

Transforming Lives Together

newsletter of the camh foundation

CAMH's bold awareness campaign leads people to seek help

In MAY 2005, celebrities and non-celebrities alike came forward to share their stories about mental illness and substance use to support CAMH's bold public awareness campaign. Still in its early days, the campaign is already showing results—hundreds of people have taken the first step toward finding help.

The campaign aims to:

- educate the public about the challenges of mental illness and substance use
- break down stigma
- improve awareness of CAMH and access to available information and services.

Print, radio and television ads feature The Honourable James K. Bartleman, Lieutenant Governor of Ontario, and former Toronto Maple Leaf Ron Ellis, who have faced depression, as well as former federal finance minister, The Honourable Michael Wilson, whose son's struggle with depression culminated in suicide. To have a sustained impact, the campaign will run until the end of 2006.

"Through this campaign, more and more people are realizing that these problems are common, that there is reason for hope



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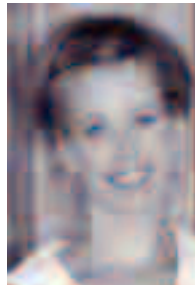
message from the president

Breaking down stigma — slowly but surely

AS THE HONOURABLE JAMES BARTLEMAN points out in this issue of *Transforming Lives Together*, mental illness and addiction remain among our society's most pervasive illnesses. One in four Canadians will face these challenges during their lifetime, yet two-thirds of people who require treatment don't seek help. They either lack understanding of the symptoms or fear the stigma associated with the illness and its treatments.

However, we at the CAMH Foundation are seeing emerging trends that suggest a positive shift in attitudes and behaviours.

Are people coming forward in greater numbers to seek help? CAMH's awareness campaign (see cover) has prompted hundreds of people to take the first step towards finding informa-



Mary Deacon,
President and CEO,
CAMH Foundation

tion and help, and we applaud them for finding the courage to do so.

Are people being more open about their experiences with these illnesses? Celebrity mothers are com-

ing forward with stories of postpartum depression in response to Tom Cruise's comments about antidepressants and psychiatry.

Closer to home, in this issue, we salute those who found the strength to reclaim their lives—and the courage to share their story in the hope of

helping someone else. Some were honoured at our Courage to Come Back Awards (page 5); others shared their stories in support of our bold awareness campaign.

Support to date for our plans to build a hospital for the 21st century on our Queen Street site (page 3) is another positive indicator. Our vision was recently recognized for its inspiration and potential for positive impact not only on the lives of clients but also on the city of Toronto.

Each of you, individually and together, makes a difference. Please help us continue to bring help to people who need it.

Thank you for your support.

James Bartleman fights stigma of mental illness on many fronts

ONE OF THE BETTER-KNOWN participants in CAMH's Transforming Lives campaign is The Honourable James K. Bartleman, Lieutenant Governor of Ontario and Honorary Patron of CAMH.

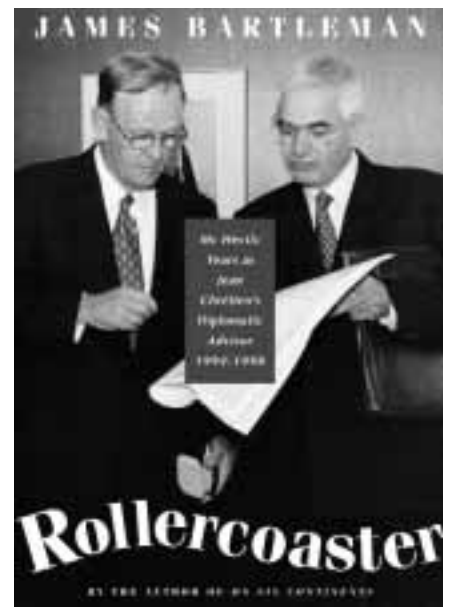
Bartleman, well-known for his accomplishments in office, now adds "best-selling author" to his credentials, with his most recent memoir, *Rollercoaster*.

In addition to insightful and fascinating accounts of his years as foreign advisor to Prime Minister Jean Chretien, *Rollercoaster* contains candid and compelling writings about Bartleman's journey with depression.

Perhaps Bartleman's greatest legacy, however, will be his work in the areas of mental illness, racism and Native peoples' literacy.

He vowed to embrace these themes while in office; they are challenges he is all-too-familiar with, having grown up Native and poor in Port Carling, Ontario, and having faced depression later in life.

Through his books, his public appearances and his participation in CAMH's awareness campaign (see cover), Bartleman speaks out every chance he gets to fight the stigma attached to mental illness.



In *Rollercoaster*, Bartleman fights stigma by writing candidly about his experiences with depression. Proceeds support Bartleman's efforts to bring books to isolated Native communities.

Transforming 1001 Queen Street West—An update

CAMH's vision draws praise and recognition

There have been encouraging developments in the implementation of CAMH's Functional Program and the Queen Street redevelopment:

👍 The Ontario government recently announced a \$30 billion investment in public infrastructure, including hospitals, over the next five years. We will continue working with the government to ensure that our project remains a priority in its funding plans.

👍 CAMH's Master Plan received Honourable Mention at the City of Toronto Architecture and Urban Design Awards. The awards recognize projects with high inspirational value with the potential for significant impact on Toronto's development.

👍 The redevelopment architects are consulting with CAMH staff, family members and clients of the two programs that will be located in the first core inpatient building planned to be built—the Geriatric Mental Health Program and the Child, Youth and Family Program. Gaby Golea, Administrative Director for the program for adults with dementia and cognitive impairments, says, "We understand the importance of having



CAMH's historic wall

individuals with cognitive impairment feel safe with the help of well-lit, private/semi-private rooms and adequate space to move about and exercise.

The redeveloped buildings will provide this type of therapeutic environment."

👍 A 12-bed unit for adolescents is planned as part of the Child, Youth and Family Program on the redeveloped site. Dr. Joe Beitchman, Clinical Director of the program, says, "This is an important opportunity as these are the first beds in Toronto offering youth withdrawal management and the capacity to provide care for youth and adolescents with addictions and concurrent disorders."

👍 Approximately 100 people enthusiastically received the plans for CAMH's historic walls at a meeting held at the Queen Street site. Geoffrey Reaume, of the Psychiatric Survivor Archives, presented a short history of the walls and their importance to the client community as a symbol of respect and remembrance for those clients who helped to build the walls in 1888. Michael McLelland, heritage architect with ERA Architects Inc., and Terry Montgomery, one of the C3 architects working on CAMH's redevelopment, then showed how the walls will be preserved, restored and integrated into the redevelopment.



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for recovery, and that help is available,” says Dr. David Goldbloom, CAMH’s Senior Medical Advisor.

“Two-thirds of people who require treatment for a mental illness don’t seek help,” says Bartleman. “They either lack understanding of the symptoms or fear the stigma associated with the illness and its treatments—this campaign is about changing that perception.”

Featuring striking close-up photos of each of the seven people profiled, the newspaper and magazines ads highlight the challenges overcome in their personal and professional lives. Along with Bartleman, Ellis and Wilson, the stories include:

- **Dan Carter**, a successful television host in Oshawa, who overcame devastating abuse and addiction
- **Patricia Newman**, a teacher, who conquered crippling depression to return to a job she loved
- **Linda Stewardson**, who survived horrific abuse, multiple addictions and an eating disorder
- **Paulette Walker**, whose addiction to crack cocaine cost her everything. She now works as a chef and speaks to inmates at various jails about how to rebuild their lives.

In addition, 30-second radio spots featuring the participants have been created, along with a television ad featuring Ron Ellis. With a humorous twist at the end, the 30-second television spot compares the challenges of winning the Stanley Cup to his greater challenge of defeating depression.

The campaign was created with work donated by renowned advertising agency Ambrose Carr Linton Carroll (ACLC). “We are delighted to help CAMH fight the stigma associated with addiction and mental illness and to raise the awareness of the wonderful work CAMH does transforming the lives of Canadians,” said Esmé Carroll, ACLC’s Chairman and CEO.

CAMH’s McLaughlin Information Centre has already helped hundreds of callers learn about the diverse range of sup-

Women from my community who have heard my story found the courage to seek help as a result—that gives me goosebumps!
—Paulette Walker

port and care programs that are available to them at CAMH and throughout Ontario. Paulette Walker, who is featured in one of the ads and was honoured with a Courage to Come Back Award in May, has no regrets about going public with her story of overcoming a 20-year addiction to crack cocaine, even though it was often difficult. “CAMH therapists have told me that they are hearing from women from my community (the Caribbean Canadian community) who have heard my story and found the courage to seek help as a result,” she said. “That gives me goosebumps.”

Print, radio and TV ads are online at www.camh.net/foundation.

Courage to Come Back Awards— Celebration, inspiration and action

Nearly 1000 people attended the Courage to Come Back Awards on Wednesday May 25th to pay tribute to seven extraordinary people who have overcome addiction and mental illness and now use their experiences to help others.

Mary Walsh honoured

AMONG THOSE HONOURED WAS Mary Walsh, who captivated the audience with her own brand of humour. Walsh, one of Canada's most recognized television and film personalities, battled years of alcohol addiction as a way to cope with childhood feelings of abandonment. She emerged as one of Canada's true success stories.



Mary Walsh

Speech inspires \$1 million pledge

BUZZ HARGROVE, NATIONAL PRESIDENT of the Canadian Auto Workers, long-standing patrons of the Courage Awards, delighted the audience with an unexpected announcement: he pledged to raise \$1 million for CAMH—and challenged other unions and business leaders to do the same. “I support that vision of a world where people with mental illness and addiction get the help they need and are treated with equality and respect,” he said.

Hargrove's announcement followed a speech given by Dr. Paul Garfinkel, President and CEO of CAMH, in which he recounted his experience of being treated for a malignant cancer and speculated about how different the experience might have been had he had a substance use or mental health problem. People who face these challenges often lose their jobs and their homes, and friends and family treat them differently. Further, they must wait long periods for treatment.

“We all agree it's completely unreasonable for anyone to wait a year for a hip replacement, but the average wait times for mental health and addiction services aren't measured in years—it's forever,” he said. “Most people who need care never receive it.” Dr. Garfinkel's speech appeared the following week on the Opinion page of the *Toronto Star*.

Courage to Come Back is the signature annual event of the CAMH Foundation, and is presented by RBC Capital Markets.

To find out more about the Courage to Come Back Awards, please call Bonnie Perry at 416 535-8501 ext. 4220. Visit www.camh.net/foundation to learn about all the Courage recipients and to read Dr. Garfinkel's speech.

Former Board Chair to attempt four triathlons to raise funds for CAMH

PAMELA FRALICK, A TRUSTEE and immediate past Chair of the CAMH Board of Trustees, is an avid triathlete. She knows the importance of a healthy lifestyle and the strong relationship between fitness and good mental health.

Fralick has chosen to use her athletic skills to raise funds to support the work of CAMH. Over seven weeks, from late August to mid-October, she will



Pamela Fralick

attempt four triathlons, including two Ironman distance races and two

Olympic distance events. Two of the races are world championships, and in total she will cover 555 kilometres!

To find out more or support her efforts, visit www.supportcamh.net. Click “in honour of” and enter “Pamela Fralick.” You may enter a message for her along with your donation. Or contact Bonnie Perry at 416 535-8501 ext. 4220 or bonnie_perry@camh.net.

Centred on excellence

Centred on Excellence is a regular column in which we highlight achievements of health professionals, scientists and other dedicated and talented staff at CAMH. By pushing boundaries in research, clinical care, education and health promotion, we are creating a better world for those who face the challenges of mental illness and addiction.

Accomplishments

CAMH achieves CCHSA's highest standard

The Canadian Council of Health Services Accreditation (CCHSA) has given CAMH the highest accreditation standing possible: Option One Accreditation. The CCHSA conducts annual surveys to assess and improve the quality and service of health care organizations throughout Canada and internationally. In particular, the CCHSA noted as successes CAMH's education and health promotion program as well as CAMH's willingness to share resources and assume a leadership role in policy advocacy involving addiction and mental health issues.

CAMH storybook helps children understand a parent's problem with alcohol

A problem with alcohol is not easily discussed, and often becomes the family secret that no one talks about. To help children understand a parent's problem with alcohol, CAMH has published *Wishes and Worries*, the first storybook of its kind developed in Canada. It explores alcohol problems through the story of Maggie, an eight-year-old girl who wishes that her father doesn't ruin her birthday party. *Wishes and Worries* is the second in a series of children's books published by CAMH, following *Can I Catch It like a Cold?* published in 2002, which dealt with the subject of a parent's depression.



Honours and awards

Brazilian Anti-Drug Council honours CAMH researcher

Dr. Brian Rush, Associate Director and Senior Scientist in the Health Systems Research and Consulting Unit, was recently presented with an award from the Brazilian Executive Secretary of the National Anti-Drug Council for his work in providing research training and program evaluation at regional and national conferences throughout Brazil.

Dr. Rush was also recognized for his consultation on a research project funded by the U.S. National Institute on Drug Abuse, which studied the cross-section between drug abuse, HIV/AIDS and mental health.

University of Toronto honours CAMH professionals

CAMH had an outstanding showing at the University of Toronto Department of Psychiatry Annual Dinner, winning the majority of important awards. Congratulations to the CAMH doctors who were honoured.

- Chekkara Shammi, MAPS (Medication Assessment Program for Schizophrenia) Clinic, won the Robin Hunter Postgraduate Teaching Award.
- David Goldbloom, Senior Medical Advisor, Education and Public Affairs, won the inaugural Henry Durost Award for Excellence in Creative Professional Activity.
- Paula Ravitz, Interpersonal Therapy Clinic, won the Ivan Silver Award for Excellence in Continuing Mental Health Education.
- Bruce Christensen, Deputy Director of Scientific Development & Research, Schizophrenia Program, won the Paul E. Garfinkel Award for Best Fellowship Supervisor.
- Shelley McMain, Psychologist and Clinic Head, Dialectical Behaviour Therapy, won the Allen B. Tennen Award for Excellence in Teaching/Supervision in Psychotherapy.
- Todd Girard, Schizophrenia Program, won the Best Accomplishment by a Fellow Award.
- Chetana Kulkarni, Resident, Schizophrenia Program, won the Paul E. Garfinkel Caversham Booksellers Prize for Excellence in Resident Leadership.



Your questions answered

A regular column to answer common questions about mental illness and substance use.

Q: How do you convince people to get help with a mental illness or substance use problem, particularly when they don't want help or don't even acknowledge they have a need?









Dr. David Goldbloom

A: Many people—in fact, most of the people we see with mental illness and/or substance use problems at CAMH—have sought help either entirely on their own or with the encouragement of others who care about them. Being mentally ill or grappling with a substance use problem does not automatically rob you of your ability to recognize that you're having difficulty and need help.

However, stigma and shame can be significant barriers, and they interfere with both recognizing the problem and seeking help. People may be reluctant to “own up” to a mental illness or a substance use problem, fearing a critical response from others or applying their own prejudices to themselves. Further, we all have a deep well of denial, which most of the time gets us through adversity handily—for example, the recurring belief that we'll never have another winter in Canada as bad as the last one!

As a family member or friend who cares for and about someone whom you think may be struggling with a mental illness or substance use problem, here are some suggestions:

-  Find a good and quiet time to talk with the person, and don't do it when you are angry about his or her behaviour.
-  Describe plainly the changes you have seen in the person, and say candidly what it is you are worried about. If others are also worried, then say so. A person who has been grappling with these problems alone may be relieved to hear that you and others are worried.
-  Ask what is going on and whether the person has noticed the same changes you have—and if so, how he or she understands the changes.
-  Ask how you can help. If this offer is rejected, ask whether the person trusts someone (a friend, a spiritual counsellor, a family physician) and would be willing to speak with that person.
-  Explain that help is available and that many people have these problems.
-  Don't give up after one try. It may take days, weeks and even months for someone to come around to seeking help. It's worth it.



Send your questions to:

camhfoundation@camh.net.

We regret that only questions selected for publication can be answered.

For information and referrals, please call CAMH's toll-free information and support line at: 1 800 463-6273, or visit www.camh.net/McLaughlin.

Dr. David Goldbloom is CAMH's Senior Medical Advisor, Education and Public Affairs, and a professor of psychiatry at the University of Toronto. Previously he was Physician-in-Chief at CAMH. He has received many honours as a teacher and as a physician.

Coming events

2005–2006 Being Scene art exhibition

Now until June 2006

The Being Scene exhibition features artwork from those who receive services from CAMH. Works will be on display at all four CAMH sites until June 2006.

For more information, please call 416 535-8501 ext. 3164.



There is Help... There is Hope

Free Monthly Community Information Forums beginning with

The Changing Face of Treatment for Mental Health and Substance Use Problems

Tuesday, October 18, 2005, 6:30–8:30 p.m.:

CAMH, 1001 Queen Street West, Cafeteria

For the full schedule, visit

http://www.camh.net/education/comm_info_forums.html
or call 416 535-8501 ext. 4553.



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Transforming Lives Together is the newsletter of the Centre for Addiction and Mental Health Foundation, published three times each year.

The CAMH Foundation raises funds in support of the work of CAMH. We promote public awareness of addiction and mental illness, and help reduce the stigma associated with them. The Foundation can be reached at:

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Tel.: 416 979-6906 or 1 800 414-0471
Fax: 416 979-6910
E-mail: foundation@camh.net
Visit our website:
www.camh.net/foundation

We welcome your comments:
Jean Geary 416 535-8501 ext. 4395
or e-mail Jean_Geary@camh.net.

Our wish list

Donations of the following items would be greatly appreciated by our staff and clients:



Art supplies, including paint canvases, clay and knitting yarn, would enhance clients' recreational activities.



Books, including dictionaries and large-print books for clients who are elderly or visually impaired, would contribute to the clients' library.



CDs for karaoke and a guitar, bodhran (Irish drum) or other instruments would improve our music programs, which are very popular with clients.



Disposable cameras to build on the success of last year's photography project would be appreciated by Photo ID, CAMH's photography group for clients.

If you can help, please call 416 535-8501 ext. 4395
or e-mail Jean_Geary@camh.net.