

# Thank you to all our donors!

This list represents all those who supported the Crisis Society financially or with in-kind donations for the fiscal year 2010-11.

## VISIONARIES (\$5000+)

Gaming Province of BC  
 Intraworks I.T. Management – Phil Stiller  
 United Way Central & Northern Vancouver Island  
 Vancouver Island Health Authority  
 Royal Canadian Mounted Police  
 A-Channel

## NORTH STARS (\$2500 – \$4999)

Cowichan United Way

## LIGHTHOUSE KEEPERS (\$1000 – \$2499)

Knights of Columbus Ascension Council #7991  
 Genesis Vocational Services – Tom Goss  
 Bernard Callebaut – Christine McAuley  
 MacIsaac Law Firms – John Jordan  
 Island Radio – The Wave & The Wolf  
 Investor Group  
 RBC Foundation

## LIFE PRESERVERS (\$500 – \$999)

Barrie G. Rogers  
 Town of Ladysmith  
 Island Timberlands  
 TD Financing Services  
 Royal Canadian Legion Branch #191  
 Cowichan Tribes – Lands & Governance  
 Cowichan Tribes – Tsewulhtun Health Centre

Herold Engineering  
 Campbell & Fairweather  
 St-John Ambulance  
 Vancouver Island University  
 Dairy Queen – Larry Kulai

## ANCHORS (under \$500)

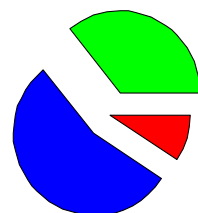
|                                            |                 |                        |
|--------------------------------------------|-----------------|------------------------|
| Maureen Dawson                             | Lisa Trimmer    | Don Coates             |
| Dr. Raymond Shred                          | Kim Bayliss     | Pamela Bartock         |
| City of Nanaimo                            | Darren Empey    | Theresa Demelo         |
| Rebecca Burden                             | Pamela Bartock  | Caitlin Funk           |
| Heather Prochnicki                         | Louise Slot     | Angela Anderson        |
| Aaron Vanderpool                           | Laurel Hilton   | Sharon Erickson        |
| Maggie Schulz                              | Bert St-Hilaire | Rick Owen              |
| Dan Vandersluis                            | John Mahaffy    | Dave Newcombe          |
| Joy Vikstrom                               | Ray Gerrard     | Margaret Fraser        |
| Roger Plamondon                            | Vaughan Wells   | Woodgrove Centre       |
| 24 Carrot Catering                         | Save on Foods   | Mid Island Co-op       |
| Nanaimo Daily News                         | Coyote's Café   | Donald & Margaret Ball |
| PhilanthroMedia Productions – Neil Cutler  |                 | Nanaimo News Bulletin  |
| Man about the House – Dave Fraser          |                 |                        |
| Johannsen Group RE – Kim & Jitka Johannsen |                 |                        |
| Coal Town Picture Framing – Joanne Cruise  |                 |                        |
| Fairwinds Community & Resort               |                 |                        |
| Pacific Gael Pipes & Drums – Gordon Webb   |                 |                        |
| Pattie's Party Palace                      |                 |                        |
| Vivid Photography – Neil Gaudet            |                 |                        |
| Kwik Kopy – Brad McAuley                   |                 |                        |
| Cowichan Women Against Violence Society    |                 |                        |
| Canadian Western Bank – Russell Burke      |                 |                        |

## CRISIS LINE STATISTICS April 1, 2010 to March 31, 2011

|                              | Mental Health Crisis Response | Interventions | Total Calls  | % of Calls  |
|------------------------------|-------------------------------|---------------|--------------|-------------|
| 1-800-SUICIDE                | 18                            | 28            | 906          | 3%          |
| 310 Mental Health Support    | 2                             | 11            | 1906         | 6%          |
| Vancouver Island Crisis Line | 2225                          | 173           | 28570        | 91%         |
| <b>Total</b>                 | <b>2245</b>                   | <b>212</b>    | <b>31382</b> | <b>100%</b> |

- Average calls per day: 86. Busiest day: November 18 – 142 calls.
- Follow-up calls completed to high-risk callers and for third-party call-outs: 151.
- 195 messages and 408 missed calls due to crisis line workers busy supporting other callers.

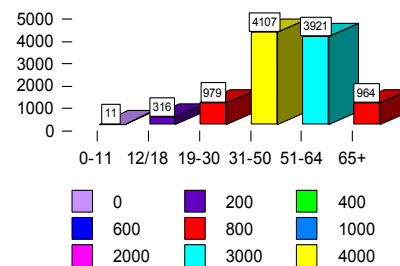
## Gender of Callers



Male 36%  
 Female 55%  
 Unknown/other 9%

## Estimated Age of Callers

Note: 21,066 were unknown



# Crisis Society

CENTRAL VANCOUVER ISLAND

Central Vancouver Island Crisis Society  
 P.O. Box 1118, Nanaimo, BC, V9R 6E7  
 Business Line: 250-753-2495  
 Toll-Free (BC only): 1-877-753-2495  
 Fax: 250-753-2475  
 Email: [info@cvics.ca](mailto:info@cvics.ca)  
 Website: [www.cvics.ca](http://www.cvics.ca)

## CRISIS LINE SERVICES

Vancouver Island Crisis Line 1-888-494-3888

1-800-SUICIDE Provincial Line 1-800-784-2433

Mental Health Support Provincial Line 310-6789

COMMUNITY EDUCATION &  
 SUICIDE BEREAVEMENT SUPPORT GROUP  
 250-753-2495 or 1-877-753-2495

Accredited Crisis Centre by the  
 American Association of Suicidology

## Affiliations

Canadian Association of Suicide Prevention (CASP)  
 Crisis Line Association of BC (CLABC)  
 Member Agency of United Way Central &  
 Northern Vancouver Island and of Cowichan United Way  
 Greater Nanaimo Chamber of Commerce

# Crisis Society

CENTRAL VANCOUVER ISLAND

*Supporting our Community  
 one Person at a time*

41st  
 ANNUAL  
 REPORT

2011

## Nature of Problems

|                                       |     |
|---------------------------------------|-----|
| Mental Emotional Health.....          | 41% |
| Information/Referrals .....           | 16% |
| Individual & Family Life Issues ..... | 14% |
| Suicidal.....                         | 07% |
| Addictions .....                      | 05% |
| Physical Health.....                  | 03% |
| Abuse/Family Violence .....           | 03% |
| Financial Concerns .....              | 02% |

## Service Utilization

|                       |     |
|-----------------------|-----|
| 8 am to noon .....    | 20% |
| noon to 4 pm .....    | 25% |
| 4 to 8 pm .....       | 21% |
| 8 pm to midnight..... | 18% |
| midnight to 4 am..... | 10% |
| 4 to 8 am .....       | 06% |

## Joint Report of the President and the Executive Director March 2011

The Crisis Society started the year off with the huge task of beginning the transition to the Vancouver Island Crisis Line service after winning the VIHA contract in March 2010. There was a heavy workload on staff from April to July where three other Island crisis lines were call-forwarded to the new Vancouver Island Crisis Line toll-free number 1-888-494-3888. The staff was challenged with relationship building in all the communities on Vancouver Island, especially in the Port Alberni and Mt. Waddington areas as local crisis lines continued to operate which created confusion for local residents.

The transition period started with the hiring of 13 new staff members on March 15, 2010, followed by the creation of several new policies and procedures. The following list highlights tasks completed during the transition period of April to June.

- New phone system and additional computers installed, including a new server
- New lease agreement signed with an expanded workspace
- Ownership transfers of three old crisis line numbers and call forward remote set up though Telus
- Protocols finalized with seven Mental Health Crisis Response Teams
- Expanded crisis line training with additional sessions
- Resource database reworked to include all Island resources
- Letter of introduction mailed to 50 Aboriginal Band Councils on the Island
- Website updated
- New Vancouver Island Crisis Line promotional materials designed, produced, and distributed
- Personal visits made to over 119 organizations across Vancouver Island
- April 1 – Crossroads Crisis Line and Campbell River Family Services Crisis Line transferred over to Nanaimo
- June 21 – Victoria’s NEED Crisis & Info Line transferred over to Nanaimo

Our greatest asset continues to be the people who work with us every day: 47 volunteer crisis line workers and trainees, 12 staff crisis line workers, eight members of our board of directors, a professional staff of eight (Office Manager of 24 years, Executive Director of 19 years, and Trainers with up to 15 years’ experience with the Crisis Society), and our generous donors. Three crisis line workers reached 1000 volunteers hours; two reached 500 volunteer hours; and seven completed 200 hours’ commitment on the crisis line.

Here are further highlights from the various program delivery areas:

- The **Community Resource Directory** was published again in January 2011 for the Mid-Island area. There was also a tremendous amount of work to update and retool the online resource database. It will cover all social service resources on Vancouver Island.

- **Vancouver Island Crisis Line Service (see call volume statistics in this report)** – Our crisis line call volume increased from approximately 15,000 annually to 31,382 last year. We continue to answer calls on two provincial lines the 1-800-SUICIDE and 310 Mental Health support line in addition to the expanded Vancouver Island Crisis Line. Our call answer rate on the provincial lines fluctuates at around 80%, which is the best call answer rate among the four provincial partners. Our call answer rate on the Vancouver Island Crisis Line was 98.6%. We are very proud of this call answer rate and will continue to work to improve our performance. A total of 8294 callers were asked about suicidal thoughts and a total of 19,718 callers implied/inferred they had an increased ability to cope after speaking with a crisis line worker. The largest call volume came from the Victoria area at 32%, followed by the Nanaimo area with 21%, then the Campbell River area at 10%. Ten percent of callers resided off Vancouver Island and other parts of British Columbia. Our crisis line coverage (number of crisis line workers on shift for a six-month average period) consisted of 34% double, 53% triple, and 13% quadruple coverage. Our crisis line was staffed by volunteers 29% of the time and 65% of the time by paid crisis line workers or staff persons. Volunteer honorariums totaling \$11,995 were paid out this year. The number of volunteers decreased this past year as we hired internally for all our new positions. We hope to recover our volunteer numbers next year. Three volunteer crisis line training courses took place, yielding 29 new crisis line volunteers out of 37 trainees. There were five refresher/small group training sessions facilitated for 51 crisis line workers.
- **Promotion of the new Vancouver Island Crisis Line service** – New promotional materials were created, including youth-friendly posters and wallet cards. The following materials were distributed Island-wide: 8499 rack cards, 72,430 client wallet cards, and 2482 posters. We participated in two mental health forums (Comox Valley and Victoria) as well as the Cowichan Tribes’ Mental Wellness Day. Thirty-three newspaper articles were written about the new service. Media coverage also included 14 radio interviews and one TV news story. Three large-scale promotional advertising campaigns were launched this past year to increase awareness about the 1-888-494-3888 crisis line number, including Crisis Line Awareness Week in late March.
- **Community Education** – We facilitated four ASIST (Applied Suicide Intervention Skills Training) courses at which a total of 61 people were trained. We delivered one CIST (Crisis Intervention Skills Training) workshop to 16 people. Sixteen community briefings about crisis line services and other workshop topics were delivered to over 300 people. Five *Suicide Awareness & Response* training workshops were also facilitated, including two to Nanaimo Regional General Hospital Pediatric Nurses.
- **School Suicide Prevention – Three-Tiered program approach:**
  - Tier 1** – Three school suicide protocol training workshops were provided to over 70 school personnel in School Districts 68 and 79.
  - Tier 2** – In SD68, 24 counselors were trained in ASIST (Applied Suicide Intervention Skills Training). Fifty CUPE staff were trained in *Suicide Awareness & Response* as part of a Pro-D Day.
  - Tier 3** – Eight **GRASP** (Growth, Resiliency, Acknowledgement, Suicide awareness, Prevention and planning) 12-hour gatekeeper training workshops were provided to 88 students in SD68. GRASP training was also facilitated in SD79 to 24 Frances Kelsey students. Twenty *Speak Out, Reach Out, Help Out* presentations were

delivered to 505 students in SD68 and four presentations to 128 students in SD79. This school-based prevention program continues to be a part of a collaborative research evaluation project headed by Dr. Jennifer White of the University of Victoria.

- **World Suicide Prevention Day (WSPD)** – The fifth annual vigil was held on September 12 for those who have lost a loved one to suicide. We did not include a walk this year as part of the event but rather focused on providing support to attendees at the Port Theatre, where there were 105 people in attendance. On September 15, a free *Suicide Awareness & Response* workshop was offered (fee by donation) to 18 participants. We also attended WSPD awareness activities with Snuneymuxw First Nation on September 14.
- **Suicide Bereavement Support Group** – Thirty-nine members sought support from this group in the last year via monthly meetings, coffee meetings, phone calls, and monthly emails.
- **Provincial Matters** – Our Executive Director stepped down after four years as President of the Crisis Line Association of BC (CLABC, which represents 14 generic crisis lines in the province); she was subsequently elected Treasurer. The Program Manager continues working for CLABC for eight hours per week due to limited funding available. A small amount of funding was secured; \$30,000 was granted by the Provincial Health Services Authority to help continue with the two provincial lines: 1-800-SUICIDE and the 310 Mental Health Support Line. The CVICS continues to provide bookkeeping services for CLABC.
- **Staff Development** – Three conferences were attended: AAS (American Association of Suicidology) in Portland, Oregon; CLABC (Crisis Line Association of BC) in Richmond, BC; and CASP (Canadian Association of Suicide Prevention) in Halifax, Nova Scotia. One staff member attended Nanaimo Hospice volunteer training in exchange for one of Hospice’s staff attending our ASIST course. The yearly staff retreat was facilitated in two sessions this year to accommodate the larger size group; it was a successful team building exercise. Thirteen staff successfully wrote the exam for their crisis line worker certification with AAS.
- **RCMP Appreciation Dinner & Crisis Society 40<sup>th</sup> Anniversary** – The event was held February 12 with a total of 271 people in attendance. The event was marked this year with a special celebration of the Crisis Society’s 40<sup>th</sup> anniversary. This event has been a wonderful relationship building opportunity. However, it was the last one to be organized by the Society. The amount of time to plan and organize such an event is no longer possible as our mandate has shifted to Island-wide service. We thank the business community and the RCMP officers from the Mid-Island area for their support of this event and the suicide prevention programs it funded.

### Plans for 2011-2012 include:

- Revisiting the need and costs to print the Mid-Island Community Resource Directory
- Continuing to build relationships with school districts to complete the implementation of suicide prevention programs.
- Revisiting BC Gaming and other funding sources to ensure the continued facilitation of the school suicide prevention programs.
- Revisiting the Crisis Society’s five-year strategic plan, including our mandate and focus for community education in light of the VIHA contract for crisis line service now offered Island-wide.

## Mission Statement

The Central Vancouver Island Crisis Society is committed to providing an accessible, 24-hour, telephone response service. We endeavour to provide emotional support during times of crisis, information about community resources, education intended to promote community wellness, and to reduce the incidence of suicide. We value the principles of confidentiality, non-judgmental acceptance, respect for diversity, personal empowerment and cooperation.

### Board of Directors 2010-2011

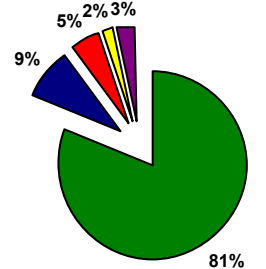
John Jordan, President  
Dr. Raymond Shred, Vice-President  
Maggie Schulz, Secretary  
Lisa Trimmer, Treasurer

Phil Stiller  
Don Coates  
Maureen Dawson  
Sharon Erickson

### 2010-2011 Financials

Revenue: \$808,094

- 81% VIHA
- 9% Gaming Policy & Enforcement Branch
- 5% Donation & grants, membership, fundraising
- 2% Community Education & Resource Directory
- 3% United Way



Expenses: \$814,319

- 83% Crisis Line
- 10% Community Education & Resource Directory
- 7% Administration & Fundraising

