to 6 students learn how to manage stress today, and for the rest of their lives. The research-based program was developed in collaboration with a range of Canadian experts including educators, parents, counselors, child development and stress experts and psychologists.

"There's a wonderful and powerful window of time developmentally – between ages 10 and 12, before the teenage years – where parents and teachers can make a lifelong difference in helping children grow up to be emotionally healthy and well. It's an opportunity to help children learn problem solving, stress management skills and become more self-aware – and this is a gift that can help them today and for the rest of their lives." Robin C. Alter, Ph.D., Child Psychologist, PFC Trustee

This year we:

- worked with a team to compile research, develop, promote and implement the program for grades 4-6 students across Canada
- recruited new trainers to help with the promotion and implementation of the program

- co-hosted with ERDI a national dialogue and exchange of research, experiences and perspectives on school mental health- What Do We Know About the Mental Health of Children and Youth , And What Are We Doing About It?
- distributed more than 8500 Stress Lessons kits to teachers across Canada
- started work on the grades 7-8 version

Program Sponsor



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Bonnie Mok
Jennifer Towers

Program Management

Catherine Willinsky
Cindy Andrew (British Columbia)
Paule Giguère (Québec)
Jeff O'Neill (Maritimes)



Parenting for Life is an award winning public education program designed to promote positive parenting skills and the well-being of families. Based on major themes of parenting, there are seven booklets (in English and French) available for parents and for distribution at family resource centres, parent groups and for use in parenting programs. More than 1 million booklets have been distributed across Canada and are now available on the web site. These are complemented by posters that are displayed in bus shelters, office towers, schools, childcare and community centres.

This year we:

- created a new booklet for the series: *Straight Talk About Teens*
- produced a webcast about *Parenting Resilient Children* featuring Dr. Ester Cole
- updated and distributed *Parenting for Life* booklets and posters across Canada
- provided presentations at conferences, in community settings, workplaces and schools for professional groups, parents, employees and educators
- distributed the second edition of the *Facilitator's Guide for Parenting the School-Age Child*
- responded to requests for media interviews on radio, TV and for articles in magazines

Program sponsor



Program Steering Committee

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Wanda Matuszkiewicz
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Suzanne Park
Kerri Richards
Beatrice Traub-Werner



ImPAC

The Impact of Intimate Partner Abuse on Children of all ages

The *ImPac* committee has worked very hard over the past two years to develop a program to raise awareness about the negative and sometimes life altering impact that exposure to partner abuse has on children, including infants (ImPAC). The cross disciplinary committee studied the issues and current resources for all stakeholders and undertook a literature review and needs assessment. They then developed a business plan for the creation of education modules for stakeholders. While commencing to implement that plan, it was discovered that funds had just been allocated by the government in Ontario to develop materials for some of these stakeholders. As a result, the committee decided to refocus their efforts on a much needed public education program to educate parents and the Canadian public at large about these negative impacts from a child's point of view through the voices and art of children. The committee continues to look for funding for this important initiative. The Foundation is grateful for the work that has gone into the development of this concept and plan.

Committee Members

Judge Donna Hackett (*Chair*)
 Dr. Joanne Cummings (*Co-Chair*)
 Sue Blair
 Dr. Ester Cole
 Nneka MacGregor
 Mary Rella
 Pearl Rimer
 Veronica Campos
 Cindy Stanleigh
 Bonnie Mok
 Stephanie Cosma



Chair Cathy Backman and trustee Bart Mindszenty led the development of a web site to raise funds and stay connected to our community of supporters. It's about sharing information to support parents, strengthen families and to give people the tools they need to cope with everyday challenges at home, at school, at work or in communities.

Every single dollar donated to Every Mind Matters goes to developing and distributing state-of-the-art programs fostering good mental health.

everymindmatters.org



The pilot phase of the project intended to build the capacity of the service system to deal with the mental health needs of newcomer groups in Scarborough, home to the largest number of new immigrants to Toronto is complete and the partners are now working to sustain the work, build the model and implement the project in other areas. The aim of the project is not only to connect newcomers to the agencies that deliver traditional mental health services, but to work with representatives of the relevant ethno-cultural groups to develop new approaches that will enhance the ability of service providers to help newcomer children and families. The core partners in the project are Aisling Discoveries Child and Family Services, East Metro Youth Services, Rosalie Hall, Youthlink, Children's Aid Society, Scarborough Branch, Catholic Cross Cultural Services.

This year we:

- worked with our partners and the project committees to plan outreach and activities for the Afghan, Mandarin and Tamil communities
- received a Knowledge Exchange Grant from the Centre of Excellence for Children's Mental Health at CHEO to develop the model and create digital stories of youth and their experiences when coming to Canada
- provided training sessions for community agency staff and Outreach workers Julia Ghani, Stephanie Yin and Juanita Nathan served as consultants to schools and other community organizations to help in our efforts to forge stronger linkages and understanding between the Afghan, Mandarin and Tamil communities and mainstream agencies
- worked with the Afghan Steering Committee to better understand community needs and plan appropriate activities

- provided educational sessions for members of the community and participated in their events
- were the recipient of a Toronto Community Foundation Vital Signs Award and a Vital Youth Award

We plan to:

- develop a model based on what we've learned that can be replicated in other communities
- modify current services/programs and develop new services, either agency or community-based, to meet identified needs (services will build on the competencies and program area priorities of the participating service delivery organizations).
- continue to work towards building mainstream agencies' capacity to deliver appropriate and needed services for Afghan, Mandarin speaking and Tamil children, youth and their families

Program Sponsors/Partners



Ministry of Child and Youth Services
The children's mental health centres (CMHCs) in Scarborough (Aisling Discoveries, East Metro Youth Services, Rosalie Hall, YOUTHLINK)
The Psychology Foundation of Canada
The Children's Aid Society of Toronto – Scarborough Branch
Catholic Cross Cultural Services

Project Steering Committee

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Liane Davey (*Chair*)
Claire Fainer
Janice Hayes
Judy Hills
Phillip Howe
Betty Kashima
Myra Levy
Lisa Loong
Alan Nickell

Afghan Steering Committee

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Dr. S. Hassan Fazl
Hakima
Hanifa Ferver
Latifa Lodin
Mr. Omar Zahidi
Lailoma Ahmadzi

Afghan Outreach Worker

Julia Ghani

Tamil Outreach Worker

Juanita Nathan

Mandarin Outreach Worker

Stephanie Yin

Program Consultant

Catherine Willinsky

Staying on Top of Your Game™



Staying on Top of Your Game™, a program of The Psychology Foundation of Canada in partnership with Desjardins Financial Security from 2006-2011, is about supporting people across Canada to be the best they can be in all parts of their lives. The workplace is an excellent venue to reach people with our mental health promotion messages.

This year we:

- developed a new booklet for the workplace series — Managing The Sandwich Generation Challenge
- posted in-depth articles on the web site covering the topics explored in the interactive “wheel” describing the seven life areas with some questions to ask yourself and strategies you can use to “stay on top of your game”.
- continued the cross Canada tour to reach employers and employees with our work-life balance, “Staying on Top of Your Game” messages. Senior Executives and Managers were treated to breakfast sessions with Dr. Steven Stein, our Past Chair, to discuss “Staying on Top of their Game: Maximizing Emotional Intelligence to be a better leader”. Dr. Louise Hartley helped employees at Lunch and Learn sessions learned how to manage “The Struggle to Juggle” and how to “bounce back” by using resiliency skills at work

- provided speakers for Lunch and Learn sessions in the greater Toronto area, Ottawa, Montreal, St. John’s Newfoundland, Levis, Quebec City

We plan to:

- distribute the resources widely and participate in relevant conferences and workshops
- continue to provide speakers for workplaces

Program Sponsor



Program Committee

Dr. Louise Hartley (Chair 2012)
Cathy Backman
Jan Banania
Michelle Keen
Dr. Nasreen Khatri
Peder Jacobsen
Dana Mandowsky
Suzanne Park (Chair 2011)

Assisting with planning:

Sue Bochner
Claude Beauchamp (DFS)
Liz Scanlon (DFS)
Judy Hills
Krista Saleh, Susan Calderwood—
Project Managers

In The Community



"Make the Connection" program



First Three Years' "Make the Connection" team



Parents learn how to "Make the Connection" to their infants and toddlers

We're Out There...

Conferences, Events

Attendance at conferences provides the opportunity to promote programs and raise awareness about PFC and its mandate. This past year, staff and volunteers participated at:

- The Ontario & Canadian Psychological Associations' Conferences
- Human Resources Professional Associations
- Early Years and Best Start Conferences
- Early Childhood Educator's Conferences & Aboriginal Conferences – British Columbia, Ontario, Quebec and New Brunswick
- School Guidance Counsellors – British Columbia, Alberta, Ontario, Quebec
- Umbrella Daycare Services, Joy of Childhood – Ontario
- First Nations Communities – British Columbia, Ontario and New Brunswick
- Workplace Healthy Living Wellness Fairs
- Dad's Count Conference
- Brain Development & Learning Conference & ECEBC – Vancouver
- Bridging the Gap, Victoria
- Partnerships with Public Health to deliver programs
- Family Resource Programs Canada – national and provincial
- Mental Health Week activities
- Ontario Healthy Schools Coalition
- Children's Mental Health Ontario
- The Summit – Coalition for Children's Mental Health – Ontario

There's No Health Without Mental Health Contest

The Foundation launched a contest for undergraduate and graduate students studying Psychology to introduce them to the work of the Foundation and engage them in our activities. We are pleased to announce the winners of the \$5,000 scholarship... Dana Greenbaum and Andrea Wilkinson from Ryerson University will accept the scholarship prize

on behalf of their team in the Department of Psychology. Congratulations for your video entitled *The Role of Attachment in Infancy on Later Mental and Physical Health Outcomes*.

Ten students from Memorial University, Ryerson University, University of Waterloo, University of Western Ontario and the

University of Toronto received prize packages for the questionnaire part of the contest. Congratulations to Nadine Lidstone, Gabriela Kostova, Elizabeth Farge, Justin Johnstone, Michelle, Joshua Moskowitz, Maggie Babcock, Elizabeth Phillibert, Darrick Chow and Brandy.



Breakfast for Champions 2011



CIBC staff present award to Diversity in Action Youth Group in the Zone at East Metro Youth Services

Breakfast for Champions Tuesday, November 29, 2011

BREAKFAST for Champions

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2011 Breakfast for Champions Committee

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Suzanne Park
Harriet Stairs
Judy Hills
Remy Sookhai

Thank you

Thank you to all who
participated and donated to:
2011 and 2012 Scotiabank
Toronto Waterfront Marathon.
Together we collected over
\$9,000 in donations for The
Psychology Foundation of Canada

Goodbye and thank you to
those who have served the
Foundation as trustees for the
past 6 years and in some cases
have served a second or third
round of terms. Their
commitment to the work of PFC
is exemplary and their
contributions will continue to
have an impact on Canadians
from coast to coast.

Dr. Ester Cole
Judge Donna Hackett
Claire McDermont
Suzanne Park
Don Smith

Thank you to the following for
their ongoing support:
The Walsh Group
Signature Business Centre

A special thank you to the students
of the Ryerson University Business
Management School for their work
to prepare and present a Social
Media training manual for the
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Enwonwu, Dayana Gechkova,
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First Three Years Program Manager

Financial Overview

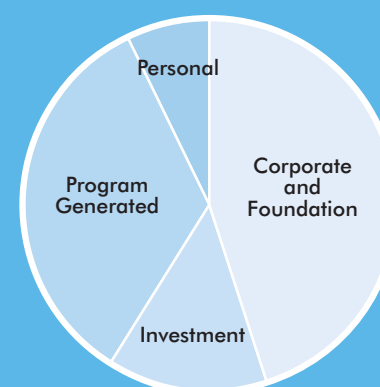
THE PSYCHOLOGY FOUNDATION OF CANADA STATEMENT OF FINANCIAL POSITION

At December 31	General/Programs	Restricted Funds	2011	2010
Cash and short term deposits	249,766	4,432	254,198	344,591
Investments	-	919,605	919,605	899,213
Inventory	47,856	-	47,856	-
Other	138,756	2,015	140,771	74,665
	436,378	926,052	1,362,430	1,318,469
Liabilities	39,370	57,918	97,288	59,086
Deferred contribution	50,000	-	50,000	-
Net Assets	347,008	868,134	1,215,142	1,259,383

STATEMENT OF OPERATIONS

Year Ended December 31	2011	2010
Revenue		
Donations, grants and sponsorships	430,563	469,777
Program generated	130,771	95,837
Investment income	34,748	89,371
	596,082	654,985
Program related investments in mental health	457,212	381,808
Administration & Program support	162,972	173,584
Fundraising	9,079	68,610
Other		
Foreign exchange gain/loss	-1,805	3,156
Management and custody fees	12,865	11,690
	640,323	638,848
Excess (deficiency) of revenues over expenditures	-44,241	16,137

Sources of Revenue



Investments in Mental Health





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