

A FAMILY OF SUPPORT: CHILD & YOUTH MENTAL HEALTH INITIATIVE

CHILDREN ARE 25% OF OUR POPULATION AND 100% OF OUR FUTURE.

Thank you to the Sobey Foundation and Sobeys Inc. for putting the future of Canada's children first. Your national investment in child and mental health is transformational and the impact for Canadian families will be profound.

Note: Some images and videos in this report were taken before the COVID-19 pandemic gave rise to masking and social distancing protocols.



THE SOBEY
FOUNDATION



**CANADA'S
CHILDREN'S
HOSPITAL
FOUNDATIONS**

MESSAGE FROM PRESIDENT & CEO AND CHAIR, BOARD OF DIRECTORS

THE BEGINNING OF OUR JOURNEY

The most extraordinary results of A Family of Support: Child & Youth Mental Health Initiative are yet to come. The progress outlined in this first impact report shows great promise – and we are just beginning. This collaborative national effort rooted in local, evidence-based initiatives is sparking learning that will spread and compound positive results for children and youth in the years ahead.

Mark Hierlihy

President & Chief Executive Officer
Canada's Children's Hospital Foundations



Canada's 13 children's hospital foundations are taking different, locally-grounded approaches to advancing the ambitions of A Family of Support: Child & Youth Mental Health Initiative. Some are laying foundations for complex, regional capacity-building initiatives. Others are focused on specific modes of early intervention or evidence-based care. All 13 are united in acting on expert assessment of local needs while simultaneously strengthening our national ecosystem of mental health care for children and youth.

Jennifer Gillivan

Chair, Board of Directors
Canada's Children's Hospital Foundations



THE CHALLENGE

A NATIONAL CHALLENGE – WITH NEW URGENCY

In 2020, when the Sobey Foundation and Sobeys Inc. formally partnered with Canada's Children's Hospital Foundations to address the urgent need for earlier interventions and better access to mental health care, we could not have imagined how much more urgent those needs would soon become. The COVID-19 pandemic has increased stress, isolation, and reports of abuse while moving care out of reach for many. Your partnership is more vital than ever as we work to support kids and families who need us.

MENTAL HEALTH ISSUES ARE WIDESPREAD



One in four are vulnerable.

Among kindergarten-aged children in Canada, 27.6% are identified as vulnerable on at least one measure of emotional, social and cognitive development – a 'code red' indicator according to the Mental Health Commission of Canada.¹



A million Canadian children and youth need our help.

About 20% of Canadian youth have a mental disorder; early intervention is important to helping them achieve good outcomes.²



More children and youth are seeking emergency care.

There has been a 61% increase in ER visits among children and youth for mental health conditions over the last decade.³



Kids tell us the pandemic has harmed their mental health.

Researchers found that 70.2% of those aged 6 to 18 reported deterioration in at least one area, such as anxiety or attention span.

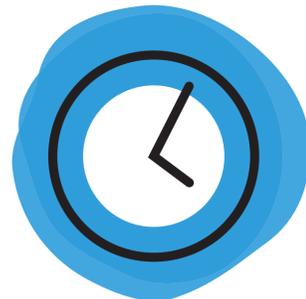
THE CHALLENGE

A NATIONAL CHALLENGE – WITH NEW URGENCY

SERVICES ARE STRUGGLING TO KEEP PACE



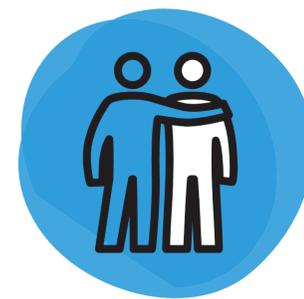
The system was trying to catch up even before the pandemic. In Canada, only 1 in 5 children who needs mental health services receives them.⁴



Wait times are too long, causing harm. Experts say a clinically acceptable time frame for diagnosis of mood and anxiety disorders is less than a year after symptom onset. Only 38% of Canadians receives a diagnosis in that window; the delay is longer for younger kids.⁵



Eating disorders have spiked during the pandemic. Inquiries to the National Eating Disorder Information Centre from those 25 and younger have increased by 87%.



Mental illness often coincides with other conditions, presenting challenges for caregivers. Four in ten children and youth with a chronic physical illness also have a mental illness.

YOUNG PEOPLE DESERVE BETTER OUTCOMES



More children and youth die by suicide than from the top 10 fatal diseases combined. In Canada, suicide is the leading cause of death in children aged 10 to 14 and the second-leading cause of death among youth aged 15 to 24.⁶



For some conditions, existing treatments are insufficient. Only 40 to 50% of pediatric patients with a diagnosed anxiety disorder respond to treatment, showing a need for more options.

THE OPPORTUNITY

**BETTER MENTAL HEALTH FOR
CHILDREN AND YOUTH.
EVERY CANADIAN FAMILY CAN
THANK THE SOBEYS FAMILY.**



THE SOBEY
FOUNDATION



**CANADA'S
CHILDREN'S
HOSPITAL
FOUNDATIONS**

A FAMILY OF SUPPORT: TIMELINE

In 2019, discussions began between the Sobeys Foundation, Sobeys Inc. and Canada's Children's Hospital Foundations (CCHF) to identify the opportunity for a national partnership. By 2020, the partnership was made official and planning began for a national campaign.

AUGUST 26

IT BEGINS!

- ▶ Read the press release
- ▶ Watch our campaign ad



AUGUST 27

GETTING THE WORD OUT

- ▶ Check out the @CHEO Tweet



AUGUST 27

MESSAGES OF GRATITUDE

- ▶ Check out the @BCCHF Tweet



AUGUST 31

GROUND-BREAKING PARTNERSHIP

- ▶ Read the news story



A FAMILY OF SUPPORT: TIMELINE

SEPTEMBER 5

HOLD THE PRESSES

- ▶ A full page ad in the *Toronto Star* draws attention to the Initiative



SEPTEMBER 5

STORY OF SUPPORT

- ▶ Find out more and link to the *Toronto Star* story through Facebook



SEPTEMBER 10

SAVING LIVES

- ▶ Read more and check out the powerful ad through the @sickkids Tweet



SEPTEMBER 16

SHOP TO SUPPORT

- ▶ Check out the @ACHFKids Tweet



SEPTEMBER 17

IN-STORE CAMPAIGN BEGINS

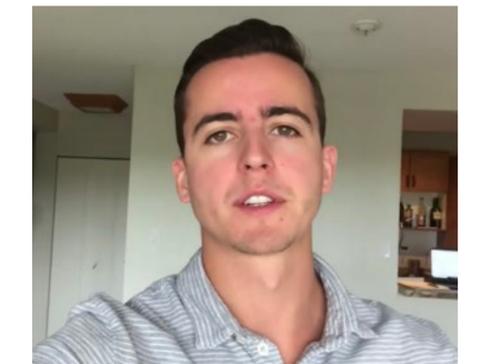
- ▶ Read more and watch the campaign ad through the @JanewayNL Tweet



SEPTEMBER 25

WITH THANKS

- ▶ Watch the thank-you video on Facebook



A FAMILY OF SUPPORT: TIMELINE

SEPTEMBER 28

REACHING OUT TO KIDS

- ▶ Find out more on Facebook



A Family of Support: 2020 Campaign

SEPTEMBER 28

A STORY OF COURAGE

- ▶ Check out Instagram to watch a special video



A Family of Support: 2020 In-Store Campaign

OCTOBER 1

LAST CHANCE TO DONATE

- ▶ Check out the reminder from CCHF on Instagram



OCTOBER 19

A SUCCESSFUL CAMPAIGN

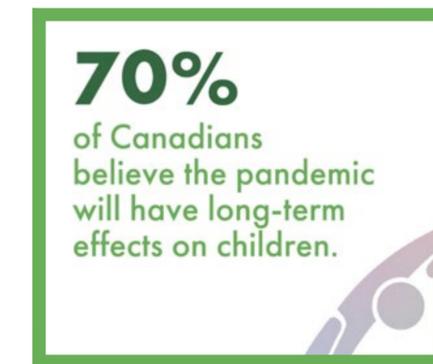
- ▶ Read the CCHF post-campaign press release



ONGOING

ALWAYS ON: PROGRAM SPOTLIGHTS, LIVED EXPERIENCES, SUBJECT MATTER EXPERTS

- ▶ A Family of Support during the pandemic
- ▶ An expert's take



Always-On Content

A FAMILY OF SUPPORT: 2020 IN-STORE CAMPAIGN TOTAL

**THANK
YOU!**

\$2,233,131

Directed to the most urgent needs in 2020 identified by the child and youth mental health departments of each hospital.



A FAMILY OF SUPPORT

2020 IN-STORE CAMPAIGN

“Local partnerships between hospital foundations and Sobeys Inc. teammates are the key to the difference we are making in communities in every region. Each and every dollar raised locally stays close to home, supporting local programs that help Canadian children and youth and their families.”

Tracy Culleton, Vice President, Corporate Partnerships, Canada's Children's Hospital Foundations

127,000
Sobeys Inc.
teammates

AREAS OF FOCUS

Funds raised locally always stay local.

Funds from the 2020 in-store campaign were directed to the highest priority needs across child and youth mental health initiatives at each hospital in the areas of care and training.

CARE

Create and adapt clinical spaces to nurture patients and families and to send the message that mental health matters.

Develop programs to enhance care and service delivery for children at risk of or in the early stages of mental health challenges to prevent acute crises.

Leverage the 'living labs' and vast patient cohorts within hospitals and community sites to test the effectiveness of current early intervention strategies and ensure they are delivering value for families.

TRAINING

Build capacity for care by educating the next generation of mental health leaders and community providers.

Expand mental health training for pediatricians and frontline health-care workers so they can more quickly and accurately identify and refer children and youth with mental health issues.

Invest in mental health literacy and prevention programs to foster healthier more resilient families and communities.

LOCAL IMPACT

2020 CAMPAIGN TOTAL

\$2,233,131

\$2,083,131
IN-STORE CAMPAIGN

\$150,000
SOBEYS INC. MATCH

Learn more about the impact these funds are having at children's hospitals from coast-to-coast. Funds raised locally stay local.

A FAMILY OF SUPPORT: 2020 IN-STORE CAMPAIGN



100% CARE



100% TRAINING

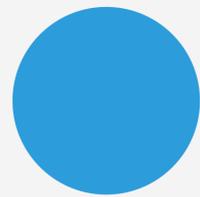
Alberta Children's Hospital Foundation

Supported by A Family of Support: Child & Youth Mental Health Initiative, the Alberta Children's Hospital Foundation is working alongside SickKids Hospital Foundation and McMaster Children's Hospital Foundation to undertake a multi-site clinical trial of a youth suicide prevention intervention program that focuses on improving family communication, reducing family conflict, and increasing youth coping skills following an emergency department visit.

BC Children's Hospital Foundation

BC Children's Hospital is working to address gaps in the province's mental health system by developing a new education strategy. Supported by A Family of Support: Child & Youth Mental Health Initiative the strategy will focus on educating the next generation of mental health leaders; on training frontline health-care workers and community providers; and on improving the mental health literacy of youth and families.

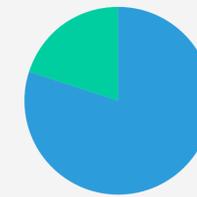
A FAMILY OF SUPPORT: 2020 IN-STORE CAMPAIGN



100% CARE



90% CARE 10% TRAINING



80% CARE 20% TRAINING

Children's Health Foundation London

Children's Hospital at London Health Sciences Centre is expanding an early identification and intervention program focused on supporting youth with severe mental health challenges. Support will facilitate more timely detection and appropriate treatment, significantly reducing the negative risks of early psychosis. In the words of one client, "[The program] cured my early-stage psychosis before it got any worse. Now I am able to live a normal life by being able to go back to school and work, which is nice."

Children's Hospital of Eastern Ontario Foundation

Responding to a dramatic increase in children and youth presenting at Children's Hospital of Ontario Foundation CHEO's Emergency Department with suicidal ideation and attempts, CHEO has developed strategies to enhance our ability to prevent acute crises. Our focus is on improving care and service delivery for children at risk or in the early stages of mental health challenges, including by screening all patients for key risk factors, regardless of whether they are admitted for psychiatric reasons.

CHU Sainte-Justine Foundation

During the COVID-19 pandemic, the teams at the CHU Sainte-Justine, like those across the country, have been responding to exceptional demand for mental healthcare. With support from A Family of Support: Child & Youth Mental Health Initiative, we are adapting to this surging demand while introducing a range of improvements to our facility, including redesigned spaces to better support training activities and new technological capabilities for enhanced care. For example, our hospital will soon be able to help patients navigate everyday challenges using virtual reality.

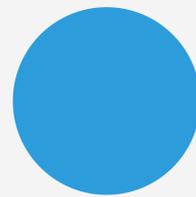
A FAMILY OF SUPPORT: 2020 IN-STORE CAMPAIGN



30% CARE 70% TRAINING

IWK Foundation

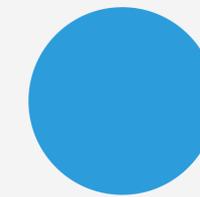
Many youth experiencing mental illness do not have timely access to high-quality, evidence-based mental health and addictions services. To address this challenge, the IWK Health Centre is developing The Learning Link, a regional hub of expertise for mental health clinicians and community partners. “By providing training, supervision, consultation, and access to the most up to date clinical tools and resources, the Learning Link will build capacity in clinicians across the Nova Scotia and the Maritimes,” says Dr. Jill Chorney, a clinical psychologist with the IWK. A Family of Support: Child & Youth Mental Health Initiative is helping this vital regional centre share knowledge and deliver the best possible clinical care to clients and families.



100% CARE

Janeway Children's Hospital Foundation

Janeway Children's Health and Rehabilitation Centre is partnering with other agencies to establish a much-needed Child & Youth Advocacy Centre. The new centre will support children and youth who have been victims of, or witnesses to abuse, violence and other crimes. Customized services delivered in a safe space will help reduce short- and long-term impacts of the abuse and violence too many young people experience.



100% CARE

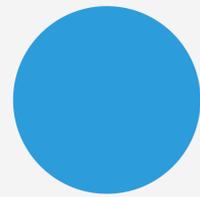
Jim Pattison Children's Hospital Foundation

Often, the first contact children and families have with mental health services is in a hospital emergency department. The Children's Emergency Department at Jim Pattison Children's Hospital provides short-stay crisis care for Saskatchewan children and youth experiencing acute mental health challenges. Thanks in part to generous support from A Family of Support: Child & Youth Mental Health Initiative, the hospital now has a new Mental Health Intensive Care Room in the Emergency Department to provide a safe, calming environment for children and youth in crisis. “The Intensive Care Room at Jim Pattison Children's Hospital ER has been absolutely essential to the care of children,” says child and youth psychiatrist Dr. Madhav Sarda.

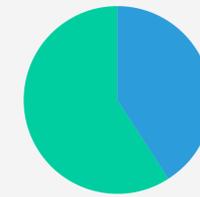
A FAMILY OF SUPPORT: 2020 IN-STORE CAMPAIGN



100% CARE



100% CARE



41% CARE 59% TRAINING

McMaster Children's Hospital Foundation

More Canadian youth die by suicide than the top 10 fatal diseases in this population combined. To address the urgent need for effective suicide prevention strategies, mental health experts have developed a new and innovative six-week psychotherapy program focused on improving family communication, reducing conflict, and increasing coping skills. "Our goal is to help these teens to be teenagers and not patients. They need to know that there are solutions to their problems that do not involve self-harm," explains Dr. Khrista Boylan, Child and Adolescent Psychiatrist at McMaster Children's Hospital. In the coming months, McMaster Children's Hospital will work alongside SickKids and Alberta Children's Hospital to test the effectiveness of this intervention program through a multi-site clinical trial.

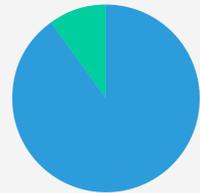
SickKids Foundation

In addition to working alongside McMaster Children's Hospital and Alberta Children's Hospital to test a promising new approach to youth suicide prevention, SickKids is currently advancing another important project. Many children with significant non-psychiatric health issues – from epilepsy to organ failure – are more likely to face mental health challenges. SickKids has developed a comprehensive neuropsychological assessment program that measures a child's memory, learning, intelligence, socioemotional functioning, language and attention. This information can help us anticipate what supports a child will need in order to thrive. With the support of A Family of Support: Child & Youth Mental Health Initiative, SickKids is expanding access to this service, providing more assessments and ensuring youth don't miss critical windows of opportunity for early intervention.

Stollery Children's Hospital Foundation

A Family of Support: Child & Youth Mental Health Initiative is helping Stollery Children's Hospital to expand round-the-clock mental health support for children, youth, and families. Fuelled in part by this important investment, we will be able to create integrated mental health services within the emergency department, boost 24/7 helpline support, and manage a separate walk-in clinic that will help youth gain easier and more timely access to an expert team of nurses, social workers, therapists, and child and adolescent psychiatrists. According to a clinical quality improvement consultant engaged by Stollery Children's Hospital, having a reliable contact can deliver a range of benefits to young people facing mental health challenges: "Having a designated resource person to go to creates an environment where people identify barriers to care, seek further education, and trust the response they are getting."

A FAMILY OF SUPPORT: 2020 IN-STORE CAMPAIGN



90% CARE 10% TRAINING



50% CARE 50% TRAINING

The Children's Hospital Foundation of Manitoba

Serving Indigenous communities both in Winnipeg and in rural and remote areas is a vital role for HSC Winnipeg Children's Hospital. While Indigenous peoples represent 15% of Manitoba's population, about 45% of child and adolescent patients who seek mental health care from our hospital are transported from Indigenous and rural communities, resulting in stress for these patients and their families and requiring extensive spending on medical transport every year. With the help of A Family of Support: Child & Youth Mental Health Initiative, we are implementing a new Urgent Tele-Mental Health Service to support children and adolescents in rural Manitoba. By bringing care closer to home, the project will break down barriers and further connect our hospital to Indigenous and other rural communities.

The Montreal Children's Hospital Foundation

The Montreal Children's Hospital Foundation is investing in improving treatment for two critical mental health issues: obesity and eating disorders. Funding from A Family of Support: Child & Youth Mental Health Initiative is helping to build the first Centre of Excellence in adolescent severe obesity in Quebec and making treatment more accessible. This support will also enable an investment in our hospital's unique Family-Based Therapy, which has proven to be very successful in the treatment of eating disorders. "The future looks bright for these patients and their families," says Dr. Julius Erdstein, Director of the Division of Adolescent Medicine. "Evidence-based interventions like Family-Based Therapy have transformed the landscape and innovative interventions hold the promise of additional progress. Support for our eating disorder program is key to maintaining these gains and investing in the promise of what is yet to come. Thank you!"



A FAMILY OF SUPPORT

2020 DIRECT DONATIONS TO HOSPITAL PROGRAMS

“Each hospital in our network develops programs to respond to unique local needs. Collectively, these local programs are more than the sum of their parts. Together, they are leading the way to the future of child and youth mental health across Canada.”

Mark Hierlihy, President & Chief Executive Officer, Canada's Children's Hospital Foundations

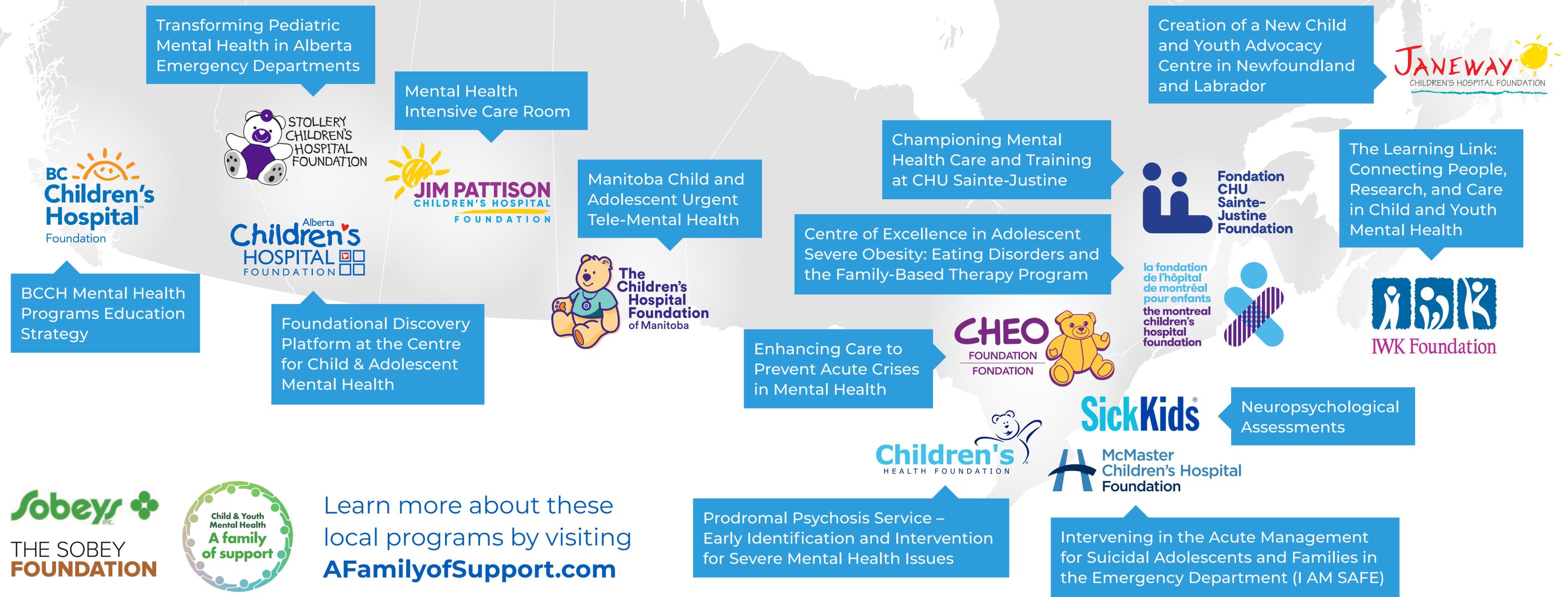


THE SOBEY
FOUNDATION



A FAMILY OF SUPPORT 2020 DIRECT DONATIONS TO HOSPITAL PROGRAMS

Each hospital foundation identified a priority program that would improve child and youth mental health across Canada by advancing the objectives of A Family of Support: Child & Youth Mental Health Initiative. Responsive to local needs and therefore diverse in their design, programs under the Initiative are united in their aim of improving early interventions through enhanced care and training.



Learn more about these local programs by visiting AFamilyofSupport.com

A FAMILY OF SUPPORT

THANK YOU!

13

Canadian children's hospital foundations

#1

Largest in-store fundraising campaign for a single cause in the company's history

127K

Sobeys Inc. teammates

1,200+

Stores coming together for 13 children's hospital foundations

1M+

Donations collected

\$2.2M+

Total funds put towards early interventions in child and youth mental health across Canada

Canada's Children's Hospital Foundations (CCHF) thanks the Sobeys Foundation and Sobeys Inc. for their partnership and transformational national investment in child and youth mental health. Your impact on families across Canada will be profound.





**TO ALL 127,000 TEAMMATES
ACROSS THE COUNTRY:
WITHOUT YOU THIS WOULD
NOT HAVE BEEN POSSIBLE.**



A FAMILY OF SUPPORT: CHILD & YOUTH MENTAL HEALTH INITIATIVE

IF WE CHANGE THE HEALTH OF CHILDREN,
WE WILL CHANGE THE HEALTH OF CANADA.



THE SOBEY
FOUNDATION

corporate.sobeys.com
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afamilyofsupport.com

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childrenshospitals.ca

