



centre for  
suicide prevention

# inform



# transform

CENTRE FOR SUICIDE PREVENTION

2018 - 2019 ANNUAL REPORT

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## A message from the Board President and Executive Director

This past year has been marked by much individual and societal transformation. More people are taking our workshops and reading our educational materials than ever before. More organizations are approaching us for suicide awareness presentations in their workplaces. While stigma remains, it is being challenged.

Are we making a difference? How do we know? Every year we report our output numbers: the volume of work we produce and how much uptake occurred. This year we are proud to present our outcome numbers as well, those numbers that quantify changes in our clients' behaviour: are you ready, willing and able to help someone at risk of suicide? We are delighted to say people are reporting that they are. They are transformed.

**WE ARE LEADERS IN SUICIDE PREVENTION.** For over 35 years, we have educated people about suicide and its prevention: We inform policy, sit on collaboratives and give expert advice all over the world. We equip people with the skills and knowledge necessary to help someone at risk of suicide.

We inform to transform: once people know suicide is preventable, and understand the role they play in its prevention, they reach out to support the lives of others, the lives of those who cannot see a way out of their deep psychological pain. When we are informed about suicide, we can help someone in their moment of crisis; we can help save a life.



Carmelle Hunka, President  
Board of Directors



Mara Grunau, BEd, MPA  
Executive Director

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## Who we are

### STAFF

—  
Akash Asif, BCom, BSc, MPP  
*Engagement Specialist*

—  
Tammy Bogdane  
*Engagement Organizer*

—  
Hilda de Boer  
*Workshops Coordinator*

—  
Miriam Groot  
*Trainer Liaison*

—  
Mara Grunau, BEd, MPA  
*Executive Director*

—  
Karin Lavoie, BMus, MLIS  
*Librarian*

—  
Robert Olson, BA, MLIS  
*Librarian*

—  
Hannah Ratz, BA  
*Registrar*

—  
Hilary Sirman, BA, BEd, MPA  
*Engagement Director*

—  
Brenda Ann Taylor, BEd, MCS  
*Communications Advisor*

—  
Crystal Walker, BCS  
*Communications Coordinator*

—  
Diane Yackel, BScN, MA  
*Executive Advisor*

+

156  
Trainers

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### ASSOCIATES & OTHER STAFF

—  
Priscilla Lalonde, BSW, RSW

—  
Dave MacLeod, MSc, RPsych

—  
Trish McAllister-Hall, BA, MA

—  
Suzanne McLeod, BA, MA,  
PhD Candidate

—  
Shelly Qualtieri, RSW, MA

—  
Scott Rodda, BA

### BOARD

—  
Carmelle Hunka, President

—  
Linda Beaton, Vice President

—  
David Dart, Secretary-Treasurer

—  
William Bone, Director

—  
Michael Power, Director

### VOLUNTEERS

—  
Andrew Bone

—  
Marlene Deimert

—  
Merle Deimert

—  
Ron Hagg

—  
Alyssa Hill

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## Key partners

We have many community partners and now, more than ever, influential organizations are prioritizing suicide prevention efforts. Our work is transformed through the grants and contracts we have with them.



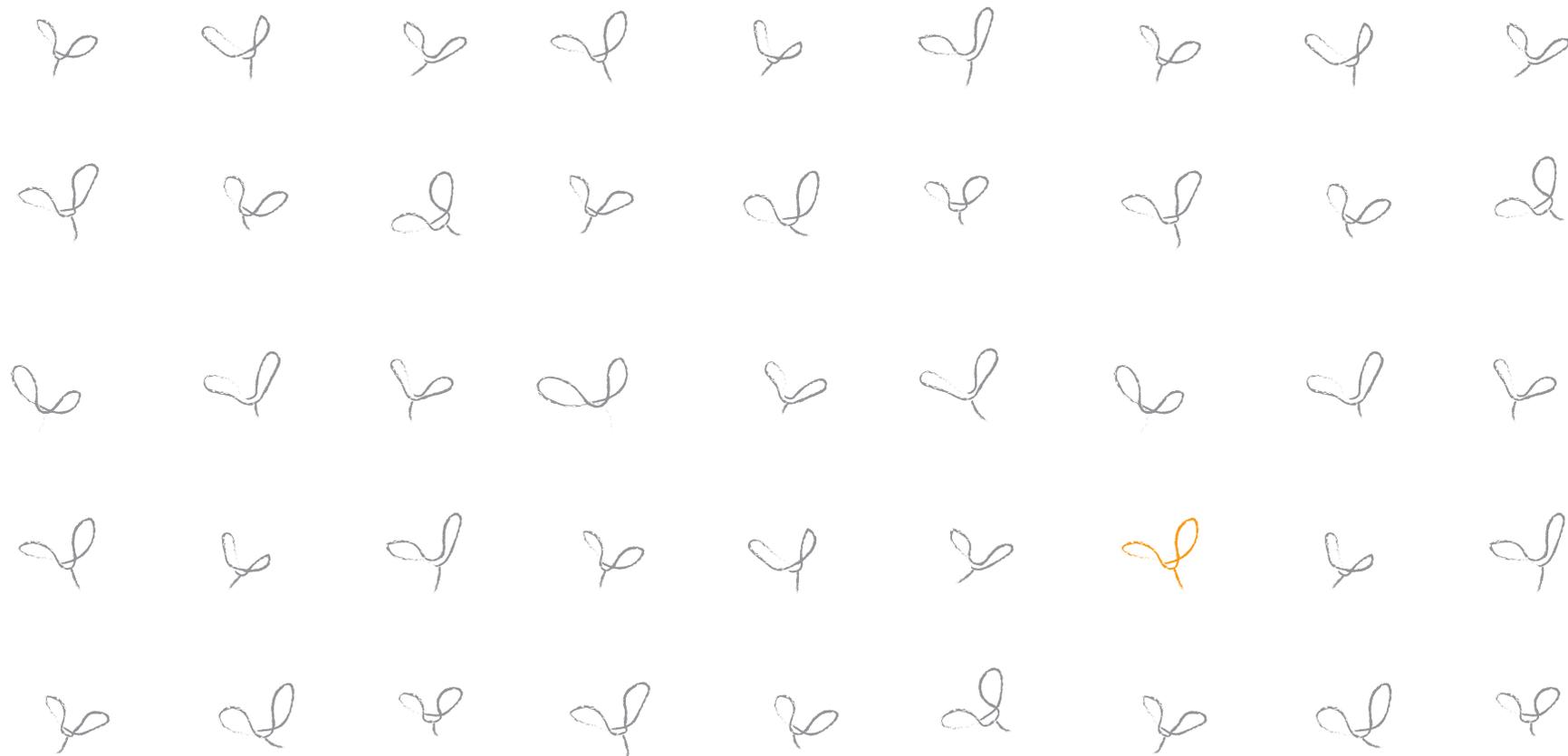
Max Bell  
Foundation



Christmas  
FUND

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We **inform** to **transform**:  
once people know suicide  
is preventable, and  
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play in its prevention,  
they reach out to support  
the lives of others.



# we inform

People with the information, skills, and knowledge to prevent suicide transform our society by creating a safe space for those who are struggling with thoughts of suicide.

# 82,622

learning hours

Our output numbers from April 1, 2018 to March 31, 2019:

# 7,810

workshop participants

# 2,942

mailing list subscribers

# 241,870

website visits

# 20,593

social media followers

# 14

presentations

# 422

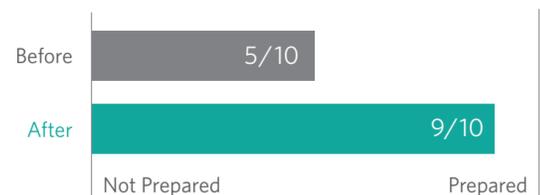
workshops



After attending an ASIST workshop:

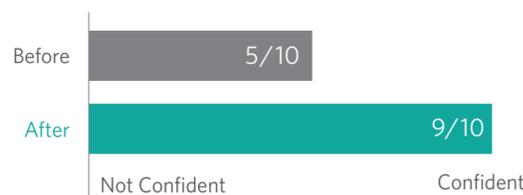
# 92%

of participants feel more prepared to help



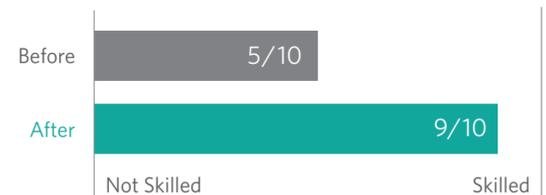
# 87%

of participants feel more confident to help



# 90%

of participants feel more skilled to help



# we transform

After taking the ASIST (Applied Suicide Intervention Skills Training) workshop, participants feel more equipped to respond to those at risk of suicide. They report feeling more prepared, confident, and skilled to help someone at risk of suicide.



Centre for  
Suicide Prevention

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We are the Centre for  
Suicide Prevention, a branch  
of the Canadian Mental  
Health Association. For  
35+ years we have been  
equipping Canadians with  
knowledge and skills to  
respond to people at risk of  
suicide. We educate for life.



centre for  
suicide prevention



Canadian Mental  
Health Association  
*Mental health for all*