MESSAGE FROM THE MINISTER OF HEALTH

We are all aware of the tragic toll that suicide takes in our province. The impact cannot be measured in numbers alone. Behind each of these tragic deaths lies a tale of strong emotions and unbearable pain, not only for the victim but also for family, friends and the community at large.

We continue to be committed to providing suicide prevention activities and supporting community initiatives throughout New Brunswick.

Community involvement is important. Suicide is a societal problem and everyone has a role to play if we want to succeed in its prevention. There are 14 suicide prevention committees across the province, as part of our Suicide Prevention Program. They bring together people who are committed to lessening the frequency of these personal, family and social tragedies through prevention and treatment.

It is therefore crucial to keep abreast of suicide prevention programs and services available. I am confident that this provincial newsletter will facilitate the sharing of views and ideas amongst suicide prevention experts, front-line workers, family survivors and various community members.

I applaud the work that is being done by members of the Community Suicide Prevention Committees across our province. They are all important participants in our health care system by providing a vital link to people in a desperate frame of mind, undoubtedly saving lives, and giving hope to survivors and their loved ones.

Please accept my best wishes for your continued efforts in addressing future challenges of suicide prevention in New Brunswick and in bringing hope and enlightenment to the people you serve.

Hon. Mary Schryer
Minister of Health
THE NEW BRUNSWICK SUICIDE PREVENTION PROGRAM

In 1989, the New Brunswick government established a provincial suicide prevention committee to advise Mental Health Services on strategies to be developed, implemented or reviewed. This committee also works with New Brunswick organizations to coordinate provincial efforts and to develop a common province-wide approach.

The New Brunswick Mental Health Service recognizes three basic principles:

- New Brunswickers have a responsibility to provide alternative ways of addressing psychological or physical suffering to counter suicidal behaviors;
- suicide is a social problem;
- and suicide has multiple causes.

The New Brunswick Suicide Prevention Program mobilizes agencies and individuals who work provincially and locally. The goal of the program is to reduce the province’s suicide rate.

The SPP Sponsors 14 Community Suicide Prevention Committees (CSPC) throughout New Brunswick. The 14 committees also have various ad hoc committees working on various projects. These committees advise their local Regional Health Authority, the Provincial Suicide Prevention Committee, and the Department of Health’s Suicide Prevention Program Coordinator on actions required to meet the program’s objectives. They also work with other regional organizations and their respective communities to coordinate their efforts.

SUICIDE PREVENTION MODEL

The New Brunswick Suicide Prevention Program is based on the Ecological Systems Theory model. It specifies a series of social and interpersonal networks that interact with individuals. The networks include family, peers, school, workplace, community, culture, society and the environment. The program identifies 3 scopes:

Prevention
Prevention activities are carried out provincially through health promotion, education and public awareness campaigns regarding the nature and frequency of suicide, common risk factors and available services. Suicide prevention seeks to build on and strengthen natural networks within the community.

Intervention
The focus of intervention is on restoring personal resiliency and coping abilities by providing needed support and by defusing the immediate impact of intense crises. Crisis intervention is a form of acute therapy that proceeds from assessment to treatment and follow-up. Medium and long-term care is available when needed.

Postvention
Following a death by suicide, healthcare providers ensure that appropriate support services are available. A formal post-suicide review is initiated to explore opportunities to improve the coordination and delivery of services.

Training and programs
The SPP sponsors and promotes training in Suicide Prevention, and Intervention. The training program the SPP has endorsed are those from LivingWorks Education Inc. The current programs offered are Applied Suicide Intervention Skills Training (ASIST), ASIST Tune Up, safeTALK, and suicideCARE.

In the past year, NB Trainers have offered 52 ASIST to 1085 participants. Of these 52 Trainings, 21 were French ASIST and 31 English. At the latest count, we have 62 active ASIST Trainers and 54 Safe Talk Trainers. Our newly trained safeTALK Trainers have offered 14 safeTALK sessions (5 English and 9 French) for a total of 220 participants. SuicideCARE is the newest program being implemented with the first training session in September, 2010.

Special Projects
The SPP also coordinates several other projects. Some of these are the recognition of February as Suicide Prevention Month, the creation of a New Brunswick First Nation Task Force on Suicide Prevention, a Provincial Trainers Network in collaboration with the Office of the Chief Coroner, a provincial surveillance project for all reported deaths by suicide, intervention and postvention services, a provincial and public suicide prevention resource library, a training and information web site, and the production of several brochures and pamphlets amongst the most important ones.

Future objectives for the coming year
For the next coming year, we will continue to promote and encourage the delivery of more intervention training programs: safeTALK, ASIST, and suicideCARE; organize an annual meeting for Trainers; organize a public awareness campaign during suicide prevention month; work on the development of a Provincial Strategic Framework to address suicide; strengthen partnerships with other government departments; develop new promotional materials; to name a few.

Partnerships
We would like to thank all our partners and volunteers for their continued partnership and collaboration.

A special thank you to the 14 coordinators of the CSPC as well as each community member of these Community suicide prevention committee. Keep up the good work!
COMMUNITY SUICIDE PREVENTION COMMITTEES

Goal: To develop strategies within the community that will aid in the prevention of suicide.

Guiding Principles:

• Suicide is recognized as a societal problem that has multiple causes
• There is a responsibility to provide psychosocial and/or psychological, interpersonal and physical support to those suffering
• Resources and services to help vulnerable persons need to be available and accessible

The 14 CSPC are as follows in the various identified health zones:

ZONE 1
Moncton.................................................................856-2444
Richibucto.............................................................523-7620

ZONE 2
Saint John.............................................................658-3737
Sussex.................................................................432-2090
St. Stephen............................................................466-7380

ZONE 3
Fredericton/Harvey..............................................453-2132
Woodstock.........................................................325-4419

ZONE 4
Grand Falls..........................................................475-2440
St Quentin/Kegdwick..........................................284-3431
Edmundston.......................................................735-2070

ZONE 5
Campbellton.........................................................789-2440

ZONE 6
Caraquet.............................................................726-2030
Bathurst..............................................................547-2038

ZONE 7
Miramichi............................................................778-6111

Following, each CSPC has submitted a report identifying their initiatives for the past year.

FEBRUARY IS SUICIDE PREVENTION MONTH

Know the Warning Signs of Suicide

• Depression
• Loneliness
• Giving away prized possessions
• Poor performance at work or school
• Aggressive behaviour, mood swings
• Unnecessary risk-taking
• Threats of suicide, talking about death
• Abuse of alcohol or drugs
• Loss of interest in usual activities

If you or someone you know is thinking about suicide, get help — You don’t have to do this alone.

CHIMO HELPLINE
1-800-667-5005 (toll-free provincially)
450-HELP (Fredericton Area)
Warning signs

The person is:

• depressed
• increasingly isolated
• giving away prized possessions
• doing poorly in school or at work
• making statements about wanting to die
• acting in an aggressive manner
• taking unnecessary risks
• threatening to commit suicide
• suddenly happy for no reason after a long depression
• abusing drugs and/or alcohol

More than one sign could mean that help is necessary. Note how long the signs have been present; how deeply the person feels about the things that have gone wrong in his/her life; and how many signs are present at one time.

What you can do to help a depressed or suicidal person

• Listen to the person with concern
• Ask the person if he/she has ever felt unhappy for a long time and assure him/her that things can and will change
• Be especially concerned if the person uses drugs and/or alcohol because his or her judgment may be impaired
• Ask if the person has suicidal thoughts

• Give the person the CHIMO Helpline number and make sure the person calls
• Stay with the person and do something together
• If the person is suicidal and refuses to get help, tell a responsible adult or someone you trust as soon as possible
• Make specific plans to see the person the next day so that he/she has a reason to live

What to say to a troubled person

“I’m here for you”
“I want to hear about what’s bothering you”
“I really care about you”
“Let’s talk and figure out how to make things better”
“Things are tough now, but they will change. You’ve got to hang in there, and I’m here to help”
“I would feel horrible if you hurt yourself, and I don’t want you to die”
“If I can’t help you, I’ll help you find someone who can help”
“No one and nothing is worth taking your life”

Don’t

• Ignore the person
• Put the person down
• Change the subject
• Try to handle it alone if the person doesn’t respond to your efforts to help
• Suggest drugs or alcohol as a solution

In the majority of suicides, drugs and/or alcohol are a factor. Be more vigilant if you know the person is using drugs and/or alcohol to deal with problems.

To get help, contact:

• Your local community mental health centre
• The nearest hospital emergency department
• Chimo helpline (24 hrs), 1-800-667-5005
• Kids Help Phone, 1-800-668-6868
• 9-1-1, in case of emergency
• RCMP, 1-800-665-6663
• The Canadian Mental Health Association
• Mental Health Outreach Services
• Family physician
• Local clergy

REMEMBER - If you are concerned that a person is suicidal, listen carefully, stay with him or her, and get professional help as soon as possible. You cannot take responsibility for another person’s life. The decision is his or hers. You may, however, be able to help the person see other ways of dealing with his or her problems and pain.
Albert-Westmorland Suicide Prevention Committee -
Annual Report 2009-10 - Zone 1

The Albert-Westmorland Suicide Prevention Committee has had several meetings throughout the year, and great initiatives were brought forward. We worked actively to organize a conference in light of suicide prevention month in February. We invited renowned motivational speaker and best-selling author Marc Gervais to the Capitol Theatre. Two presentations were offered, one in French geared towards professionals and one presentation given in English for the public. The event was sponsored by the committee and offered at no charge to everyone. The event was a success, as about 600 people attended each presentation. There was a great deal of positive feedback shared; people who attended said they laughed and cried. The event was very much appreciated.

In addition to working hard to offer something to the public and the community, we worked together to develop a kiosk for our committee. This was one of our goals to be more visible and to create awareness in the community. Therefore, we had two retractable banners made for our committee. We were able to set up our kiosk at the Capitol Theatre for the event of Marc Gervais. People who attended this conference had an opportunity to pick up some educational material with respect to suicide prevention, intervention and post-vention needs. We also had two basket draws at this event where people had a chance to win if they visited the kiosk.

Once again, materials were purchased for ASIST workshops in the community. Other materials were ordered to distribute in the community such as our green cards, which have a list of emergency numbers in our region. We decided to buy a laptop for the committee to use for presentations that we hope to deliver to the community and for ASIST trainers in our region.

The committee is collaborating with one of the suicide bereavement support groups in our region, “A pathway to healing,” also known as “Envol” provides support and partnership.

I wish to thank all committee members for their involvement and dedication to suicide prevention in our region.

- no report submitted for Richibucto

Charlotte County Suicide Prevention Committee -
Annual Report 2009-10 - Zone 2

Presentations:
We sponsored author Sharon Fawcett to present two talks on depression. She was well received by nearly 100 people. The Reaching Out suicide awareness program was offered to Grade 11 students at high schools by the SPC co-ordinator.

Promotion
St. Croix Courier special, “Flashback” calendar- SPC block.
St. Croix Courier, Wellness supplement: full page advertisement

on SPC and Link cards.
St. Croix Courier and Money Saver: Suicide Prevention Month article and advertisement.
Kiosks at the Ganong’s factory, St Stephen.
Display at October conference, “Facing Addictions in the Workplace.”

Link program:
Since 2009 we have been issuing gift certificates to employees at three of our larger workplaces. Draws are made each month and awarded to the employee whose name is drawn and who has his or her Link card with him or her. This has been a successful way to promote use of the card.

Our local active teen Bully Blockers wore Link t-shirts, carried the Link banner and distributed Link cards during the popular August parade in St Stephen. We ordered 2,500 more Link cards and some dispensers to distribute to doctors, pharmacies and other community locations.

Teen Link program:
After adding more sites, we ordered and distributed Link cards to students.

ASIST:
Each year, we provide the ASIST training to students enrolled in the Human Service Counsellor course at the New Brunswick Community College in Saint Andrews and other individuals. We need one more trained ASIST facilitator.

Donations:
We provided funding to several youth programs in the schools. After receiving several more community requests for donations, we have created a criteria guideline for considering such requests.

Partnerships:
The SPC co-ordinator now joins the drug coalition monthly meetings.

Membership:
We have 18 people on our mailing list representing clergy, Mental Health and Addictions, Public Health, RCMP, Hospice, School District 10, physicians, nurse practitioners, employment counsellors and community members.

Future:
We will continue our activities promoting the Link program and suicide awareness. We are considering a speaker for next year and possibly supporting a theatre production that deals with suicide. We will reserve money to cover costs for a new ASIST trainer. As the host for the annual general meeting and provincial co-ordinators, we look forward to seeing new and familiar faces in our neighbourhood Sept 23-24.

Respectfully submitted,
Roz Allen, Co-ordinator, Charlotte County SPC
Preamble:
The Sussex and Surrounding Communities Suicide Prevention Committee is comprised of interested and dedicated individuals who volunteer their time and energy. Our committee members meet the third Wednesday of each month to discuss and implement our goals: to educate our community about suicide through awareness and help provide a resource to the community. The committee is composed of interested community members from various local agencies and the private sector (Mental Health, Addictions, Portage Atlantic, Department of Education, RCMP, Public Health, Victim Services, Sussex Health Centre, Crosswinds, Family Violence, Sussex Vale Transition House, Family Resource Centre, Early Intervention, a pharmacist, private counselor and a youth pastor) who help our community Be Connected to Life!

Highlights:
- **Suicide Prevention Month**
  - five gift baskets were placed in the community for free draws.
  - Articles in the Sussex and Hampton *Herald*
  - “Be Connected to Life” advertisement placed in the *Kings County Record*.
  - Advertisements placed on the community electronic board.
  - Complimentary 2010 calendars distributed.
  - Kiosk at Sobeys.
  - Yellow Ribbon Campaign at Sussex Regional High School, Sussex Middle School and Belleisle Regional High School.
  - Yellow Day at the schools.
  - Presentation to the chamber of commerce.

- **The Link program**
  - Yellow Day at schools.
  - Development of a series of Link videos by Sussex Regional High School students (BJ productions).
  - Appreciation and recognition luncheon.
  - Develop training materials and information packets.
  - Lifesaver drive.
  - Update the decisional tree.

- **Special projects**
  - All guidance counsellors attended Gatekeepers training.
  - ASIST workshop held.
  - Creation of a website [www.suicidepreventionsussex.com](http://www.suicidepreventionsussex.com).
  - Conference: Dr. Lorraine Fox, Reducing power/control conflicts with children and youth.
  - Annual Christmas luncheon held.
  - Visitation by Murielle Doucet, provincial suicide prevention co-ordinator
  - Girls’ Circles.
  - Co-ordinator attended provincial committee meetings.
  - Presentation on self-harm.

- **Projects for 2010-11**
  - Continue to offer ASIST workshops.
  - Be...Connected to Life signage at Shoppers Drug Mart.
  - Host a workshop by Gerry Dooley in late spring.
  - Host a conference with Dr. Stan Kutcher in the fall.
  - Hold a strategic planning session to establish 2011-14 outcomes.
  - Plan for Suicide Prevention Month.
  - Continue to support the Link program with the anticipation of creating a community Link brochure.

The Saint John Community Suicide Prevention Committee carried out several activities throughout the year:

**Displays, information and presentations**
- Pamphlet and information displays by the survivors’ sub-committee were held at the Senior’s Safety Fair at Loch Lomond Villa in March. A short, two-question ballot was used to lead discussions with seniors, who could then enter the draw for three gift certificate packages. This gave an opportunity to share information about suicide prevention. More than 110 seniors filled out the ballot, and several others visited the booth to discuss suicide prevention but did not participate in the draw.
- Participated in the Westside Community Health Fair, which resulted in a request.
- An information booth was set up in Brunswick Square for the Volunteer Centre’s Expo in October. Several people visited the booth for information, and some were interested in helping us with either a new website or blog.

**Suicide Prevention Month activities**
- Newspaper advertisement for ASIST.
- 30 radio advertisements were placed on three local radio stations in February.
- Signage was increased to two weeks on the Harbour Bridge.

**ASIST activities**
- Upcoming ASIST workshops are now published on the CMHA provincial website and in local papers.
- Three ASIST workshops were held for 73 participants.
Link activities
- A School District 1 teacher and a social worker from the Samuel-de-Champlain Community Health Centre have established the Link program in their school.

General
- CASP membership was renewed.
- Saint John Volunteer Centre membership was renewed.
- An additional radio campaign with 30 advertisements was held in September, similar to the one in February.
- Printed material was provided to the Saint John chapter of the Schizophrenia Society of New Brunswick and its Strengthening Families Together Program.

Community Suicide Prevention Committee, Fredericton - Annual Report 2009-10 - Zone 3

Activities for Suicide Prevention Month
- pamphlets distributed to local doctors’ offices
- books purchased for grief following suicide for the local survivors of suicide group
- book purchased and donated to the Fredericton library
- radio advertisements run on the local radio station for the month.
- sponsorship provided for local trainer to attend ASIST conference.

Woodstock Suicide Prevention Committee - Annual Report 2009-10 - Zone 3

The Woodstock Suicide Prevention Committee has had another very busy and productive year. Suicide prevention month once again saw a mall display, donation of books to the local schools, radio advertisements, a newspaper article and distribution of its suicide prevention DVD. The committee continues to use every opportunity to spread the word about suicide prevention by placing its banner and information pamphlets at the local hospital for mental health month, having the information displayed in Perth-Andover and available to any group that may be sponsoring an activity. The committee also helped sponsor the second annual provincial Survivors of Suicide Day, hosted in Hartland.

I wish to thank all committee members for their dedication and continued support of suicide prevention in their community.

Harvey Suicide Prevention Committee - Annual Report 2009-10 - Zone 3

The Harvey Suicide Prevention Committee is an offshoot of the Fredericton committee. It once again hosted a Wellness Day for its community, and this was very well attended. Suicide Prevention Month saw an information display at the library as well as an advertisement in the local Lions news.

I wish to thank our small but dedicated committee for another year of keeping suicide prevention front and centre in our community.

Robin Ward, Regional Community Worker, Canadian Mental Health Association, 458-9155

Madawaska Suicide Prevention Committee - 2009-2010 Annual Report - Zone 4

The Madawaska Promotion of Life and Suicide Prevention Committee had another very active year. Our activities were carried out mainly by the members of five subcommittees and the local committee. We were involved in five major activities: 1) the annual Yellow Ribbon campaign, 2) participation in the local Jazz & Blues Festival, 3) sharing of information with a support group, 4) the Link program, and 5) the ASIST and Safe Talk trainers committees.

Annual Yellow Ribbon Campaign
Suicide Prevention Month (February) was marked by the following activities:
- Distribution of a pamphlet in the Madawaska region Ad-bags.
- The local newspapers (Le Madawaska, L’Étoile-La République, and Info Week-End) ran an ad campaign based on the Yellow Ribbon to mark the week of February 7, 2010.
- Le Madawaska published an article designed more specifically to promote Suicide Prevention Month.
- Five information spots on suicide prevention were produced by the committee members. These spots were aired several times throughout February on local radio station CJEM and community radio station CFAI-FM.
- An interview was done for the radio program “Au rythme de l’Église.”

Participation in the Jazz Festival
In June, a group of volunteers from the city of Edmundston organized the Jazz & Blues Festival. The committee members participated as volunteers on Wednesday evening during the event. This activity raised our profile among the public.

Sharing of Information
Following the suicide of a few persons, and given the economic situation in the upper Madawaska region, a group of persons wishing to assist this population asked us for help. We provided them with an information kit containing a list of everything being done in the region by way of support and suicide prevention. These persons were also invited to join the committee as active members.
The Grand Falls Suicide Prevention Committee is proud to present its annual report on its suicide prevention activities. The year 2009-10 was brimming with activities promoting life. This dedicated committee is now composed of 13 professionals from the region who meet every two months.

In the summer of 2009, the committee had the privilege of taking part in organizing a five-kilometre race during the regional potato festival. The proceeds went to the committee. This activity was a way to raise funds for future projects, make people more aware of suicide, and acquaint people in the region with our committee.

ASIST
The members of the ASIST trainers committee attended several local and provincial meetings. Two ASIST training sessions were given in Edmundston between April 2009 and March 2010 by RHA 4, on January 11 and 12 and on January 25 and 26, 2010, with a total of 37 participants. In addition, a private session was given to the Maliseet First Nation, with a total of 19 participants.

SafeTALK
A SafeTALK training session was offered to three different groups during the year: 1) the members of the Madawaska Promotion of Life and Suicide Prevention Committee and a few employees of CCNB-Edmundston, 2) a group of Fraser Papers Inc. employees, and 3) members of the Maliseet First Nation.

We wish to express our deep gratitude to the members of the local committee, whether they be active members or resource members, for their involvement and their dedication to the cause of suicide prevention and promotion of life in our region. With the numerous activities carried out during the past year, we are sure we raised the awareness of many persons. We trust we helped to make a difference. Thank you!

Lise Ouellette Fernand Sirois
Chair Consultant

The Link Committee continues to be very active. This year, it participated in the regional potato festival parade, where it distributed various promotional items and where each school was represented by a specific banner carried by students from seven representative schools. The Link Committee printed new helping trees and student cards. During Suicide Prevention Month, with funding from the Suicide Prevention Committee, bilingual placemats were printed and distributed to restaurants in the region.

ASIST
Two ASIST training session were given in Edmundston by Zone 4: Jan. 11-12 and Jan.25-26, 2010, with a total of 37 participants. A private training session for the Maliseet First Nation was attended by 19 participants. No ASIST sessions were given in Grand Falls, but it should be noted that one of the trainers is from Grand Falls.

Plans
- implement the Link Program in the region’s major employers (McCain, Irving, Vitalité Health Network, zone 4);
- organize fund-raising activities;
- offer ASIST sessions in Grand Falls;
- develop an informative poster about suicide and the resources available in our region;
- maintain our visibility to further our basic objective, which is to promote life, make people aware of this cause, and develop community strategies to assist in suicide prevention.

Report prepared by:
Monique Dubé-Michaud, RSW, community co-ordinator
Kedgwick / Saint-Quentin
Suicide Prevention Committee -
Annual Report 2009-10 - Zone 4

To live is … to promote life.
“…We are there to help one another, to encourage one another, to congratulate one another on our achievements and support one another during times of difficulty. Together, we can preserve our will to live.”
Claire Gameau

The Kedgwick/Saint-Quentin Promotion of Life and Suicide Prevention Committee was very busy during 2009-10. We worked passionately to meet the challenges we had set, such as promoting community resources and the inner resources of each person. We completed the description of the different subcommittee tasks, and at our next meeting, we will propose a new subcommittee-based agenda.

In September 2009, we shifted our focus to be more visible within our communities. Accordingly, the official launch of the program took place in Kedgwick, with the unveiling of two large Link advertising signs, which were subsequently installed at either end of our coverage area. The event was covered by the media (including Radio-Canada).

In co-operation with the activity centre, baskets of positive thoughts were distributed at 12 locations in our community.

We presented three talks: the first, with Marc Gervais, on loving and respecting oneself, saw a full house, and the response was universally positive; the second talk, at our annual meeting, concerned a life experience and the methods used to overcome it; and lastly, during Suicide Prevention Month, through our public library, a talk by Rose-Anne Savoie dealt with loving oneself and others.

In addition, we:

- presented our information booth at Parenting Day and at a safeTALK workshop;
- observed Suicide Prevention Month by:
  - distributing placemats showing our region’s resources to all of the region’s restaurants and in the adbags,
  - radio programs describing certain community resources, such as Mental Health Services, CHIMO, etc.,
  - advertising blitzes recorded by elementary school children on topics relating to promotion of life,
  - introducing certain stakeholders to an activity based on sharing life’s little joys,
  - setting up booths in different ways for the distribution of our promotional material;
- distributed 100 information kits to different community stakeholders that appear on our helping tree to acquaint people with the committee and try to demystify the problem of suicide;
- offered four safeTALK training sessions between April 2009 and March 2010 (total of 58 participants), along with a literature table and, since February 2010, agreed to add a booth.
- presented a community recognition award and had an article and photo about the event published in the newspapers;
- donated books to the public and school libraries; and
- obtained an official proclamation from the mayor of Kedgwick recognizing the contribution of our committee and inviting the public to take part in the various awareness activities.

Each committee member is responsible for informing his or her colleagues about our committee’s activities and/or organizing activities within his or her work team/business.

Our committee has 17 members, and we held six meetings.

Our challenges for 2010-11
We very much hope to keep our members motivated through continuing education, work in subcommittees, update our material (helping tree, resource card), acquire a laptop, and above all, continue to promote our resources and promote life.

Report prepared by:
Pauline Whittom / Marjolaine Cyr, chair

Restigouche
Suicide Prevention Committee -
Annual Report 2009-10 - Zone 5

The Suicide Prevention Committee in zone 5 is composed of 14 members from community services working toward a common objective. The committee members are actively involved and met five times during the year. Each June we prepare an operational plan for the following year.

Our committee is composed of subcommittees that look after the activities listed below:

Book Project subcommittee
This subcommittee was not active this year.

It has a budget of $600.00 (i.e., 10 per cent of the Regional Prevention Committee’s budget).

The subcommittee distributes books to school libraries in the region and to the three community libraries in Dalhousie, Campbellton and Atholville.

The Link subcommittee
There are five members on this subcommittee.

The Link program is now present in all District 5 schools (except one), all District 15 schools, the learning centres, and CCNB-Campbellton.

This year, our main activity was the purchase of promotional material. All of the students who have the Link program received a carabiner highlighter, and all of the Link companions...
received a USB key with the Link presentations. This was done in co-operation with the SPC.

Information kits
All new members who join the Promotion of Life and Suicide Prevention Committee receive an information kit. The kit contains a description of the provincial and regional committees as well as pamphlets and documents relevant to the regional committee.

Following are some of the activities sponsored and planned by our regional committee:

- May 2009 – Mental Health Week – Articles in newspapers in partnership with the CMHA.
- August 2009 – Information kits for students at CCNB, Campbellton campus. We supplied pamphlets, bookmarks, etc., for 400 information kits distributed to the students.
- September 2009 – World Suicide Prevention Day – Articles in newspapers and radio spots.
- November, December 2009 – Radio spots in partnership with the CMHA and the CMHC.
- November 2009 – Addiction Treatment Week (newspaper articles).
- March 2010 – Female Wellness (door prize) in partnership with female wellness committee, Vitalité Health Network, zone 5.
- April 2010 – Booth in co-operation with the CMHC.
- We also worked on the design of a new logo for our regional committee. To be completed.

Suicide Prevention Month 2010
This year, we recorded advertising blitzes. The topics centred on the theme “Did you know that... suicide...” These 15-second blitzes were aired three times a day throughout February on CIMS 104 FM and CKNB.

Weekly articles were published in the local newspapers to promote the Month.

Booths: We placed three booths at businesses in the region, two in Campbellton and one in Dalhousie. We held drawings for $25 gift certificates from the merchants where the booths were located.

We borrowed an idea from the Miramichi region and produced a finger puppet containing info on self-esteem, stress, suicide, etc., and a few resources. All of the students who have the Link program received this little project, where the schools were encouraged to share in their French-language Personal and Social Development course.

safeTALK Training
We have four trainers in our region. We gave five safeTALK sessions in 2009.

ASIST training
Applied Suicide Intervention Skills Training (ASIST) was presented as follows: Six ASIST workshops were offered in 2009. One tune-up session was given in April 2010.

Overall impression and operation of committee
The past year was very busy and rewarding for the Acadian Peninsula Suicide Prevention Committee, with the preparations surrounding the annual general meeting and a prevention campaign entitled Je suis là pour toi (I am there for you).

Composition of committee
The committee is composed of 12 members from various agencies and the community. We recruited two new members this year: a member of the clergy and another member representing a local community agency.

Major projects
Trainers’ subcommittee
The trainers’ subcommittee has four trainers, and they offered two ASIST-X sessions during the past year. Since the refresher training for ASIST-X has been available in French since summer 2009, five refresher sessions have been offered.

Gay information subcommittee for Peninsula-Chaleur workers
This committee has a dozen members, representing various Acadian Peninsula and Chaleur region agencies. Its objectives are to inform and raise awareness among professionals and community members about sexual orientation in part through the search for tools and information with a view to making them accessible. The International Day Against Homophobia on May 17 was marked by radio advertising and posters put up in various agencies. Also, two coffee-and-conversation meetings were organized in May for persons affected directly or indirectly by homosexuality.

Annual general meeting organizing committee
Committee members were very active in preparing for the 2009 annual general meeting. That entailed considerable collaborative work, both among the members of the Acadian Peninsula Suicide Prevention Committee and with our partners in the community. We would like to single out the excellent work of the Mouvement Acadien des Communautés en Santé, which generously facilitated an activity on social inclusion during the meeting. Participants greatly appreciated that workshop, which prompted all of us to reflect on ways of promoting social inclusion in our communities.

“Je suis là pour toi” awareness campaign
In connection with Suicide Prevention Month, the committee launched its awareness campaign entitled “Je suis là pour toi.” This activity, using a pay-it-forward format, sought to end isolation and forge closer ties among our social support networks. In all, 5,000 clothespins were made, thanks to the generous contribution of the clients of our three activity
continues to make a financial contribution to the Ideal Centre on Feb. 12. It drew a good turnout. The committee during February. A conference on social inclusion was held at Electronic screen in the McDonald’s parking lot in Bathurst and waiting rooms. There was a great deal of publicity in newspapers and radio stations in the region and on the

Centre, clients of the addiction treatment centre, clients of Vie autonome de la Péninsule acadienne, and employees and trainees with Community Mental Health Services and Addiction Services. Posters were prepared by a committee member, and a road sign was produced by a graphic artist to promote the activity. The activity was launched with a news conference on Feb. 1, 2010. Radio spots and interviews also helped to generate interest. The clothespins made their way all over the Acadian Peninsula and even outside our region’s borders – to Quebec and Alberta!

Conclusion
Committee members are proud of the work accomplished this year. The projects were unifying, for them and their community. The committee expresses its appreciation for the provincial government’s financial support, without which it would be very difficult for it to continue to carry out its projects.

Lucie Michaud, M.A.Ps., L. Psych.,
Psychologist and co-ordinator,
Acadian Peninsula Suicide Prevention Committee

Chaleur Region
Suicide Prevention Committee -
Annual Report 2009-10 - Zone 6

The Suicide Prevention Committee of the Chaleur region aims to promote awareness of the phenomenon of suicide and the use of aid resources in our community. With 13 active members, the committee is well equipped to continue its work to achieve its objectives. Meetings are held every two months or more often if necessary, except from June to September. The committee has five sub-committees that meet as required.

Activities of sub-committees:

First Nations Pabineau:
This sub-committee remains very active in organizing awareness activities for First Nations in our region and beyond. Many members of these communities have received ASIST training, and this number increases each year.

Info Gay:
This sub-committee on the Acadian Peninsula continues to organize awareness activities such as advertising and coffee-talk during the international week against homophobia in May.

Awareness:
As in previous years, this sub-committee organized several activities during Suicide Prevention Month in February. These involved holding an information booth with free draw for a basket in different parts of the community such as schools and waiting rooms. There was a great deal of publicity in newspapers and radio stations in the region and on the Electronic screen in the McDonald’s parking lot in Bathurst during February. A conference on social inclusion was held at Danny’s on Feb. 12. It drew a good turnout. The committee continues to make a financial contribution to the Ideal Centre in Bathurst. It has organized social activities for mental-health consumers, an information kiosk and a coffee-talk on suicide prevention.

Training:
This sub-committee continues to provide on average three ASIST training sessions each year. It offered a session in January, February and April 2010. It has given financial support to send a member to the CASP conference in Manitoba in October 2010.

Link program:
This sub-committee continues to implement the program throughout the schools in the region.

Financial statement:
During the year, this sub-committee divided the budget as expenditures of the various sub-committees to provide better management.

Odette Arseneau,
Co-ordinator,
Suicide Prevention Committee - Chaleur region.

Miramichi Community
Suicide Prevention Committee -
Annual Report 2009-10 - Zone 7

The Miramichi Community Suicide Prevention Committee was not active for most of 2009 due to the job commitments of past committee chairs resulting from the Miramichi Addition and Mental Health Services amalgamation. In addition, my position as community social worker was temporarily placed on hold during a provincial request to be seconded to the provincial mental health youth team at the New Brunswick Youth Centre for one year. I returned to Addiction and Mental Health Services at the Horizon Health Network, Miramichi, in August 2009. Upon my return to the community social worker position, the position of chair of the SPC was transferred to my portfolio.

The first SPC meeting took place on Jan. 6, 2010. A high percentage of committee members returned to work on this committee. It was agreed that the committee would meet monthly, except July and August, from 8:30 a.m. to 10:30 a.m. Since January we have conducted monthly meetings with the exception of March due to the March break schedule. We plan to conduct a strategic planning meeting at the June 2010 meeting to set clear committee goals for when we commence in September 2010.

At the January meeting, I prepared a number of working documents for committee members to consider. An ongoing work document was compiled, which the committee members use it to keep us on task with a number of initiatives representative of the region and population we represent. Goals identified in this document are the following:

- SPC membership review and recruitment – it is reviewing our SPC membership demographic, and it is recruiting community members otherwise not represented on the committee. It is also developing a terms of reference for the Miramichi chapter regarding committee member and lead group roles and responsibilities. A draft has been provided to committee members for review and recommendations.

- Annual Report 2009-10
- Zone 7
Canadian Mental Health Association (CMHA)
As the provincial co-ordinator, Charline McLean continues to co-ordinate ASIST training in the Miramichi region.

- ASIST refresher took place on Feb 15 and 22, 2010.
- ASIST Tune Up took place at the Miramichi Regional Hospital on May 20, 2010.
- French T4T for ASIST is scheduled for Sept. 13-17 in Moncton.

Charline McLean requested the committee approval to purchase educational pamphlets for the community at the approximate cost of $1,500. All members presented voted in favour.

Suicide Prevention Month
Bilingual radio announcements and newspaper articles were arranged. Suicide prevention materials provided to our region by the provincial government were distributed among committee members. We have a collective representation of services where these items were made available. As a community social worker, I attended many community events and workshops and continue to distribute suicide prevention materials to the public.

- The radio advertisements were aired during the month.
- The article for the Miramichi Leader appeared in the Feb. 3 and 15 editions.
- Pamphlet display at the hospital, Feb. 8 - 12.
- Rogers TV ran an advertisement for the month and did a 15- to 20-minute interview with Charline McLean, representing the Canadian Mental Health Association (CMHA).
- Bilingual CMHA community workshops were held.

- A suicide awareness session took place on Feb. 8
- ASIST refresher took place on Feb 15 and 22
- Identified need: A workshop for seniors and caretakers took place on Feb. 25, at the Miramichi Regional Hospital; very positive feedback was received.
- French article sent to l’Acadie Nouvelle.
- In-house display information sent to different organizations and community partners.

Elders and mental illness
The SPC identified that elders in our region were experiencing an increase in mental health diagnoses or were otherwise being undiagnosed due to their age. Charline McLean prepared and conducted a workshop on this topic for elders, staff and their caretakers to promote awareness on this important topic on Feb.25 at the Miramichi Regional Hospital; very positive feedback was received.

Schizophrenia Society of New Brunswick
Since returning to my position as a community social worker, I have been working closely with the Schizophrenia Society about suicide prevention. I have developed a Power Point presentation on suicide prevention that I have shown while appearing as guest speaker at a number of events organized by the Schizophrenia Society.

Power Point presentation
I have developed a Power Point presentation to use in the community to educate individuals about suicide prevention and where to get help. References used for this presentation is the Living Works ASIST training booklet. Students at the New Brunswick Community College in Miramichi created this presentation. A smaller version will be prepared to be shown on televisions placed in four of our regional community clinics.

Signage
A topic we are addressing as Addiction and Mental Health Services how stigma affects the care our clients often receive in the community by professionals – specifically in the field of corrections. The SPC agreed to buy an English and French STOMP – OUT-STIGMA sign carried in the May 2, 2010, Schizophrenia Walk to raise awareness in the community about this very impactable reality.

Origami games
Charline McLean developed a bilingual Mental Health facts origami game. These are very popular with the youth in our region. Beth Foley Parker, a psychologist on our SPC committee, found a coping with stress origami game that will be brought to the SPC members for consideration to have printed for community events.

Public transit signage
Charline McLean is looking into getting signage on the new public transit shelters to promote suicide prevention awareness and where to seek help.

Update
Charline McLean has spoken with the secretary for public transit. Michele Cadogan is taking care of the advertising, and Charline McLean will be contacting her within the next few weeks. The only advertising available is on the outside of the bus and within the bus stop shelters. Charline McLean was to bring quotes to the next meeting.
Coping with grief workshop
This was run in the Miramichi area. Two SPC members attended. Their registration was paid by the Miramichi Community SPC.

Promotional items for youth
This has been an identified goal. Amsterdam promotional items have been contacted and several samples have been requested. These will be looked at by the committee, and we will purchase items to provide youth with the slogan, “Are you looking for someone to talk to?” and place the CHIMO and Mental Health office numbers on the key chain. So far we are considering purchasing a dog tag and a whistle style keychain that we think will appeal to the youth population.

Communities Addressing Suicide Together
The SPC has agreed to pay the expenses for one committee member to attend this session, to be held in Nova Scotia in October 2010. We agreed provide this opportunity to SPC committee members in order to recognize them for their commitment. Speaking at this conference will be Scott Chisholm, who will make a presentation about Collateral Damage (images of those affected by the suicide of a family member or friend). It is our goal to have our committee member contact Scott Chisholm to see if he could visit Miramichi during Suicide Prevention month in February 2011. This has been identified by the committee as a possible powerful post-vention educational opportunity in this region.

Changing Minds program
This is an anti-stigma workshop facilitated by the CMHA. It speaks of individuals who have considered suicide and/or have been stigmatized as a result of their mental health illness. As part of Mental Health Month in May 2010, Addiction and Mental Health Services in collaboration with the New Brunswick Youth Centre are hosting an information workshop. This will be offered to individuals working within the correctional field who work directly with clients with significant mental illnesses. We recognize that many clients with a mental illness are stigmatized and this barrier to services needs to be addressed. Information on how to get Changing Minds training will be provided to all participants at this educational forum. They will also be made aware that a Changing Minds workshop is scheduled for June 2-3, 2010 in the Miramichi area.

Demystifying mental illness
Psychologist William Gunn from Addiction and Mental Health Services Miramichi has prepared an article on this topic. It has been circulated to SPC members to use as an educational tool. This has been forwarded for translation and will be submitted to the English and French newspapers in our region.

Respectfully submitted,
Michele Bushey MSW RSW,
Community Social Worker,
Addiction and Mental Health Services,
Horizon Health Network - Miramichi

New Brunswick First Nations Suicide Prevention Task Force
Following a one-year hiatus, the New Brunswick First Nations Suicide Prevention Task Force began meeting again in January 2010. Our initial meeting was an opportunity for new and former members to be introduced and welcomed by Maliseet Elder Imelda Perley.

Although it was a stormy day, Imelda took the time to explain some of the teachings and ceremonies used among First Nations people. We learned the importance of the medicine wheel teachings; the language, songs and ceremonies such as smudging; the use of the sweat lodge; as well as birth and death ceremonies. More importantly, our members were reminded about the importance of self-care in the work that we do and setting boundaries for ourselves. This was a very valuable teaching, considering that almost all of the task force members live and work in the communities that they serve.

Our next meeting had a great turnout. We had 13 of the 15 First Nation communities represented among a number of our partners, such as RCMP, Union of New Brunswick Indians, CHIMO and St. Thomas University. It was at this meeting that we began to revise our work plan and map out the five areas that we will work on during the next two years.

The third meeting began our work with creating our terms of reference. Although the task force has been together for a few years, training had been in the forefront of the objectives. Today, we continue to meet the challenge of our members being dispersed throughout the province; however, we are moving in a direction of organizing our committee and continuing to provide training and support to the communities.

The five areas that the task force has committed to addressing are:

Recruitment - The task force has grown to representing 14 communities from eight. This has required partnerships with the health directors in identifying community champions who would best fit the task force.

Research - With the guidance and support of individuals such as Harrison Milliea, France Daigle and Murielle Doucette, the task force was well underway with the research, promising practices and adaptation of relevant training. An AHTF Adaptation project was completed this past year. The project required the ASIST training to be adapted to culturally relevant to First Nations and to be delivered in First Nation communities.

Support network - To (help) establish a support network for First Nation frontline caregivers (eg. EAP, debriefing/CISM). Recommendations have been sent to our federal partners at Health Canada to revise the process of referrals for the 12-hour crisis intervention counselling. During crises, task force members are able to connect with other communities that may have resources not yet developed within their own community. An example: crisis response teams. Further, members are able to connect with elders and ceremonial leaders to help their community members during a crisis. It seems that communities are now able to connect with service providers from the two regional health authorities, for further support for their community members. It must be added here that the most
significant outcome of this new relationship occurred during a conference call when one of the Mental Health Nurses (from a regional health authority) stated that whatever short-term or long-term plan is developed, we must be sure to include traditional elders. This acknowledgment and understanding will help to maintain relationships between this First Nation community and their provincial service providers. This is a great example of how two worldviews can complement one another in the interest of a community.

**Sustainability -** To organize training activities for front-line workers. The task force continues to recommend trainers for First Nation communities in suicide prevention. During our second meeting this year, it was recommended that the task force begin training youth in each community to become our future champions. The training that we are preparing for is R.E.S.P.E.C.T, which was created by the Chipman community. Each of our 15 First Nation communities will be able to send two adults and three or four youths during the Treaty Day weekend (October) 2010. The purpose of this is to promote resiliency in our youth and to include First Nations youth in the work of the task force by creating future champions.

**Cultural competence -** To act as a public relations body by promoting the history, plight and realities of the First Nations in New Brunswick. Since our last meeting, the task force has begun compiling names of members who facilitate cultural awareness sessions with provincial partners. The task force has also recommended its members to begin developing a workshop or session that is specific to their community; the same message was shared with the Maliseet Mental Wellness Mobile Team. Each of our First Nations communities has experiences in recent history that has affected the health and well-being of its members and that may have played a significant role in the incidences of suicides. Another recommendation that the task force has given to its members is to promote participation in local suicide prevention committees. It is through increased communication and participation that relationships and mutual understanding will occur.

We look forward to another successful year!

Stephanie Francis  
First Nations Health Liaison Co-ordinator,  
Acting Chair,  
New Brunswick First Nations Suicide Prevention Task Force

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**PROVINCIAL SUICIDE RESOURCE CENTER**

For books, articles, videos, etc visit the centre at CMHA NB Division

8:30-4:30 (Monday -Friday)  
403 Regent Street, Suite 202  
Fredericton, NB E3B 3X6

For those with mobility impairments, Service is available on the ground floor  
Master Log of resources is now available on the web.

Website  
www.suicideinformation.cmha.ca  
Orders can now be placed online.  
Resources will be shipped at no cost.