

Using New Technology to Enhance and Promote Mental Health Services

Presenters:

David Clarke (Durham Mental Health Services)

Dmitri Logounov (New Design Group)

OVERVIEW

- Social Media
- Facebook
 - Twitter
 - Flickr

2nd Edition Suicide Prevention & Intervention App

- Open
discussion
- Tips
 - Strategies
 - Website/technologies

About Durham Mental Health Services

- Operating since 1987
- Accredited with Exemplary Standing by Accreditation Canada (2012, 2016)
- Over 20 program sites in Durham Region and Scarborough
- Over 200 staff





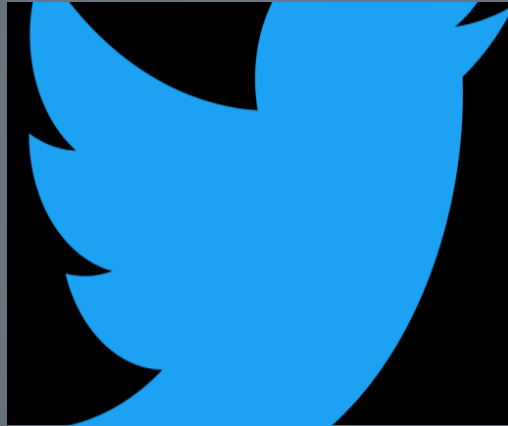
Programs and Services

- Crisis Response (including C.A.L.L. – Crisis Access Linkage Line)
- Community Support (case management)
 - Forensic Transitional
 - Dual Diagnosis
 - Seniors
 - Hospital-to-Home partnership
- Residential Services
- Consumer-Survivor Initiatives
- Mental Health Court Support
- Family Support

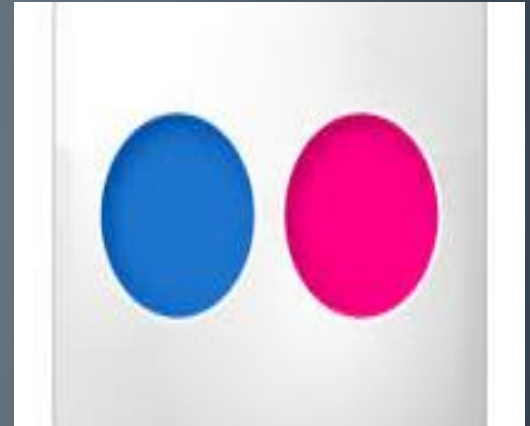
SOCIAL MEDIA



FACEBOOK



TWITTER



FLICKR



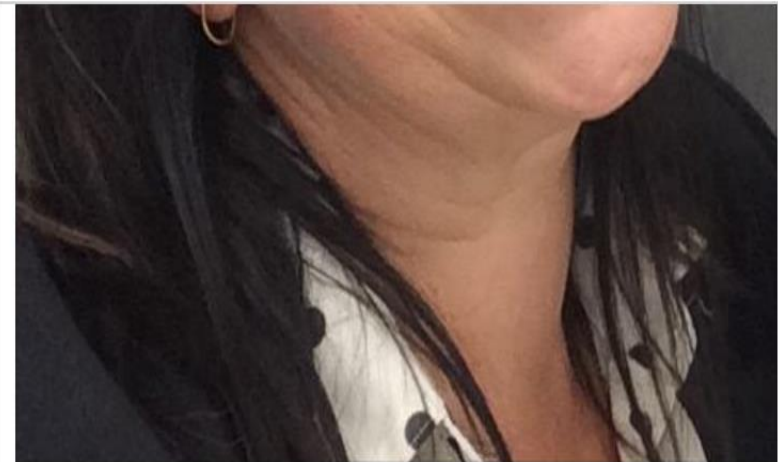
Durham Mental Health Services

Published by David Clarke [?] · May 3 at 11:43am · 🌐

Bowmanville High School's Dance Program Donates \$3500 to Durham Mental Health Services

The dance program at Bowmanville High School recently made a donation to Durham Mental Health Services. Performing arts teacher Karen Grave organized the donation and spoke to DMHS about how it

"I'm lucky enough to run a pretty large dance program here at Bowmanville High School," Karen explains. "We do a show every year and the proceeds towards a local charity... [See More](#)



12,605 people reached

[Boost Post](#)



Like



Comment



Share



Makaela Danielle Collins, Kate Hooper and 198 others

[Top Comments](#) ▾

83 shares



Write a comment...



Sheila Crosby Barchard Great Job Karen! Love the shows at BHS! You

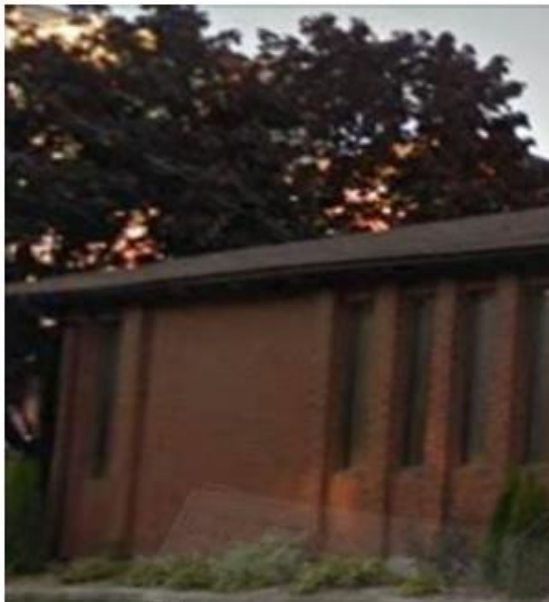


Durham Mental Health Services

Published by David Clarke [?] · April 4 · 🌐

DMHS' brand-new Oshawa Crisis Beds location is officially open and accepting clients. Thank you to everyone who has worked so hard to get everything up and running!

To enquire about a bed, please call DMHS C.A.L.L. (Crisis Access Linkage Line) at 905-666-0483 or toll-free 1-800-742-1890.



13,396 people reached

Boost Post

👍 Like 💬 Comment ➦ Share

👍❤️ Anita Idema, Barbi Von Boetticher and 64 others

Top Comments ▾

145 shares



Write a comment...



Valerie Wurtz Is there any thing you need that we can donate to help and show our support ?

DMHS Communications Strategy

- Monthly newsletter (“DMHS Connections”)
- Monthly press releases
- Regular agency stories (including client stories)



“DMHS Connections” (Newsletter)



Since 1987

Durham Mental Health Services

CONNECTIONS

May 2017



Client & Family Centred Care

Focus on: Oshawa Crisis Beds Opening

Durham Mental Health Services is pleased to announce the official opening of our third crisis bed location on Wednesday, May 10th. Centrally located at 209 Simcoe Street North, Oshawa, this new six-bed crisis site complements DMHS' long-established crisis locations in Whitby and Ajax.



“We are pleased to be able to support our partners at Lakeridge Health Oshawa,” says DMHS CEO Rob Adams, “through our Hospital-to-Home program and now by giving clients an option other than admission to hospital when they are experiencing distress.”

Oshawa Crisis residents are supported during their stay by a multi-disciplinary team of health professionals,

New Seniors' Response Program

DMHS's new Senior's Response program is a partnership with the Region of Durham. It is funded to support tenants at risk of eviction in Region of Durham Local Housing Corporation (DRLHC) senior's sites, and tenants identified as being at risk at Durham Region Non-Profit Housing (DRNPH) sites. The program is not open to the general public. Referrals will come from Region of Durham staff & tenants directly to the team. Supports will be provided by a Registered Practical Nurse (RPN), a Personal Support Worker (PSW) and mental health case managers. The team will support 17 locations across Durham region.

Wellness Challenge

During the months of February and March DMHS took part in a company wide Wellness challenge. The dozens of participants ranged from Relief Workers and Human Resources interns to Program Directors and CEOs.

What did you think of the Wellness Challenge? In order to gauge the reception of our challenge we put out a quick survey, and this is what you said:

- 80% said they participated to make a positive change.
- 73% who participated noticed a difference in their overall wellness
- 84% said they have maintained positive changes they made during the challenge

Here are a few of our winners receiving their well-earned prizes:



On behalf of your Wellness Committee
(Alana Timmers, Brandi Antoniak, Donelle
Latimer, Sarah Macleod and Tanya Conlin)

Well Done Wellness Warriors!



Ethical Reflections

Our last ethical reflection involved a professional caregiver receiving an unsolicited gift from a former client. This pertains to two important issues: (1) accepting gifts and (2) dual relationships. Since – critically – the gift came from a client with whom the caregiver had no unusual relationship, there was no attempt on the part of the caregiver to blur the boundaries of “helper” and “client.” This is a matter we all must attend to in our work, given the power imbalance involved. What about the first issue? When is it OK to accept a gift? DMHS policy (13.07) states , “Board members and employees are prohibited from accepting personal gifts of material value, payments, or any other benefits, from clients, family members, other service providers, or contractors, which could reasonably be deemed to influence the employee in the performance of his or her duties.” In our example, there was no possibility of undue influence, since the client was deceased. At the very least, however, the caregiver needs to consult knowledgeable and unbiased supervisors or colleagues and to carefully document his decision in the interest of transparency.



Success is achieved by developing our strengths. – Marilyn vos Savant

Press Releases



Community Comes Together to Conduct Durham's First Homelessness Point-in-Time Count

FOR IMMEDIATE RELEASE

WHITBY, ON (February 23, 2017) – Durham's first Point-in-Time Count, a comprehensive census of people who are homeless in Durham, was held over a 24-hour period on February 15 and 16.

The Count was made possible by federal funding through the Homelessness Partnering Strategy and was led by the United Way of Durham and Whitby.



and was led by the United Way of Durham and Whitby.

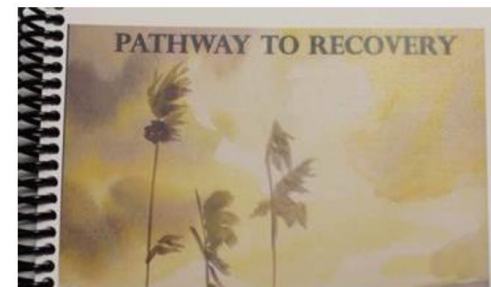
Approximately 100 volunteers canvassed door-to-door in the city of Durham.



4th Edition *Pathway to Recovery* Guidebook Published for Families Impacted by Mental Illness

FOR IMMEDIATE RELEASE

WHITBY, ON (February 6, 2017) – The Canadian Mental Health Association Durham (CMHA), Durham Mental Health Services (DMHS) and Lakeridge Health Corporation are pleased to announce the release of the fourth edition of *Pathway to Recovery: A Guidebook for Families Navigating the Mental Health System in Durham Region*.



Agency Stories (including Client Stories)



Success Story - [REDACTED]

March 2017

[REDACTED] graduate who wished to pursue a career in her chosen field. After working at [REDACTED] for several years [REDACTED] developed an addiction to opiates. Her addiction [REDACTED], at a point when her life and her future seemed to be unravelling. With the help of DMHS Court Support and other services, [REDACTED] has been rebuilding her life. Here is her story.

UOIT/Durham College's Kappa Eta Chi (KHx) sorority recently held a fundraiser at Brew Wizards Board Game Café in Oshawa. KHx Communications Lead Shae Slauko explains how this event came to be:

"Kappa Eta Chi (KHx) was founded as a sorority in May of 2016. We are a very diverse group of women that have a focus on acceptance and equality. We may be a social sorority but we like to contribute to our community by supporting, fundraising, and raising awareness for philanthropies and strive to make a positive change in our community.

"We recognize that the lives of people with mental health conditions are often plagued by stigma as well as discrimination. That's why Kappa Eta Chi decided to team up with Durham Mental Health Services (DMHS) to help raise awareness and eliminate the stigma surrounding mental health. We as a sorority believe now is the time to talk about it more than ever. Being a part of the millennial generation, we are more inclined to talk about mental health. Many other generations are less open to talking about this subject as it is seen as taboo. Both KHx and DMHS are collectively capable of doing amazing things that impact the lives of people we have never met. The money we raised will help to provide more services and support to individuals and families who are living with a mental health illness. We are proud to work alongside DMHS with bringing mental health illness into the light. Our hope for this event was to get as many people to participate in having conversations discussing issues related to mental health to raise awareness. With support from DMHS, people will slowly start seeing mental health in a different perspective that allows this stigma to be eliminated. This event will hopefully get others inspired to take actions to improve mental health in their families, schools, and communities."

A big "Thank You" to Kapp Eta Chi and Brew Wizards Board Game Café for their generous support. By raising awareness and challenging stigma, they are making it easier for people to reach out for help if and when they need it.





Durham Mental Health Services

Published by David Clarke [?] · April 20 · 🌐

An interview with 4 of DMHS' 17 (!) current students.

<http://dmhs.ca/uncatego.../interview-dmhs-17-current-students/>



An Interview with Some of DMHS' 17 Current Students

DMHS is a placement destination for post-secondary students from a variety of hu...

DMHS.CA



Durham Mental Health Services

Published by David Clarke [?] · April 24 at 10:25am · 🌐



Coordinated care plans (CCPs) help DMHS provide integrated and effective support to clients and their families!

<http://dmhs.ca/.../coordinated-care-plans-ccps-helping-dmhs-.../>

Coordinated Care Plans (CCPs) are Helping DMHS Pro...

Coordinated care plans, or CCPs, have become integral to how DMHS provides cli...

DMHS.CA



Durham Mental Health Services

Published by David Clarke [?] · May 18 at 9:26am ·

Oshawa Mayor John Henry knows that #HopelsEssential!





Marques de commerce
Certificat d'enregistrement

La présente atteste que la marque de commerce identifiée dans l'extrait ci-joint, tiré du registre des marques de commerce, a été enregistrée et que ledit extrait est une copie conforme de l'inscription de son enregistrement. Conformément aux dispositions de la Loi sur les marques de commerce, cette marque de commerce est renouvelable tous les quinze ans à compter de la date d'enregistrement.



CANADA 150

Trade-marks
Certificate of Registration

This is to certify that the trade-mark, identified in the attached extract from the register of trade-marks, has been registered and that the said extract is a true copy of the record of its registration.

In accordance with the provisions of the *Trade-marks Act*, this trade-mark is subject to renewal every 15 years from the registration date.

HOPE IS ESSENTIAL

Numéro d'enregistrement
Registration Number

TMA970,090

Numéro de dossier
File Number

1758842


Registraire des marques de commerce
Registrar of Trade-marks

Date d'enregistrement
Registration Date

4 mai/May 2017

(CIPO - 196)
12-01-17

Canada

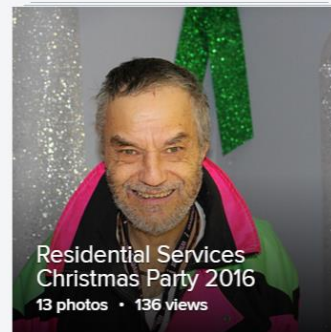
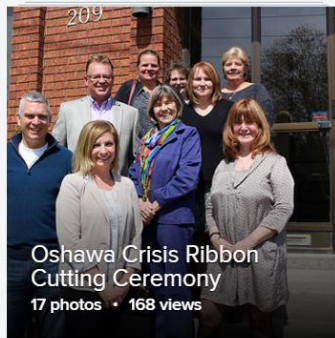
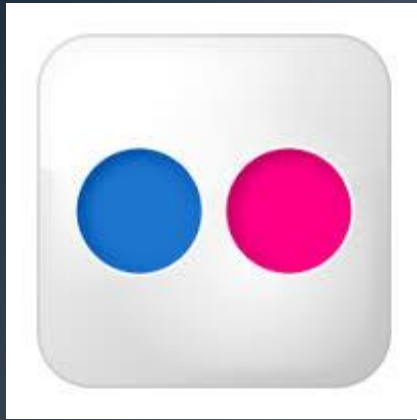


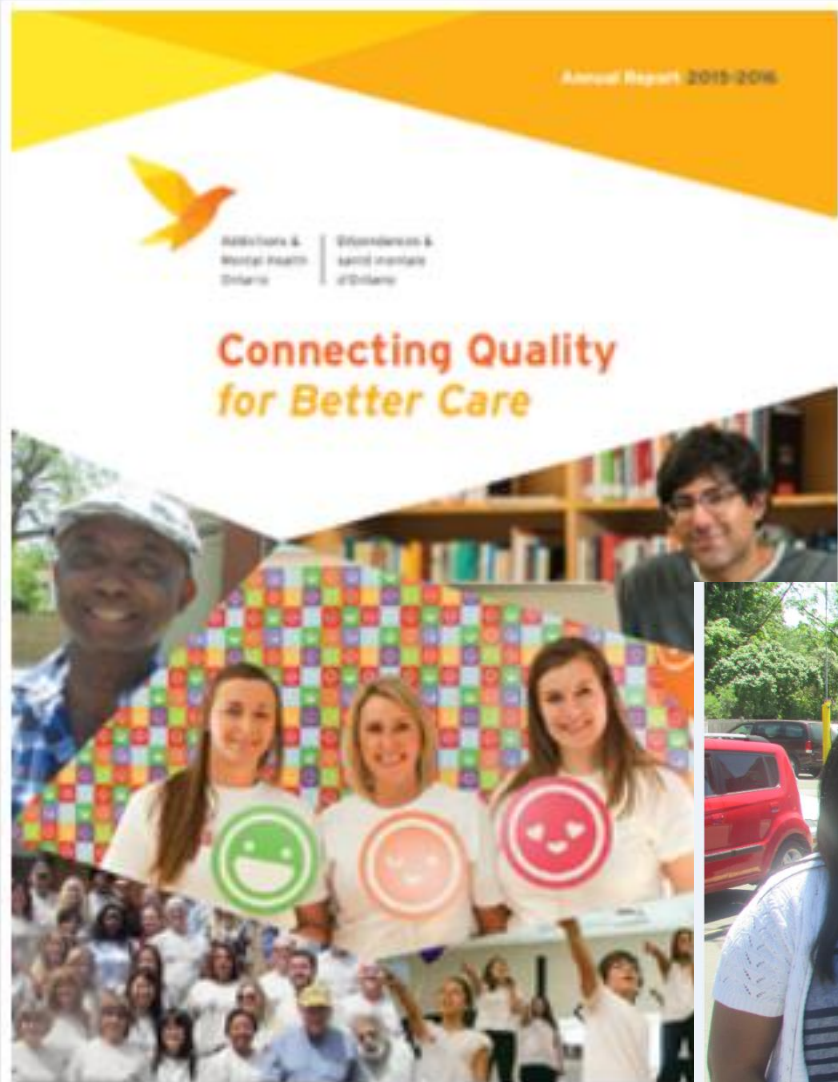
The profile card features a header image showing two hands holding the word "HOPE" against a bright, cloudy sky. Below the image is the DMHS logo, which includes a stylized bird icon and the text "DMHS Durham Mental Health Services". The profile name is "Durham Mental He..." and the handle is "@DMHS_Durham". At the bottom, there are three statistics: "TWEETS 634", "FOLLOWING 100", and "FOLLOWERS 371".

DMHS
Durham Mental Health Services

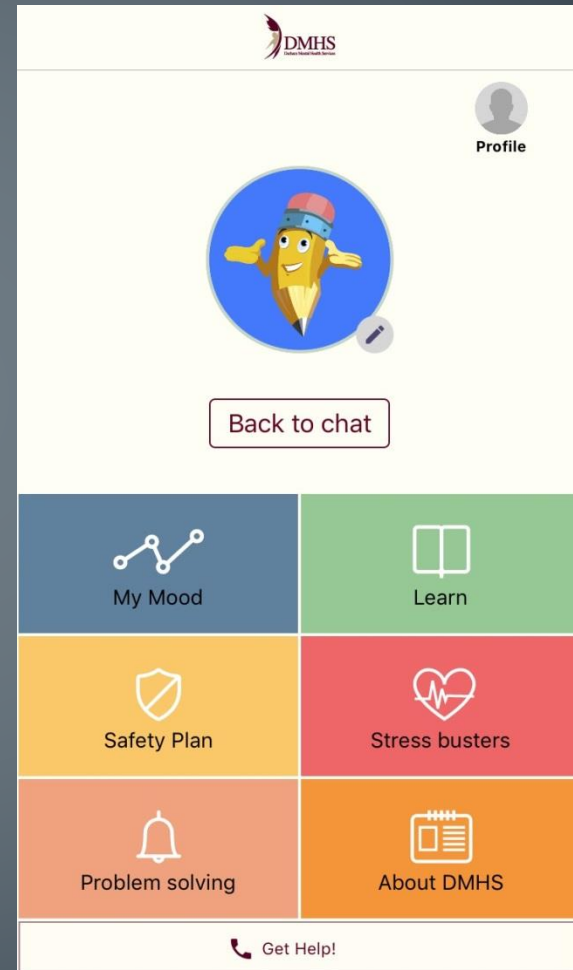
Durham Mental He...
@DMHS_Durham

TWEETS	FOLLOWING	FOLLOWERS
634	100	371

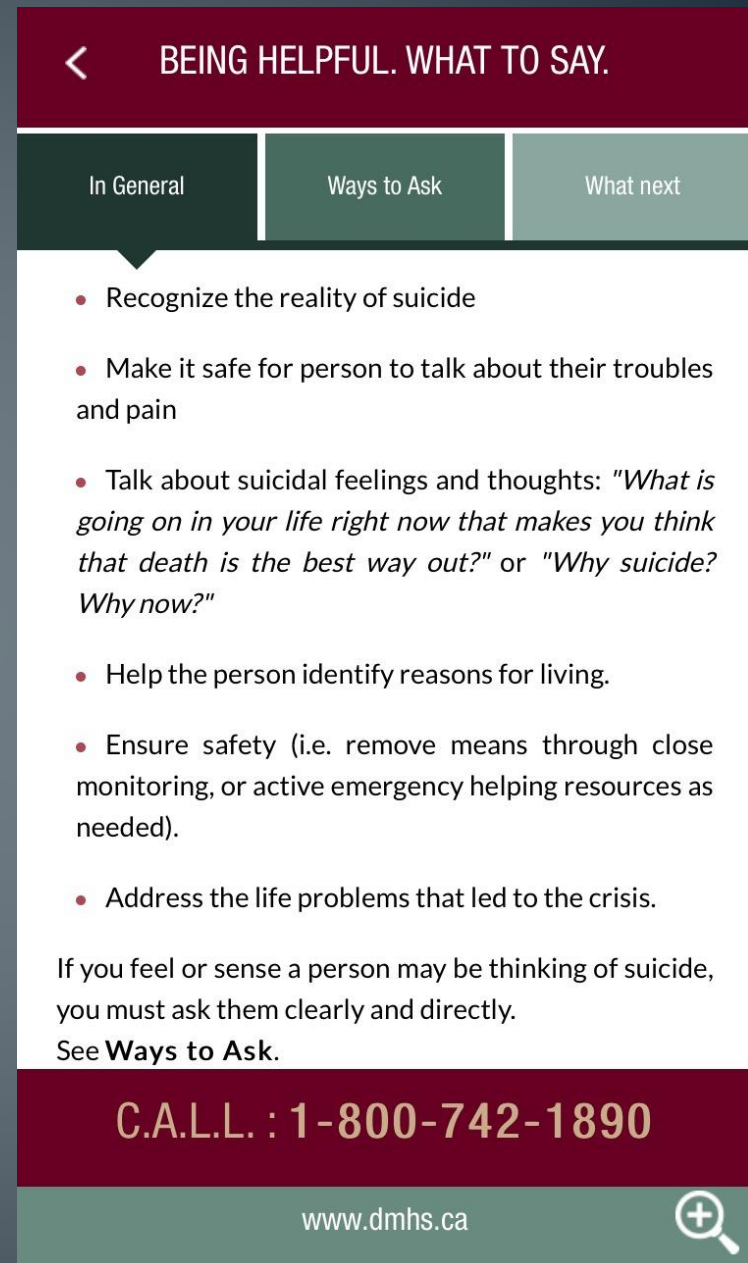




2nd Edition Suicide Prevention and Intervention App



1st Edition App



1st Edition App



TEENS & YOUNG ADULTS

Possible Risk Factors

- Moving away from adult supports (family and school)
- Turbulent or confused peer relationships
- Cognitive changes - able to imagine a future stretching out ahead; ability to picture one's own death and consider it one among an range of "problem-solving" options; to plan and carry out suicide
- Intense physical, social, educational, and employment demands
- More depression and substance use/abuse

Note: Some of the above factors that had been protective in early childhood now become potential risk factors.

Further Background Information Regarding Youth Suicide:

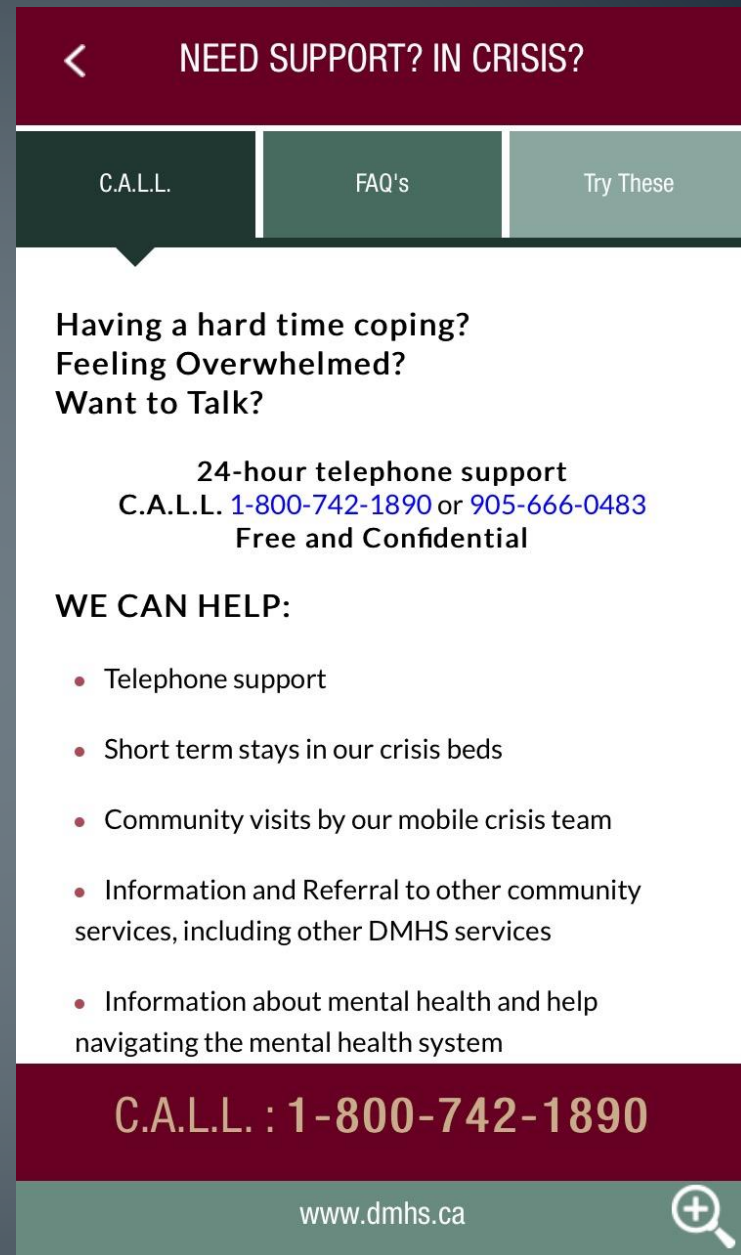
Drastic Rise in Rates from Childhood to

C.A.L.L. : 1-800-742-1890

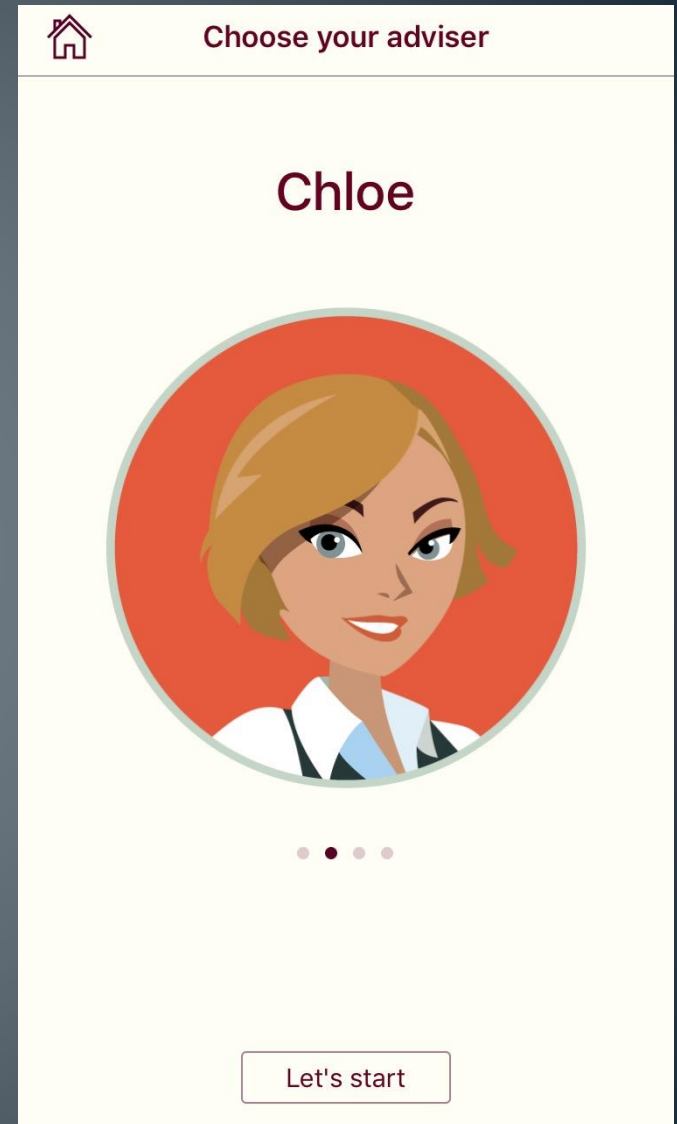
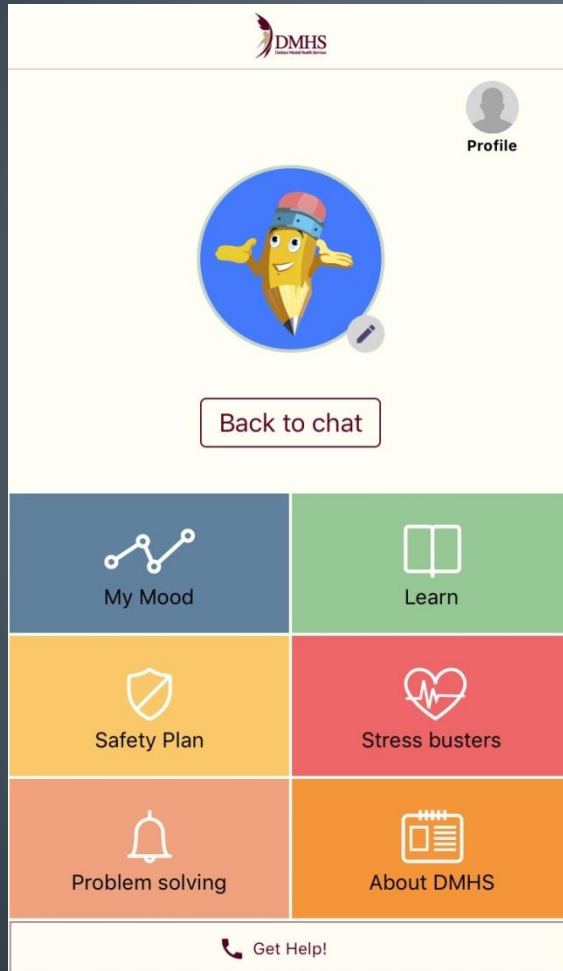
www.dmhs.ca




1st Edition App




2nd Edition Enhancements




2nd Edition Enhancements






Happy to meet you, Andy. How old are you?

I'm over 25 years old.



Are you in crisis, Andy?


Yes, I'm in crisis.




Do you have suicidal thoughts?

Yes


No





Do you have suicidal thoughts?

No.



What is exactly bothering you?

☐ Feeling like a burden to others

☐ Feeling socially isolated or rejected

☐ Marital problems

☐ Divorce or separation

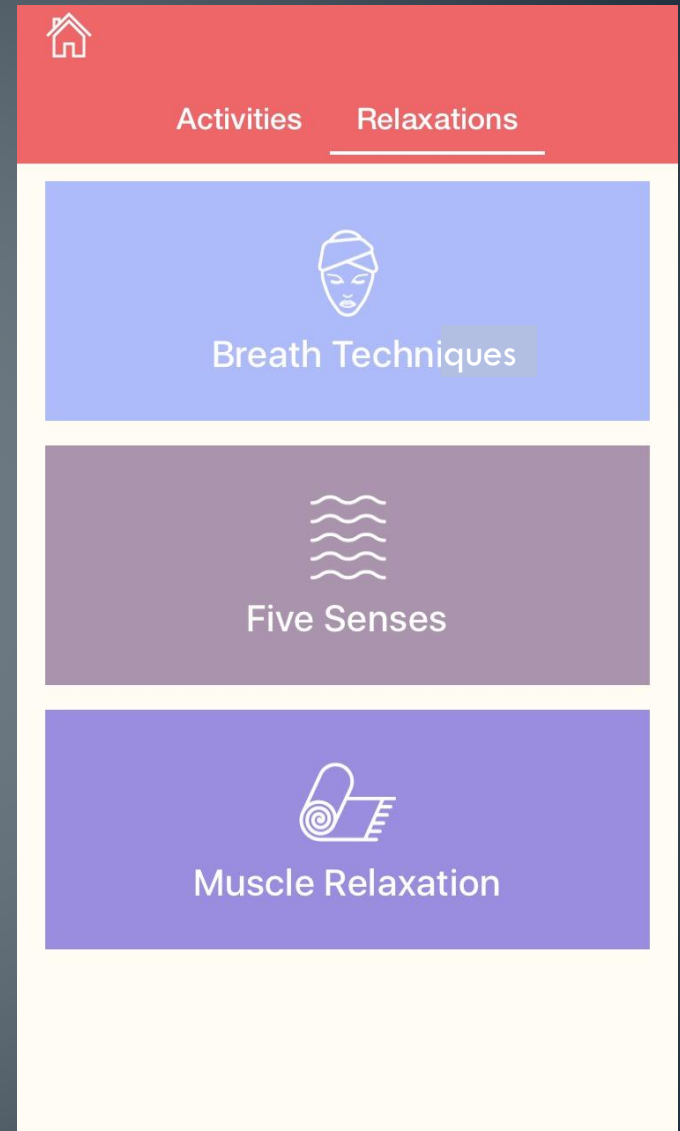
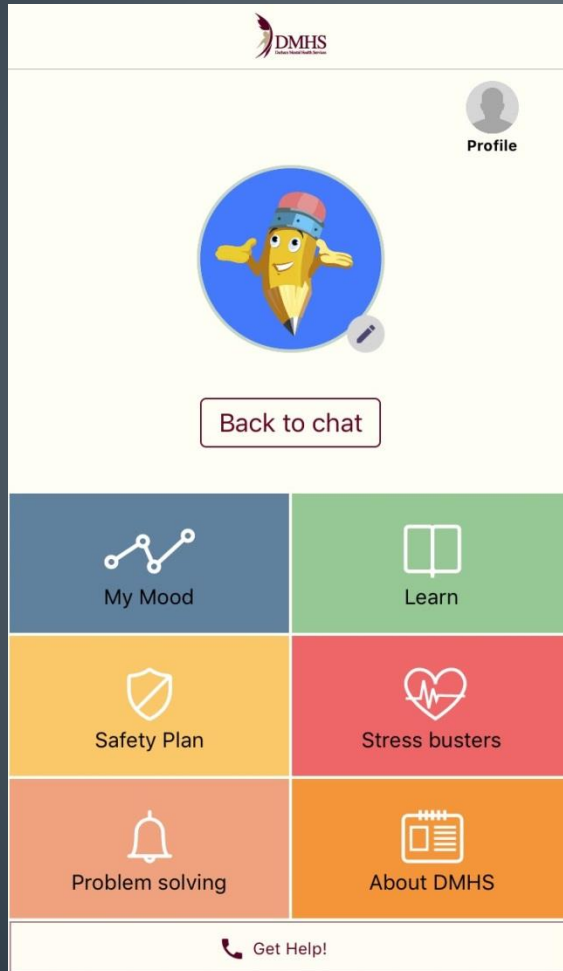
☐ Unemployment

☐ Difficulties at work

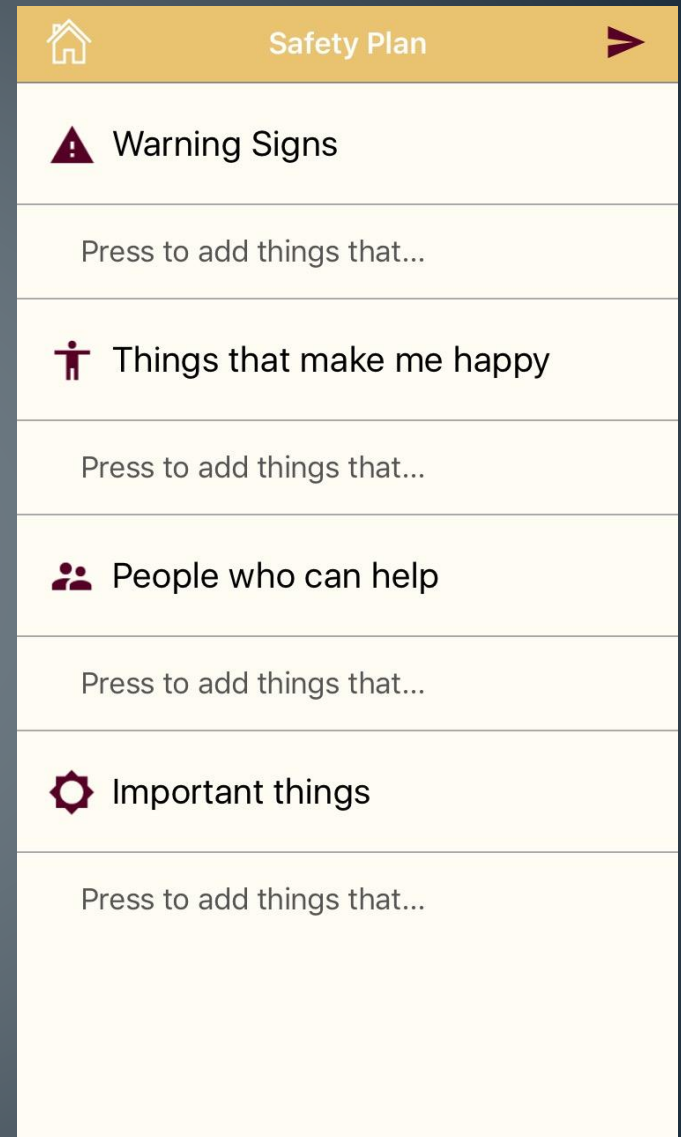
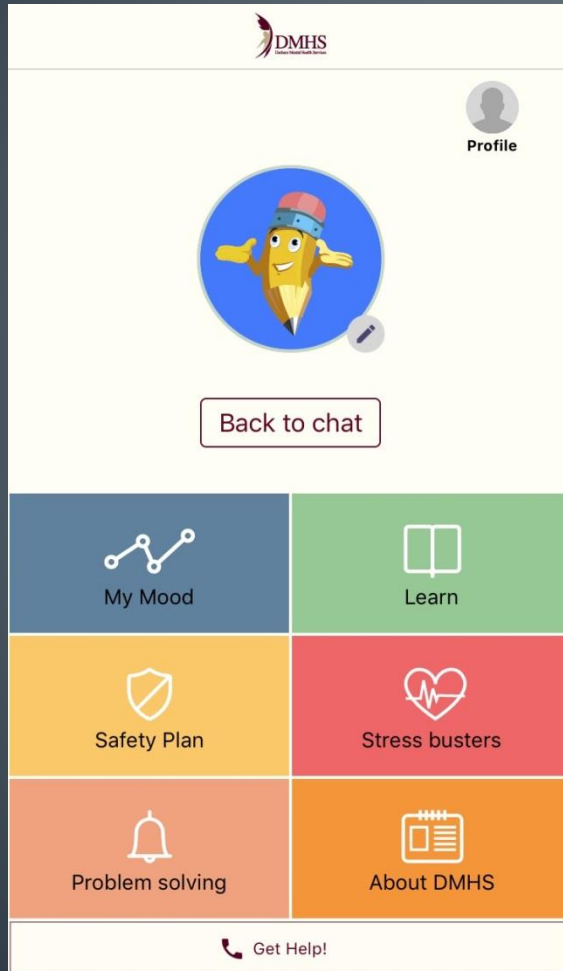
☐ _____

Submit

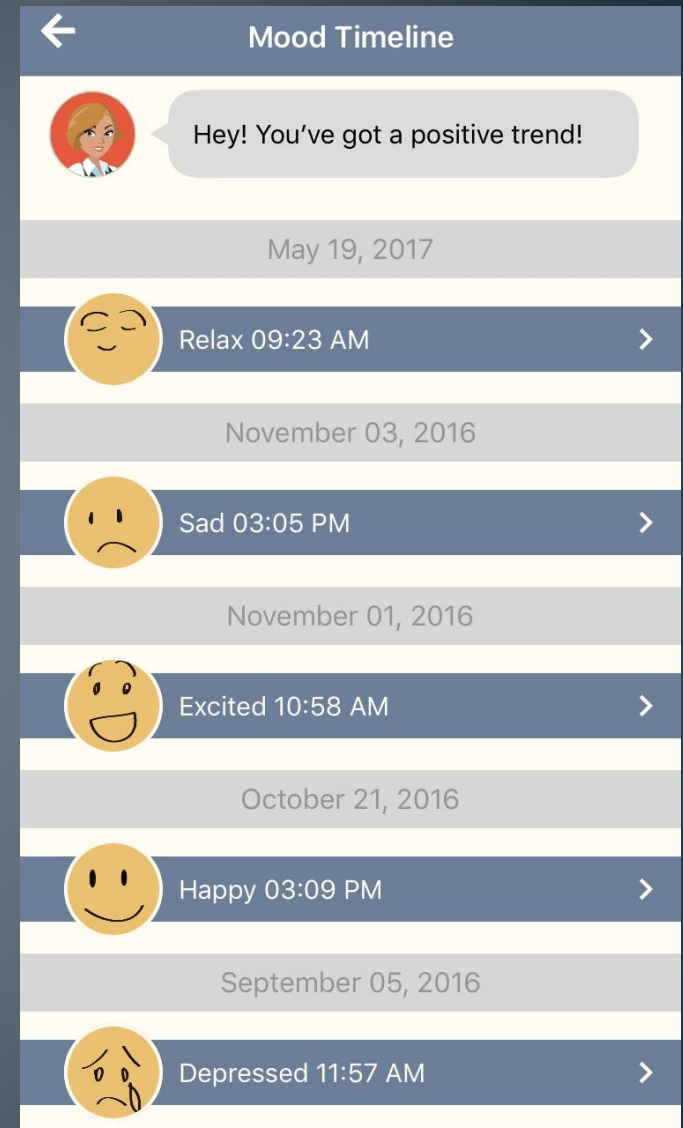
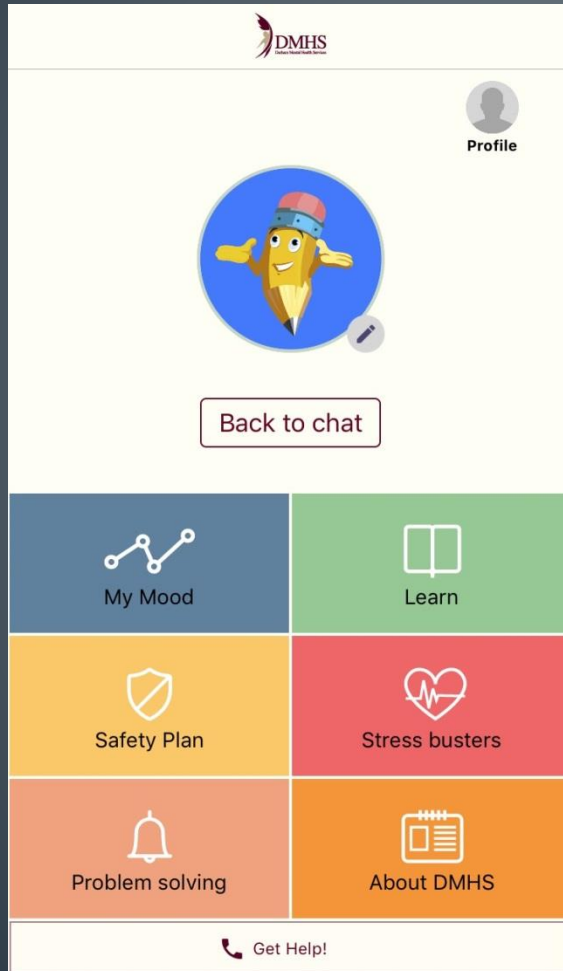
2nd Edition Enhancements



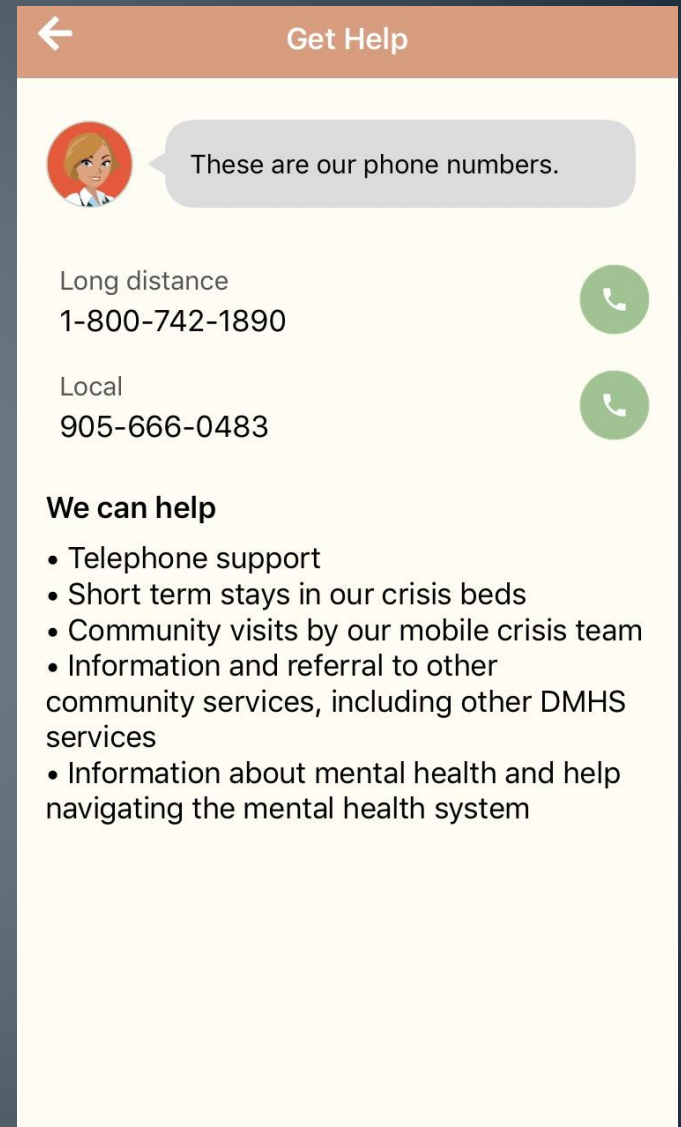
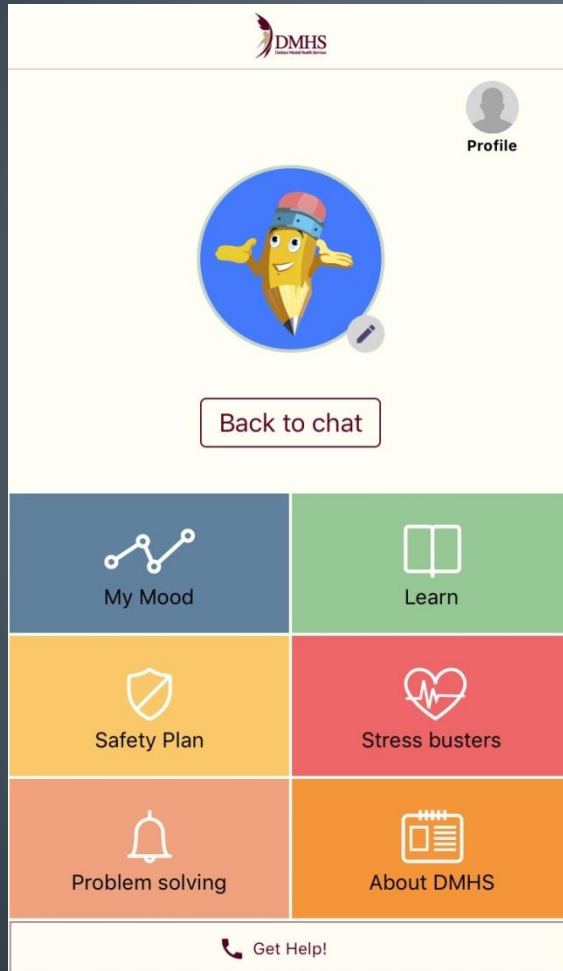
2nd Edition Enhancements



2nd Edition Enhancements



2nd Edition Enhancements



Plans for 3rd Edition

- Converting text to audio or video
- More guidance with activities such as
 - Developing safety plan
 - Mood charting or
 - Coming up with strategies to address life problems
- Many more immediate links to DMHS services (such as Family Support, Community Support, WRAP – Wellness Recovery Action Plan – workshop, Day Program and more)

Discussion

- What sites aside from these three do you use?
- What are your strategies/tips for boosting page views and number of followers?
- What apps do you share with clients?