



Annual Report

2014-2015





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THE MISSION

CONFIDENT KIDS, PRODUCTIVE ADULTS

The Psychology Foundation of Canada applies the best psychological knowledge to create practical programs helping children become confident, and productive adults. Our programs and resources are delivered through multiple channels and diverse partnerships across Canada.

“An ounce of prevention is worth a pound of cure”. The Psychology Foundation of Canada is a national charitable organization whose focus is on mental health promotion - creating and providing prevention programs that are used across Canada in the education, social service, health and business sectors. Our suite of research-based and evaluated programs support parents through the challenges spanning the developmental stages from birth to adulthood and teach coping skills to last a lifetime.

Program committees have merged to take advantage of program synergies and to better address the overall goals of the organization. The Connections for Life Committee took advantage of psychologists with expertise in attachment from infancy to teens to focus on the parent-child relationships as a key foundation of psychological well-being.



THE PSYCHOLOGY
FOUNDATION
OF CANADA

LA FONDATION
DE PSYCHOLOGIE
DU CANADA

DURING THIS PAST YEAR WE:

- Celebrated 40 years of “giving psychology away” with a conference that shared the expertise of our extraordinary researchers and experts with people from the education, health, government and social service sectors and began a year of recognizing those who have made progress possible.
- Launched Stress Strategies for adults – a problem solving tool – www.StressStrategies.ca
- Implemented the strategic plan to focus on three main areas- modernization of programs and resources, support for all regions of Canada to be more “national” in focus and evaluation of the impact of all programs and resources
- Aligned all of our programs and resources to provide children with the essential building blocks for healthy happy futures
- Formed strategic partnerships with *Companies Committed to Kids*, COGECO TV, Association Québécoise des centres de la petite enfance (AQCPE), Attachment Network of Manitoba, New Brunswick Public Health, Kids First – Saskatchewan and Alberta
- Became the home of the Canadian Psychological Association Foundation
- Trained more than 3000 new facilitators (educators, health and social service professionals) to reach children and families across Canada with the *Make the Connection*, *Kids Have Stress Too!* and *Stress Lessons* programs
- Distributed more than 30,000 Teacher Guides for elementary teachers across Canada
- Presented at more than 150 national, provincial and local conferences and workshop days
- Reached employers and employees with resources to help them address not only workplace mental health issues but also parenting and family issues
- Promoted the module for agencies and professionals working with newcomers to Canada

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Message from the Founding Chair



For the past forty years, The Psychology Foundation of Canada has worked to realize the vision of a psychologically healthy Canada. From our Ontario Psychological Association roots to our current role as a national organization creating practical programs helping children thrive and become confident, and productive adults, we are helping children to establish the essential building blocks for healthy, happy futures. We are giving their parents, teachers and caregivers strategies to build children's resiliency skills to deal with the everyday stresses of life that affect learning and health.

Throughout our history, we have had a strong team of trustees, volunteers and partners who share their time and expertise to monitor community trends and needs, identifying emerging social changes affecting the mental health of Canadians. We thank them for their help to deliver on our goal to address those needs. The success of The Foundation is due in large part to their commitment to provide creative and effective programs and resources. We also thank our thousands of delivery partners who reach Canadians in their local communities.

We are one of a few organizations focused on enhancing mental wellness. We have taken strides with innovation and are expanding our existing programs across Canada. We reach out to educators, social service, health professionals and others in the community to join us as partners in these initiatives.

We are greatly indebted to the many corporations, foundations, government organizations and individuals who contribute resources and funds to keep The Foundation moving forward utilizing the valuable knowledge we have to enhance people's lives. We thank you all for making our work so successful, promoting mental fitness of Canadians everywhere.

In our anniversary year we were proud to launch our celebrations by sharing our resources of extraordinary researchers and experts with people from the education, health, government and social service sectors who share our conviction that "no issue is more important to society than the well-being of its children" and that "there is no health without mental health".

On behalf of the Psychology Foundation of Canada, we would like to extend a sincere thank you to all our supporters and volunteers for their commitment to the well-being of our children and families.

A handwritten signature in cursive script that reads "Eric Jackman".

Dr. Eric Jackman
Founding Chair

Message from the outgoing and incoming Presidents



2014-2015 capped our 40th Anniversary year of celebration and we are pleased to share our story with you in this Annual Report. Trustees, Program Committees, staff and volunteers strengthened our focus which continues to be helping children become confident and productive adults. We have taken great strides this year by expanding our existing programs across Canada, particularly in western Canada

and Quebec by reaching out to even more educators, social service, health professionals and others in the community who have become our partners in these initiatives.

We have embraced technology so we can adapt and evaluate existing programs, develop and deliver new programs. Our online tool Stress Strategies was launched during Mental Health week in May 2015, and since that time, more than 6000 people have used it to help them cope with stress. Other programs are being evaluated by researchers at UBC, Ryerson, McGill, Queens/Toronto Public Health.

As an issue expert for Companies Committed to Kids, we joined them in developing their study *Taking the Pulse of Canada's Kids*. The study confirmed that the number one issue for parents and for their children is mental wellness.

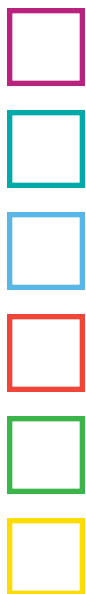
The documentary for parents and families Building Pathways to Resiliency which we produced in partnership with COGECO has now been broadcast throughout their affiliates.

By assuming responsibility for The Canadian Psychological Association Foundation's Awards, we have created a closer relationship with their 7000 members- researchers and psychologists working across sectors and disciplines.

We want to thank our strong team of trustees, staff, volunteers and partners for devoting their time and expertise to monitor community trends and needs, identify emerging social changes and for their help in developing programs and resources. To continue our work, we have to find ways to support program development, implementation and evaluation. We rely on the generosity and partnerships of our sponsors and supporters and we sincerely thank them for the trust they have placed in us.

Cathy Backman
President (2012 – June 2015)

Harriet Lewis
President (June 2015 –)



A Year in Review

2014-2015







Connections for Life – First Three Years - Make the Connection

During the past year the First Three Years/Make the Connection Committee and the Parenting for Life Committee merged to focus on developing and implementing programs and resources that are proven to improve children's psychological health by building the capabilities of parents and other significant caregivers.



First Three Years



Make the Connection®

The *'First Three Years—Make the Connection'* (MTC) program equips parents with skills to understand and respond consistently to the feelings behind their baby's behaviour during the critical first three years. By reaching parents while their baby's brain is still forming, we prevent problems before they happen. "Make the Connection" 9 week programs teach parents how to raise their baby with a secure emotional attachment – something many parents didn't grow up with themselves. The programs, soundly based on attachment, communication and adult learning theory, are delivered to parents in groups as well as one-on-one. The sessions incorporate hands-on parent-baby activities, videotaping and discussions to help parents reflect on key components of secure attachment. This secure beginning sets in motion a positive course for a child's social and

emotional well-being, learning in school and contribution to society.

To carry out its mission, The Psychology Foundation provides training to public health and community organizations that deliver MTC programs across Canada. Toronto Public Health, a major community partner, offers "Make the Connection" programs in 31 NIAs (Neighbourhood Improvement Areas) across this city.

"Make the Connection" parenting programs and materials have particular relevance for many marginalized families, including Aboriginal, whose history of disrupted parenting is well documented. For this reason, we continue to collaborate with professionals in these communities and share our information and experience.



1-3, 5. Moms, dads, and grandparents attend *Make the Connection* programs with their babies 4. Program graduates

“From the attachment bond children develop self-awareness, empathy, impulse control, and self-motivation to become contributing members of the larger social culture.”

— *The Body Keeps the Score*, Bessel van der Kolk, M.D., 2014

HIGHLIGHTS

- Manitoba now has its first “Make the Connection” Master Trainer who is qualified to train MTC program facilitators throughout Manitoba. Special thanks to The Attachment Network of Manitoba, a multi-organizational network that supports attachment across the life span, for taking the lead in bringing MTC training to their province.
- We are extremely appreciative of New Brunswick Public Health for assuming the responsibility to translate the MTC 0-3 program into French. We have started the process of training a bilingual Master Trainer who will train all of New Brunswick’s home visiting nurses – bringing attachment messages to New Brunswick families.
- Saskatchewan’s Kids First added a second Master Trainer to help them meet the needs of vulnerable families residing in the Regina area. This is Kids First second Master Trainer, ensuring a wider dissemination of the “Make the Connection” program.
- “Make the Connection” was selected to be part of a province wide initiative aimed at improving child well-being in Alberta. The staff of Kids First Family Centre, Fort Macleod, Alberta was trained to deliver MTC 0-1, the parent-infant program, and will be part of the province-wide evaluation.

Program Sponsors



Jackman Foundation

The Stuart and Patricia MacKay Family Fund,
Toronto Community Foundation

The Ronald MacFeeters Family Fund,
Toronto Community Foundation



Connections for Life – Parenting for Life



“Children whose parents are reliable sources of comfort and strength have a lifetime advantage – a kind of buffer against the worst that fate can hand them.”

— *The Body Keeps the Score*, Bessel van der Kolk, M.D., 2014

Parenting matters! The parent-child relationship is the foundation for all areas of child development – it’s the template for all future relationships and prepares children for independence and becoming productive members of society.

“Parenting for Life” materials promote healthy attachment relationships during childhood, preteen and teen years. Written in accessible, jargon-free language, parents are encouraged to show their child, through their responses, that close family relationships are valuable, predictable, safe, and readily attainable. The Psychology Foundation distributes written materials to professionals in community agencies, schools and mental health organizations who make sure our important messages reach thousands of parents and their children annually.

PFC’s parenting programs and materials have particular relevance for many marginalized families, including Newcomers, who face challenges of social isolation, language barriers, and cultural differences in parenting practices. For this reason, we collaborate with professionals working in these communities to develop, translate and disseminate our resources.

HIGHLIGHTS

- ‘You and Your Preteen’ Tip sheets were developed to provide helpful information on how to maintain your relationship as your child transitions into the teen years. While the sheets provide tips for all parents of preteens, they were specifically created to address the challenges newcomer families face as their child moves towards greater
- independence. The sheets will be available on-line and will be translated into several languages.
- Committee Psychologists reviewed some of the earlier published parenting booklets to ensure they incorporate current research and best practices.
- Determined demand for digital vs hard copy versions of the Parenting for Life booklets as well as distribution of parenting tip sheets and topics for download.
- Thousands of parenting materials distributed across Canada – used by Family Resource Centres, Public Health, Children’s Mental Health Agencies, schools, parent groups.

Program Sponsors



Jackman Foundation



Kids Have Stress Too!® Stress Lessons



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

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:

- reached communities in every province and territory across Canada as well as organizations working with parents and educators abroad
- implemented the program for Grades 7-9 – Stress Lessons: From Stressed Out to Chilled Out and distributed more than 20,000 KHST! Grades 1 to 3 Guides and Stress Lessons for grades 4-6, with accompanying booklets for parents
- trained Early Childhood Development staff at colleges and other training institutions so they can embed the program in curriculum for Early Childhood Educators.
- recruited new trainers to train teachers, facilitators and childcare professionals across Canada
- recruited an evaluation committee and embarked on evaluation of the school programs that will measure effectiveness of the classroom programs
- presented at 150 conferences and workshops for professionals working with children

Program Sponsors

LEAD SPONSOR



Jackman Foundation
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Pathways to Resiliency



A special thank you to TV/COGECO and the wonderful families who participated in TV/COGECO's one hour special on kids and stress and what parents can do about it.

"Pathways to Resiliency" initially aired in the spring of 2015 on COGECO TV and will air later on other cable stations. The documentary shows families sharing a slice of their own lives when it comes to stress. Topics such as the importance of early attachment, Emotional Intelligence vs. 'IQ' and stress-busting strategies are covered. Psychologists from the Psychology Foundation of Canada highlight today's research and offer tips.

"I know I'm stressed because I'll find myself rocking in a corner!"

— Julie Cole, parent of 6 children

"Worry, nervous tension, hassles often lead to stress in children and in adults — but stress need not be debilitating. We have many ways to diffuse stress and help children and adults become happy, confident and productive."

— Dr. Robin Alter, PFC psychologist

In addition to local families, eminent psychologists participated in the filming of 'Pathways to Resiliency' including; Dr. Janette Pelletier, U of T professor of Child Studies; Dr. Ester Cole, Educational psychologist; Dr. Steven Stein, author, expert in emotional intelligence; Dr. Robin Alter, author, child psychologist; Dr. Louise Hartley, expert in workplace mental health. Dr. Liane Davey hosted the program.





To help Canadians build the resiliency to effectively manage stress, Psychology Foundation of Canada, with support from Pfizer Canada, has developed *Stress Strategies*. The free, online tool empowers users to explore the sources of their stress and develop their own customized plan for managing the stressor.



To access the mobile friendly website, visit www.StressStrategies.ca. Create a personalized stress management plan that can be downloaded and printed for use as a blueprint for keeping the user on track.

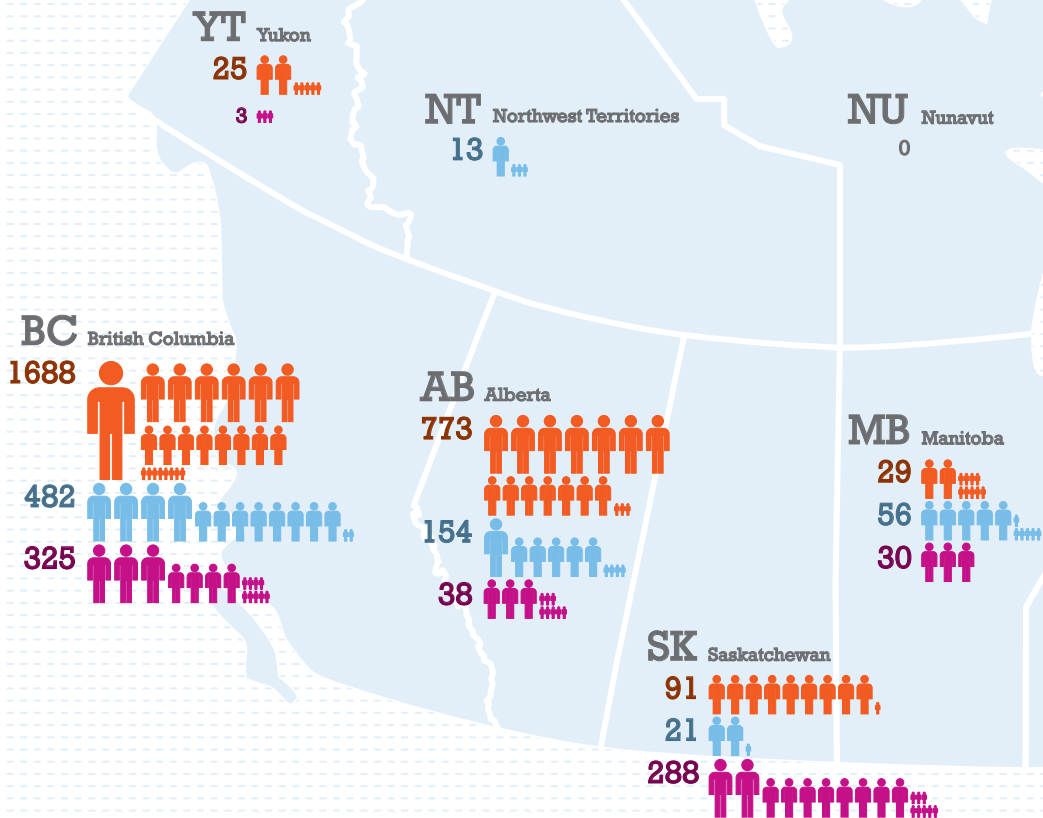
Program Sponsors



PFC's Trainers and Facilitators across Canada

2008-2015

National expansion supported by
CIBC Children's Foundation



PFC BY THE NUMBERS

10,000+
Number of social service
agencies registered in PFC
database

850
Number of *Kids Have Stress
Too!*® program facilitators
trained prior to 2008

3,775
Number of people who
attended workshops for *Kids
Have Stress Too!*® Program

PFC BY THE NUMBERS

4,492

Number of Kids Have
Stress Too!® Grade 1-3
Guides downloaded

23,000

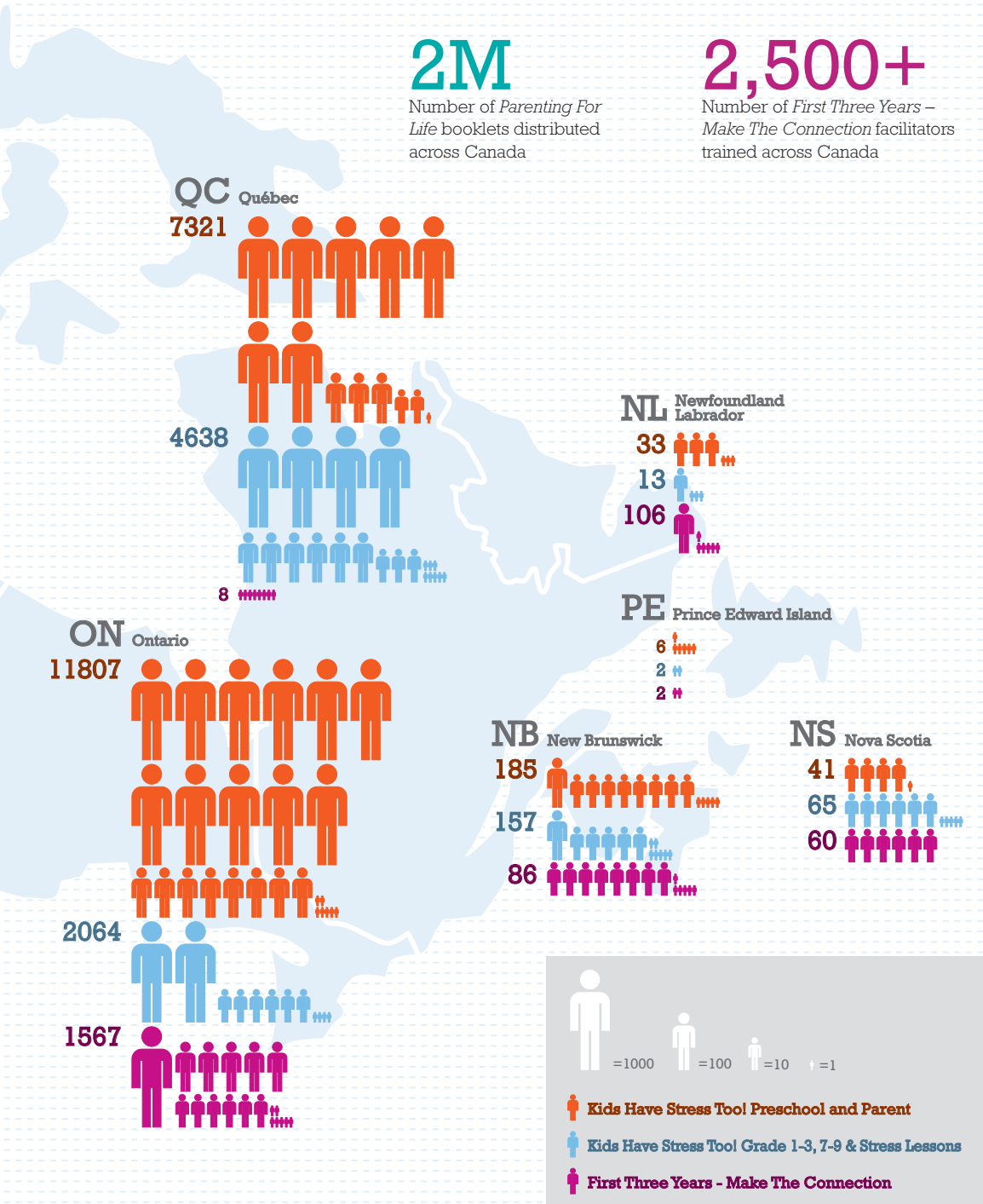
Number of Stress Lessons
Guides distributed across
Canada

2M

Number of Parenting For
Life booklets distributed
across Canada

2,500+

Number of First Three Years –
Make The Connection facilitators
trained across Canada





In The Community



We're Out There...

Conferences, Events

Presentations, workshops and attendance at conferences provide the opportunity to promote programs and raise awareness about PFC and its mandate. This past year, staff and volunteers participated at:

- Atlantic Summer Institute
- Early Years and Best Start Conferences
- Early Childhood Educator's Conferences & Aboriginal Conferences - British Columbia, Alberta, Ontario, Quebec , New Brunswick, Nova Scotia, Newfoundland
- Every Child Belongs B.C.
- Expanding Horizons- Infant Mental Health
- Canadian Mental Health Association National Conference
- Shaping the Future- Alberta
- The Canadian Psychological Association Conference
- Human Resources Professional Associations
- ERDI- Directors of Education from across Canada
- School Guidance Counsellors – British Columbia, Alberta, Ontario, Quebec
- Umbrella Daycare Services, Joy of Childhood- Ontario
- First Nations Communities – British Columbia, Alberta, Ontario and New Brunswick, Nova Scotia, Labrador
- Workplace Healthy Living Wellness Fairs
- FQDE –School Directors- Quebec
- Brain Development & Learning Conference & ECEBC - Vancouver
- Bridging the Gap, Victoria
- Family Resource Programs Canada- national and provincial
- Military Family Resource Centres- national
- Mental Health Week activities
- Ontario Healthy Schools Coalition & Canadian Association for School Health
- ONECA- Ontario Native Education Counsellors Association
- Children's Mental Health Ontario
- Brain Development B.C.
- School Board/District conferences and professional development days
- Québec association of learning disabilities
- Association des enseignants du primaire
- Daycare educators in Aboriginal communities- Quebec
- Fort Smith- NWT- Health & Social Services
- Boys & Girls Clubs of Canada national conference
- Dorothy Hill Symposium
- OPEHA Conference
- Seneca College- ARC program- staff of after school programs
- Partnerships with Public Health to deliver programs

Thank You
to Volunteers, Sponsors, etc...



Cathy Backman presents inaugural Clara Hughes Award to Mary Deacon, Chair, Bell Mental Health Initiative



COGECO Red Carpet Event





Community partners
deliver programs locally

Geneviève Belisles (AQCPPE) and Paule
Giguère present 40th Anniversary Award to
Francine Tellier (middle)



10th Annual Breakfast for Champions

Tuesday, November 18, 2014



Founding Chair Dr. Eric Jackman with Guest Speaker Her Excellency Sharon Johnston and Master of Ceremonies Steve Paikin



10th Annual Breakfast for Champions

Where Every Mind Matters

Presenting Sponsor

Dr. Dan Andreae

Supporting Sponsor

Jackman Foundation

Gold Sponsors



investeco



Silver Sponsors



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Mary Lou Gossage
Ken & Judy Hills
Dr. Eric Jackman Institute of Child Studies
Harriet Lewis (2)
Margaret N. McCain
Ontario Psychological Association
Dr. Zofia Radziuk
Nancy Shepherd
Harriet Stairs (3)

2014 Breakfast for Champions Committee

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Brittany Jamieson
Dr. Maria Kokai (Friend)
Ayala Hanen Manolson (Friend)
Ann McCoy
Elizabeth Morley
Suzanne Park
Tami Smith
Beatrice Traub-Werner
Alison Benedict

Program Director

Barbara MacKay Ward

Make the Connection Program Developer and Lead Trainer

Claire Watson

Kids Have Stress Too Steering Committee

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Anne Dupré
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Cindy Andrew
Nancy Dubois
John Hoffman

COGECO Project Committee

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Susan Calderwood
Brittany Jamieson
Barbara MacKay Ward (Project Manager)

Financial Overview

Investments in the mental health of Canadians

THE PSYCHOLOGY FOUNDATION OF CANADA STATEMENT OF FINANCIAL POSITION

At December 31,	2014			2013		
	General/ Programs	Restricted Funds	Total	General/ Programs	Restricted Funds	Total
Assets						
Cash & short term deposits	78,061	1,370	79,431	351,351	3,176	354,527
Amounts receivable	144,279	3,756	148,035	148,158	2,694	150,852
Investments	-	1,213,597	1,213,597	-	1,113,295	1,113,295
Inventory	88,700	-	88,700	59,958	-	59,958
Other	8,195	-	8,195	6,841	-	6,841
	319,235	1,218,723	1,537,958	566,308	1,119,165	1,685,473
Liabilities						
Accounts payable & accrued liabilities	56,571	64,040	120,611	21,641	75,996	97,637
Deferred revenue	307,292	-	307,292	479,667	-	479,667
Net Assets	-44,628	1,154,683	1,110,055	65,000	1,043,169	1,108,169

STATEMENT OF OPERATIONS

For the Year Ended December 31,	2014			2013		
	General/ Programs	Restricted Funds	Total	General/ Programs	Restricted Funds	Total
Revenue						
Donations, grants & sponsorships	434,951	525	435,476	346,147	-	346,147
Program generated	243,038	-	243,038	205,321	-	205,321
Investment income	5	152,047	152,052	990	206,601	207,591
	677,994	152,572	830,566	552,458	206,601	759,059
Program-related Investments in Mental Health						
Program support & admin.	850,198	-	850,198	674,017	-	674,017
Fundraising	4,618	-	4,618	4,730	-	4,730
Investment expenses & other	-	12,506	12,506	-	15,296	15,296
(Deficiency) Excess of Revenue						
Over Expenditures	(176,822)	140,066	(36,756)	(126,289)	191,305	65,016

Sources of Revenue



Investments in Mental Health





THE PSYCHOLOGY
FOUNDATION
OF CANADA

LA FONDATION
DE PSYCHOLOGIE
DU CANADA

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