Annual Report 2015-2016



Confident Kids, Productive Adults





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 and those working with children through the challenges spanning the developmental stages from birth to adulthood and teach coping skills to last a lifetime.

Program committees work to address the overall goals of the organization by identifying emerging social issues, the needs of parents and professionals who work with children and developing programs and resources for their use. The Connections for Life Committee uses the research and knowledge 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 Kids Have Stress Too! Committee addresses childhood stress and provides tools to help children and youth build resiliency skills to last a lifetime. The Workplace Committee develops tools for adults, using the workplace as a venue to disseminate messages and resources to help people manage stress and cope with the inevitable "bumps in life".





DURING THIS PAST YEAR WE:

- Were the recipients of an Ontario Trillium Foundation Grant to work with Indigenous and newcomer communities to build their capacity to sustain the Make The Connection and Kids Have Stress Too! programs, a Vancouver Foundation grant to build relationships for program dissemination in the Lower Mainland of BC and support from individual donors for the mentoring project in the Atlantic Region
- Worked with Andrea Iscoe to produce A Night at Koerner Hall- spring fundraising event enjoyed by a sold out house and introducing our work to a new audience
- Awarded student research grants to five students from universities across Canada, the Dr. Bea Wickett award to the Fort McMurray School District and the Dr. Mary J. Wright award for the best paper on the History & Philosophy of Psychology and 5 student research grants
- Welcomed internationally trained mental health professionals to help us translate materials to reach our newcomer communities
- Promoted and evaluated the Stress Strategies web tool for adults and translated it into French. It is a problem solving tool found at www.StressStrategies.ca or www.strategiessurlestress.ca.
- Evaluated and updated programs and resources- created tip sheets for parents
- Aligned all of our programs and resources to provide children with the essential building blocks for healthy happy futures
- Added a fourth pillar (product development) to the strategic plan which focused 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
- Formed strategic partnerships with Great-West Life Centre for Mental Health in the Workplace, Companies Committed to Kids, The Learning Partnership, Langara College, Association Québécoise des centres de la petite enfance (AQCPE), Girl Guides of Canada, Alberta Health Services MORE, To-day's Kids Magazine, Ontario Workplace Health Coalition, and the Sandbox Project
- 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
- Hosted the module for agencies and professionals working with newcomers to Canada

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Message from the Founding Chair



The Psychology Foundation of Canada works to realize the vision of a psychologically healthy Canada. In fact, we'd like to help make Canada the healthiest country in the world. As a national organization we create practical programs to help children thrive and become confident, and productive adults. We help children establish the essential building blocks for healthy, happy futures. We give 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 monitoring community needs, and identifying emerging social changes affecting the mental health of Canadians. We thank them for their tremendous help. Our success is due to their commitment to provide creative and effective programs. We also thank our thousands of delivery partners who reach Canadians in their local communities everywhere.

We are one of a few organizations focused on enhancing mental wellness from birth onwards. 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. We thank you all for making our work so successful, promoting the mental fitness of Canadians everywhere.

We are proud to share our extraordinary researchers and experts with those from the education, health, government and social service sectors who share our conviction. We believe it is crucial to start early in life to promote healthy infant and child development and thereby create the healthy habits that last a lifetime. Healthy children grow up to be healthy, happy and productive adults. They make for a healthy society.

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

Dr. Eric Jackman Founding Chair

Tric Jackenson

Message from the President



2015-2016 has been a rewarding year for our Foundation, and we are pleased to share news of our progress with you. While the climate for charitable funding is always in flux, we have managed to continue expanding our work to build capacity and deliver programs which help children become confident and productive adults. The study *Taking the Pulse of Canada's Kids* (conducted by our partner Companies Committed to Kids), confirmed that "mental wellness" is the number one concern of both children and their parents, so we know our programs are highly relevant. Evaluations completed by Ryerson, UBC, McGill, Queens/

Toronto Public Health and York Region Public Health confirm that our programs are actually working, helping children and their caregivers.

We are particularly proud of the work, supported by the Ontario Trillium Foundation, to adapt our Kids Have Stress Too! and Make The Connection programs for Indigenous and newcomer communities, and to deliver them in Ontario. The Vancouver Foundation and Tula Community Fund Support enabled us to reach communities in the BC lower mainland and personal donations supported mentors in the Atlantic region. In order to ensure the work continues, we have identified and trained community members who have helped us with delivery and who will sustain our work within these communities. In addition, we enlisted the help of internationally trained mental health professionals from 13 countries who translated our tip sheets into their languages for distribution in their communities across Canada.

Since its launch in May 2015, more than 16,000 people have accessed our web site and used the Stress Strategies Program. It has recently been updated and is now also accessible in French.

This was our first year of adjudicating and administering awards from funds entrusted to us by The Canadian Psychological Association, with whose 7,000 members we now have a closer relationship. Research grants went to five students from universities across Canada.

We are proud of being asked to be a content partner for the "challenge" developed by Girl Guides of Canada for use at all levels throughout the organization, and of our Workplace Mental Health resources now available on the Great-West Life Centre for Mental Health in the Workplace web site.

Our financial stability is essential to our work, and we were able to hold two events in the past year: our annual breakfast and a concert at Koerner Hall entitled "Rock Your Blues Away" featuring, among others, The Etobicoke School for the Arts and Little Caesar and the Consuls. We are grateful to producer Andrea Iscoe for creating the event for us, to the many volunteer entertainers, and to the audience who packed the hall.

I also want to thank my fellow trustees, our Executive Director and her team, our many volunteers, community partners, sponsors and supporters. Whether they contribute their time, their expertise, their financial support or all of the above, our work could not continue without their trust and confidence and their belief in our mission.

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Harriet Lewis President



CONFIDENT KIDS, PRODUCTIVE ADULTS

A Year in Review 2015-2016



First Three Years







Make the Connection®

"A secure attachment is an advantage for a whole life time." — Sir Richard Bowlby

Most children develop relationships with their parents that make them feel safe and give them a sense of security and confidence. Such children will have a subconscious psychological model of their parents as being available and loving, and a complementary model of themselves as being worthy of their parent's support and love. This positive expectation of relationships is part of "secure attachment" and is an advantage to children and a protective factor. Not all relationships are the same. Some less positive attachment relationships are classified as "insecure" and this sort of relationship can be a disadvantage to children and a risk factor that contributes to future mental health problems.

The "First Three Years – Make the Connection" parenting program teaches parents how to raise their baby with a secure emotional attachment. The programs are soundly based on attachment, communication and adult learning theory and are delivered by community partner agencies that have received training and support from PFC.

HIGHLIGHTS

Research confirms effectiveness of our "Make the Connection" (MTC) baby program

Toronto Public Health and Queen's University researcher, Amy O'Neill, completed the final 'gold standard' research on MTC comparing pre and post measures of parents who participated in MTC vs a control group of parents on a wait list for MTC. Sample size was 300 families.

Their research showed statistically significant differences in two key indicators of positive parenting for parents who took the MTC program.

- Parent-to-infant attachment (i.e., the attitudes held by the parent that support sensitive responding; Condon & Corkindale, 1998)
- Parent Sense of Competence (i.e., the degree to which the parent is engaged and confident in their role, Gilmore & Cuskelly, 2008).

"Make the Connection" training builds local capacity in Indigenous communities

Earlier training initiatives with First Nation communities in northern Ontario and the Atlantic provinces taught us that our "Make the Connection" training workshops and program needed to be more flexible to accommodate differences in cultural and socioeconomic realities. As a result, we developed a modular, activity-based "Make the Connection" program that can be delivered in pieces rather than over a nine-week schedule.

We also learned to tailor our training to match the preferred learning styles of our First Nation participants — (they asked for more "hands-on" learning opportunities supported by an experienced trainer.) As a result we are establishing a model for

mentorship within First Nation communities by providing training to locally identified mentors who support newly trained staff.
We're staying current...
A review and update of MTC 0-1 and 1-2 manuals and training is making sure new brain research and the best practices are part of the 2016-17 editions. We're looking at "what works", "what needs revamping" and "what's new" – including new parenting challenges and realities of the digital world.

...and using technology

Training via the internet and teleconferencing is being offered to our network of "Make the Connection" Master Trainers. Our Australian Master Trainers received long-distance training and recently delivered their first workshop to staff from Noah's Ark – an organization in Victoria, AU that provides services to families with children with disabilities or additional needs 0-8.

Master Trainers and Facilitators can take advantage of our new digital Trainer Handbook and login areas on the Psychology Foundation's revamped website.

Special thanks to funders Axia Corporation, Jackman Foundation, Ontario Trillium Foundation, Toronto Community Foundation, Individuals: Nora Adamson, Sally Forrest, Ayala Manolson, Patricia MacKay and Janette MacDonald





"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."

— Bessel van der Kolk, M.D.

Parenting matters! The parentchild 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. Annually, thousands of copies of our booklets, tip sheets and free handouts reach families across Canada.

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

Our tip sheets help parents stay connected to their preteens and have been translated for newcomer families in Canada

Preteens (kids 10-12) have become the new teens, often confusing parents when they begin to act like teenagers. '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 are available online and translated into many languages – thanks to a group of international, student volunteers.

Our downloadable materials reach more families.

Our parenting booklets have always been in demand – with over 2 million copies distributed over the past years. The materials are widely used by Early Years and School professionals who recognize their high quality content and trustworthy advice. This year even more of our parenting information was made available on-line. Hand-out sheets addressing current topics like "Managing Screen Time" and "Helping Your Teen with Stress" along with our Preteen tip sheets were made available for free download on the Psychology Foundation website. To make sure more people hear about our materials, we expanded our database to over 6000 agencies and individuals across Canada.



Connections for Life – Parenting for Life





Preteen tip sheets for parents – Managing Conflict, Discipline, Friends, Relationship, Independence and Puberty translated in 13 languages



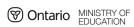
Parenting for Life materials – Let's Play, Yes, You Can!, Kids Can Cope: Parenting Resilient Children at Home and at School, Straight Talk About Teens





Program Sponsors















"I work with Foster Parents and although some of these parents are working in very complex and complicated situations, they felt that they could apply the practical tips and strategies to help reduce stress in the lives of the children in their care."

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 programs help 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
- evaluated the program for Grades 7-9 Stress Lessons: From Stressed Out to Chilled Out. Dr. David Day and a team of researchers at Ryerson University completed the evaluation confirming the effectiveness of the program
- distributed more than 20,000 KHST! Grades 1-3 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 work with teachers, facilitators and childcare professionals across Canada
- developed relationships with agencies and organizations working with newcomers in the Lower Mainland of British Columbia to build their capacity to deliver the programs locally
- worked with Alberta Health Services Mental Health Online Resources for Educators (MORE) to develop an online professional learning opportunity for educators and school staff
- presented at 150 conferences and workshops for professionals working with children

Program Sponsors

LEAD SPONSOR













Foundation programs start at birth and follow the developmental stages of a child's life. During this past year, we have worked with Indigenous and Newcomer communities to support the positive development of children and youth by reaching parents, caregivers and others working with children to provide them with the tools to help their children to get off to the best start possible and equip them to build their resiliency skills to last a lifetime.

We use a "train the trainer" model for Make the Connection (MTC) and Kids Have Stress Too! (KHST!) combined with online resources to build capacity in communities to equip parents, teachers, social workers and others with the tools that will help them foster and enhance mental health. The project promotes healthy parent-child relationships and offers substantial protection by building coping skills and emotional regulation for life.

By building relationships in various communities, identifying community leaders and service providers who work with parents, we reach more families by building capacity in the communities to deliver the MTC and KHST! programs that will give parents and other caregivers the skills to work with the children in their care. We need to ensure that the content and approach reflect the history, culture and needs of both our Aboriginal and newcomer families to address the unique challenges they face. The programs reflect unique circumstances — parents adapting to new roles and cultural values which may be in conflict with their traditional roles and values. Our intention is to provide training and support (mentors and counsellors) who will become community leaders and local program champions who will sustain the programs.

Program Sponsors









To help Canadians build the resiliency to effectively manage stress, The Psychology Foundation of Canada, with support from Pfizer Canada and Great-West Life Assurance Company and the GWL Centre for Mental Health in the Workplace, 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 or www.strategiessurlestress.ca.

Program Sponsors







PFC's Trainers and Facilitators across Canada 2008-2016

National expansion supported by CIBC CHILDREN'S **FOUNDATION** Helping Kids Rise Above YT Yukon Northwest Territories NU Nunavut BC British Columbia 1918 AB Alberta MB Manitoba 978 SK Saskatchewan 312

PFC BY THE NUMBERS

10,000+ Number of social service agencies registered in PFC database 6,864

Number of people who attended workshops for Kids Have Stress Too!® Program

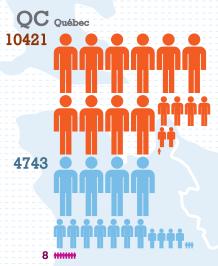
PFC BY THE NUMBERS

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

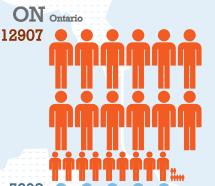
Guides distributed across Canada

Number of Parenting For Life booklets and tip sheets distributed across Canada

Make The Connection facilitators trained across Canada

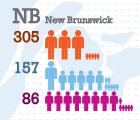


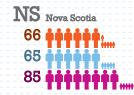


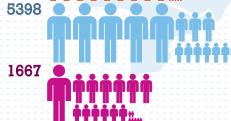




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- First Three Years Make The Connection



PFC-CPA Awards

The Psychology Foundation of Canada became the new home of the Canadian Psychological Association Foundation in 2015 and now administers the awards and grants program.

Dr. Mary J. Wright Award

Each year the History and Philosophy Section of the Canadian Psychological Association reviews the papers presented by students at the annual CPA convention. The adjudicators attended the talks, reviewed and evaluated them based on a set of criteria.

Congratulations to the 2016 winner: Wanda Power, Department of Psychology, Simon Fraser University for her paper entitled "A tale of two treatments: examining the role of evidence-based practice in personal accounts of PTSD".

Dr. Bea Wickett Award

Dr. Bea Wickett would be pleased to know that her work to advance education by developing and providing programs to enhance self-esteem, address emotional needs and stresses and provide confidence-building skills can be made possible and is her gift to promoting mental health in elementary and secondary school systems.

Congratulations to the Fort McMurray Public School District #2833

Student Research Grants

The Psychology Foundation of Canada received 30 applications from 18 post secondary institutions. We are pleased to announce that the following students will receive grants of \$1,000 each to support their research in 2016.

Dylan Gatner, Simon Fraser — Investigating the Role of Boldness in the Conceptualization of Psychopathy

Kristy Timmons, University of Toronto — The Influence of educator and child expectations on kindergarten children's learning outcomes

Chelsea Christie, University of British Columbia — Make Friends for Your Health: Influence of Social Integration on Immune Functioning and Cardiovascular Disease

Sara Nicole Gallant, Ryerson University — Neural Processes Underlying Intentional Forgetting of Emotional Memories across the lifespan

Meghan Schinkel, Dalhousie — The Role of Siblings in Paediatric Pain



A Night at Koerner Hall: Rock the Blues Away

Thanks to producer and director Andrea Iscoe who worked tirelessly for a year to recruit, audition and rehearse the talent and to promote the show far and wide. We are grateful she chose The Psychology Foundation of Canada to be the beneficiary of her inspiration and hard work. We also want to thank the performers who contributed their time and talent so that we could all enjoy a night of musical celebration.



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:

- 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
- OPHEA Conference
- CESBA Conference
- Partnerships with Public Health to deliver programs

Thank You and Good-bye

Dr. Martin Antony

We want to thank Dr. Antony not only for sharing his expertise, speaking at conferences, making helpful connections for evaluations, helping with criteria for our student research grants and reviewing applications but also for urging the universities to support the Foundation with a presence at the annual Breakfast for Champions. We could always count on Martin to help when called upon and we've been honoured to have him serve with us. We wish him well as he enjoys a well-earned sabbatical year.

Harriet Stairs

Harriet served The Foundation as Non-Executive Chair for the past 2 years, President (Chair of the Board) for three years and before that she was Chair of the 'Kids Have Stress Too 'program. In all she has served on the Board for more than 12 years. Harriet's leadership was extraordinary as she filled roles in marketing, fundraising and communications leading the Foundation's growth across Canada. She was awarded a special 40th Anniversary Outstanding Contribution award in 2014 and has been appointed to the Honorary Advisory Committee as she continues to help raise funds to fulfill the Foundation's mandate. We thank her for her service and ongoing support.

Fort McMurray school children experience a program thanks to the Dr. Bea Wickett Award









11th Annual Breakfast for Champions

Tuesday, November 24, 2015













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SUPPORTING SPONSOR

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Harriet Lewis (2)

Margaret N. McCain

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Dr. Janette Pelletier

Ontario Psychological Association

Dr. Zofia Radziuk

Nancy Shepherd

Harriet Stairs (2)

Upper Canada College

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Team of volunteers from



with matching gift

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Dr. Timothy Hogan
Dr. Zhipeng Gao
Dr. Louise Hartley
Dr. Nasreen Khatri
Dr. Ruth Berman

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Dr. Eric Jackman
Harriet Lewis
Harriet Stairs
Dr. Steven Stein

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Cindy DaCosta
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Suzanne Park
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Beatrice Traub-Werner
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Adamson, Ayala Manolson

Program Manager and Make the Connection Developer Barbara MacKay Ward M.Ed

Make the Connection Program Developer and Lead Trainer Claire Watson M.Sc. SLP

Program Assistant

Becky Sussman B.A.

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Claire McDerment (Co-chair)
Irene Bevc
Anne Dupré
Judy Ferguson
Mary Gauthier
Phyllis Kornder
Jacquie Latham
Deanna Swift
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Kids Have Stress Too! Lead Trainer and Central Region Consultant

Anne Murray M.C.M., M.Ed

Regional and Program Consultants

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Trillium Project Manager

Catherine Willinsky M.HSc

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Project consultants

Cindy Andrew Nancy Dubois John Hoffman

Financial Overview

Investments in the mental health of Canadians

THE PSYCHOLOGY FOUNDATION OF CANADA STATEMENT OF FINANCIAL POSITION

At December 31	2015			2014		
	General/ Programs	Investment Funds	Total	General/ Programs	Investment Funds	Total
Assets						
Cash & short-term deposits	6,034	-	6,034	78,061	1,370	79,431
Amounts receivable	73,128	3,302	76,430	80,239	3,756	83,995
Interfund receivable	22,931	-	22,931	64,040	-	64,040
Prepaids	15,621	-	15,621	8,195	-	8,195
Booklets inventory	75,861	-	75,861	88,700	-	88,700
Guaranteed investment certificate	-	10,015	10,015	-	5,126	10,015
Marketable securities	-	1,058,409	1,058,409	-	10,015	1,203,582
	193,575	1,071,726	1,265,301	566,308	1,218,723	1,537,958
Liabilities						
Accounts payable & accrued liabilities	46,954	-	46,954	56,571	-	56,571
Interfund payable	-	22,931	22,931	-	64,040	64,040
Deferred revenue	10,000	_	10,000	307,292	-	307,297
Net Assets	136,621	1,048,795	1,185,416	-44,628	1,154,683	1,110,055

STATEMENT OF OPERATIONS

For the Year Ended December 31	2015			2013				
	General/ Programs	Investment Funds	Total	General/ Programs	Investment Funds	Total		
Revenue								
Donations, grants &								
sponsorships	638,003	58,819	696,822	434,951	525	435,476		
Program generated	181,864	_	181,864	243,038	-	243,038		
Investment income	-	47,123	47,123	5	152,047	152,052		
	819,867	105,942	925,809	677,994	152,572	830,566		
Program-related Investments in Mental Health								
Program support & admin.	832,255	_	832,255	850,198	-	850,198		
Fundraising	4,294	-	4,294	4,618	-	4,618		
Investment expenses & other	_	13,899	13,899	_	12,506	12,506		
(Deficiency) Excess of Revenue								
Over Expenditures	(16,682)	92,043	75,361	(176,822)	140,066	(36,756)		





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