

## Message from the Co-Chairs

As we celebrate our twentieth year, Waterloo Region Suicide Prevention Council has much to be proud of. We have become the gold standard for community based suicide prevention in Canada. Communities from across Canada have turned to us for support, guidance and templates as they strive to create the momentum that we have experienced in our Region. The Canadian Association for Suicide Prevention is now housed in our Region and our Executive Director Tana Nash distributes her time between the National organization and our local council. The successful fundraising campaigns have allowed us to hire a full time program coordinator to ensure the continued growth of our programs and services in Waterloo Region. The statistics in this report speak for themselves; with the support of our community partners, we continue to provide training and services in the areas of prevention, intervention and postvention through collaborative and sustainable programs. Our hard working council members representing eighteen different agencies and businesses have been the catalysts for hope and wellness in our cities through their tireless dedication and commitment. Indeed, over the last two decades we have witnessed an increase in awareness and a decrease in stigma. Although there is much more that we need to do to decrease the rate of suicide in our Region, we now face 'open doors' and engagement to help those who need services and hope for wellness.



Kathy Payette Dena Moitosa

Thank you for your continued support,

**Kathy Payette & Dena Moitosa**  
Acting chairs 2015/2016

## Message from the Executive Director

I would like to extend a heartfelt thank you to so many people in our community who have made a significant difference in the efforts of suicide prevention this past year in our community: newly bereaved suicide loss survivors who have courageously shared their story, volunteers who continue to be the backbone of our organization, the 15 new Applied Suicide Intervention Skills Training (ASIST) trainers who dedicated five full days in training because they wanted to make a positive impact in our community, the organizations who are making a difference for their employees mental health – many of them not in social services, the passionate and dedicated members of our council who so willingly share their time, ideas and passion and every person who is extending a helping hand, sharing a story, or making it moment to moment that no one else knows about. We know there is so much work to be done; but as we reflect on the year, let us take a pause and a deep breath, look at each other, look within yourself, and say thank you. From the bottom of my heart, I extend you all much gratitude.



Tana Nash

### Executive

Dena Moitosa – co-chair Nov – March, People Needing People Bereavement Counselling, Erb & Good Family Funeral Home  
Kathy Payette – Treasurer, co-Chair Nov – March, Lutherwood  
Kim Hewitt – Chair, Canadian Mental Health Association, WWD – April – October  
Rob Martin – Past Chair, Thresholds Homes and Supports  
Sandra Ayerst – Secretary, Waterloo Catholic District School Board

### Council Members

Akiesha Absolon-Winchester – White Owl  
Barbara Ward – Waterloo Region District School Board  
Bev Voisin – Salvation Army  
Colleen Pacey – Self Help Alliance, Canadian Mental Health Association, WWD  
Debbie Emery – Community  
Laura McShane – Suicide Action Wilmot Wellesley  
Linda Bender – Canadian Mental Health Association WWD  
Marion Mills – Grand River Hospital  
Mark Beadle – Community  
Ryan Schubert – Waterloo Fire Rescue  
Sherrie Steinberg – Wilfrid Laurier University  
Susan Markides – Cambridge Memorial Hospital  
Todd Nutbrown – Carizon

### Executive Director

Tana Nash  
**Administrative Assistant**

### Program Coordinator

Kate Penner

Jenna Peacock

## By The Numbers

### Education

**33** presentations delivered to  
**1879** community members

**165** attendees at community presentation Conference *Mental Health in the Workplace*

**30**

different educational brochures delivered to

**177**

organizations

totaling  
**25,197**

### Training

**1530**

Total number of learning hours in suicide prevention awareness and intervention training funded by WRSPC (for 240 individuals)

**700**

total number hours .... Delivered in suicide bereavement to 40 individuals

**15**

additional

Applied Suicide Intervention Skills Training (ASIST) trainers for both community and workplaces now training in our community

**1**

person trained to deliver Suicide to Hope training (of first 8 in the world)

### Engagement

Twitter  
**960** followers  
- a **50%** increase

Facebook  
**990** likes  
- an increase of **58%**

Website  
- visits to site

an increase of  
**50%**

**10,754**

Total Pageviews

**20,311**

### In kind Donations

**\$49,480**

**1610**

volunteer hours

**860**

My Life Matters t-shirts sold / donated



## Mission Statement

Believing that every person has the right to be supported in living a healthy, positive life, our mission is to reduce suicidal behaviour and its impact on individuals, family and communities.

## ANNUAL REPORT 2016

April 1, 2015 – March 31, 2016



Waterloo Region  
Suicide Prevention Council  
www.WRSPC.ca

# Highlights and Accomplishments

April 2015 - March 2016

## Pillar 1 Community Awareness



- WRSPC displayed material at 23 different events
- 14 electronic mailings sent out to WRSPC network. This mailing list more than doubled in size from last fiscal.
- A number of third party fundraisers were held throughout the year in addition to the events WRSPC hosted such as World Suicide Prevention Day, the annual bowlathon fundraiser and the Elmira My Life Matters Skate and My Life Matters day for youth in programs at Lutherwood.
- A number of media appearances on Rogers TV, 570 news and in the KW Record focusing on programs taking place, what resources are available and what community members can do.

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## Pillar 2 Partnership and Capacity Building

- Partnered with the Canadian Association for Suicide Prevention (CASP) and Lutherwood to bring the national office here to Waterloo Region!
- Partnered with Self Help Alliance and Smitty's Fine Furniture to promote a weekend event "Where My Home Matters, My Life Matters" with proceeds funding two suicide ideation Skills for Safer Living Groups. This event is a great demonstration of promoting suicide prevention and mental health in workplaces not traditionally linked to mental health
- Renison University College has written into policy the mandate that social work students at their college receive Applied Suicide Intervention Skills Training (ASIST) prior to graduating, a first in Canada. To highlight this work, Living Works Education, the developer of the training, highlighted this as an example in their annual report which is distributed to 33 countries that currently offer ASIST.
- Partnering with the Ontario Centre of Excellence for Child and Youth, four downloadable tools to help other communities build strong coalitions are now available for download at TogetherToLive.ca. These tools focus on building a coalition, strategic planning worksheet, evaluation planning worksheet and sustainability planning.



## Pillar 3 Training and Education

- Community training representative Rob Martin attended the first training for facilitators for Suicide to Hope (S2H) in Denver with 17 other trainers from around the world. Waterloo Region now offers S2H as one of the training workshops available in this community.
- Free community presentation "Keeping Your Balance at Work" was attended by 65 participants



- Hosted a one day professional conference, "Mental Health in the Workplace" attended by 100 people, half from the non-social service sector.
- To increase the number of ASIST trainings being delivered in our region, 15 new trainers were trained in a five day intensive training workshop. Eight trainers who will compliment the existing community training team and six trainers who will train in their individual workplaces.
- 33 presentations delivered to 1879 community members.

## Pillar 4 Research and Evaluation

- Of presentations delivered this past fiscal year, 95% of attendees agreed or strongly agreed they are able to recognize signs of suicide. 85% agreed or strongly agreed they had an increased knowledge about suicide, 94% agreed or strongly agreed they had an increase in awareness of available community resources and 95% stated they would use the knowledge they learned
- 80% of participants in the "Why? Support after Suicide Loss" group agreed or strongly agreed the group equipped with to share their grief with friends and family and 100% said they had an increased level of hope following the group.

## Awarded

- Community Partner Award for 2015 by the Waterloo Catholic District School Board
- 2016 Citation Award with the Ontario Society of Occupational Therapists by the Canadian Association of Occupational Therapists

## Our Supporters

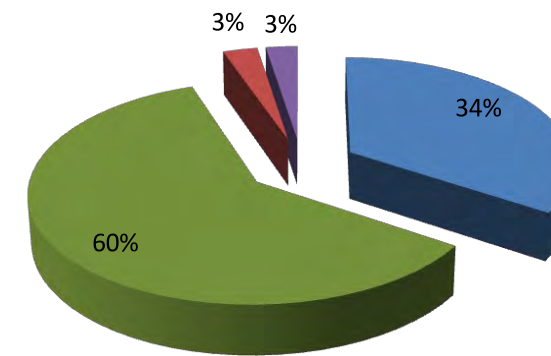
Without these supporters there would not be an active Waterloo Region Suicide Prevention Council



Thank you!

Karim the Dream  
Plus the numerous corporate and private sponsors.

## Expenses



- Purchased Services
- Programs Costs
- Professional Services
- Office Expenses

"It is always a joy and pleasure to have you here. Thank you for taking the time from your busy schedule to share your wisdom, knowledge, and insight."

Stephen Ministry Team

"Thank you for helping out my friend by providing excellent resources for her."

Friend of suicide loss survivor

"Thank you for the opportunity to participate in the ASIST T4T last week. I look forward to working with you to create a safer community and contribute to the amazing work you do."

New ASIST trainer

"We will definitely be checking out the resources on your website in the hopes that they will help us heal and be able to move on. Thank you for your work in taking away the stigma of death by suicide."

Suicide loss survivor

"In lieu of wedding favors for our guests, we would like to donate to the WRSPC ... We couldn't imagine a better gift than helping those bereaved as well as helping those whom you support on a daily basis. We cherish the work you do to make Waterloo Region a suicide-safe community."

Bride & Groom



## Financials

### REVENUE

Corporate Donation	115,500
Government Grants	
- Region/LHIN/Ministry	
Community Events	127,363
Conference/Safe Talk Training	12,462
Donations	21,926
Resource Materials Sold	3,272
Memorial Donations	23,925
Miscellaneous Income	75

**Total Revenue \$ 304,523**

**TOTAL REVENUE \$ 304,523**

### EXPENDITURES

Purchased Services	105,963
Programs Costs	186,855
Professional Services	8,703
Office Expenses	7,906

**Total Expenditures \$ 309,427**

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**SURPLUS/(DEFICIT) (\$4,904)**



Waterloo Region  
Suicide Prevention Council

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