

# ConnexOntario

Access to Addiction, Mental Health and Problem Gambling Services  
Accès aux services de santé mentale et de traitement des dépendances et du jeu problématique



2017  
2018  
ANNUAL  
REPORT

# Board Chair/Executive Director Co-Message

The fiscal year 2017-18 was a period of marked change for ConnexOntario. Intensive work was done to build ConnexCentral, the completely redesigned database and array of tools that will serve the organization for years to come.

ConnexCentral was launched last fall and has proven itself to be much more capable than the previous database and attendant applications.

The fiscal year also saw years of marketing research and consultation with the Ministry of Health and Long-Term Care came to fruition. Our new branding as “ConnexOntario – Access to Addiction, Mental Health, and Problem Gambling Services” was launched just as the fiscal year ended. This brand, as the Ministry wished, is closely aligned with the province’s “Ontario.ca” brand.

The other major change that came at the end of the fiscal year was ending the use of the term “helplines” and moving to having simply one telephone number and one public website in place. This one-contact approach was heartily endorsed by our funder, and we hope that it will make it much easier for Ontarians to access the services they need. Response to this move to one number has been overwhelmingly positive.

The Board/senior leadership group held our annual planning retreat in Toronto in February and invited key members of the Ministry of Health and Long-Term Care. Three of our contacts from the Strategic Policy and Planning branch (Mental Health and Addictions) attended our day-long session and they had some very good questions about

the capabilities and potential roles that ConnexOntario could play in the future. We aim to improve communications with these Ministry partners and to proactively engage them in planning for our futures.

On behalf of the Board of Directors and the senior leadership group, we want to thank the staff of ConnexOntario for their stellar work and their ability to embrace the changes that are so necessary to keep ConnexOntario a viable and vibrant organization.



**Geoff Quirt**  
Board Chair

**Brad Davey**  
Executive Director

# Financial Review

	DAH Fund	OPHG Fund	MHH Fund	Time Limited Initiatives/Projects Fund	Total 2018	Total 2017
<b>Revenues</b>						
Core Programs (Sch1)	\$ 936,049	\$ 1,212,368	\$ 1,603,293	\$ -	\$ 3,751,710	\$ 3,751,710
Time limited initiatives/projects (Sch2)	-	-	-	831,168	831,168	928,886
Less: Capital Purchases	(3,396)	(4,049)	(5,616)	-	(13,061)	(271,818)
Add: Amortized Provincial Grants	10,849	12,936	17,943	12,834	54,562	92,958
Adjusted operating grants	943,502	1,221,255	1,615,620	844,002	4,624,379	4,501,736
Investments income	383	457	633	-	1,473	5,721
Other	41,538	49,526	68,697	-	159,761	165,979
	985,423	1,271,238	1,684,950	844,002	4,785,613	4,673,436
<b>Expenses</b>						
Core funded expenses (Sch3)	1,075,255	1,275,740	1,763,886	-	4,114,881	3,762,575
Time limited initiatives/projects expenses (Sch4)	-	-	-	789,998	789,998	919,039
	1,075,255	1,275,740	1,763,886	789,998	4,904,879	4,681,614
Excess (deficiency) of revenues over expenses	(89,832)	(4,502)	(78,936)	54,004	(119,266)	(8,178)
Fund balance (deficit), beginning	(2,188)	(2,508)	(3,482)	-	(8,178)	-
Fund balances (deficit) ending	\$ (92,020)	\$ (7,010)	\$ (82,418)	\$54,004	(127,444)	(8,178)

Contact Reason	Contact	% Difference 2016/2017
Mental Health	39710	26%
Mental Health and Problem Gambling	240	36%
Problem Gambling	1591	0%
Substance Abuse	21360	-1%
Substance Abuse and Mental Health	4197	57%
Substance Abuse and Problem Gambling	802	-5%
Substance Abuse, Mental Health, and Problem Gambling	1618	15%

Total number of open programs in the database  
4520



Drug and Alcohol	1185
Drug and Alcohol and Mental Health	245
Drug and Alcohol and Problem Gambling	3
Mental Health	2839
Problem Gambling	186
Concurrent Disorder	62

## One Number

On April 1, 2018, ConnexOntario launched a “one number” helpline and branding structure. With this change in place, the former information and referral services:

- The Drug and Alcohol Helpline (DAH)
- The Mental Health Helpline (MHH)
- The Ontario Problem Gambling Helpline (OPGH)

...were discontinued, and the “ConnexOntario” brand became our sole identity as we move forward.

The decision to implement a one-number service has been talked about for some time now. With the increased traffic in ConnexOntario's business sector, and given that no formal marketing has been done over the last two years while the number of contacts has increased, it was determined that a simpler, cleaner identity – supported by the ConnexOntario Board – and more direct means of gaining access to addictions and mental health help – was required.

One number assists the organization externally as our stakeholders will now have a single way to contact us, and this should reduce rerouting that may currently occur. ConnexOntario IRS are trained to respond to all incoming calls with regard to addictions and mental health systems (and

attendant services) so no additional training is required here.

Given the high degree of concurrence regarding addictions and mental health issues, one-number mirrors the real-world situation better than our former structure. The basis for all of this information, the ConnexOntario database, is a data-integrated addictions and mental-health program resource, which also parallels the front ends of information and referral.

As well, the change to one number will result in simpler, more efficient marketing, which will allow ConnexOntario to align with the MOHLTC and their marketing and branding. Interestingly, the Malatest/Zulu studies undertaken in 2016/2017 recommended consolidation for ConnexOntario as we move forward.

With the new and streamlined system in place, ConnexOntario services remain the same, and access for our stakeholders is improved.



Total Number of  
Webchats in  
Fiscal Year - **20295**  
**Up 61%** from previous  
fiscal year



Mental Health Support  
within Housing Referrals -  
Fiscal Year  
**Up 57%** from previous  
fiscal year



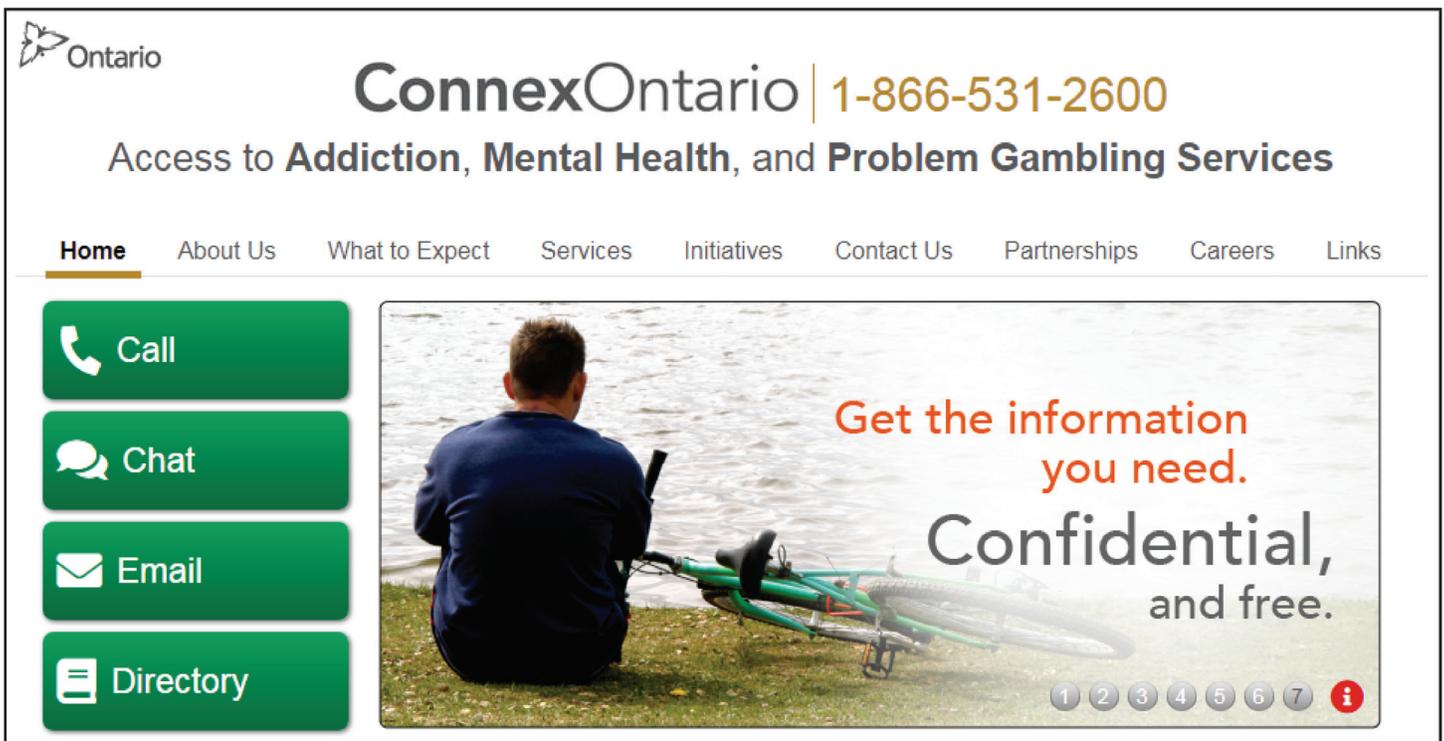
Addiction Support  
within Housing Referrals -  
Fiscal Year  
**Up 17%** from previous  
fiscal year

## Logistics

For an as-yet-undetermined period of time, the former DAH and OPGH helpline numbers will, when called, redirect to the former MHH and current one number of 1-866-531-2600. IRS will now answer this line without mentioning a specific area of concern: "Hello, Bonjour, you've reached ConnexOntario – how may I help you?"

Former webchat links will redirect to a consolidated webchat screen; former helpline email addresses will be redirect to a consolidated IRS-based email address.

Report/information references to drug and alcohol, mental health, and problem gambling inquiries and/or referrals will be described as such – and not as "DAH", "MHH", and "OPGH". The corresponding colours of blue, purple, and orange, however, may still show on some reports as signifiers.



The screenshot shows the ConnexOntario website homepage. At the top left is the Ontario logo. The main header features the text "ConnexOntario | 1-866-531-2600" and "Access to **Addiction, Mental Health, and Problem Gambling Services**". Below this is a navigation menu with links: Home, About Us, What to Expect, Services, Initiatives, Contact Us, Partnerships, Careers, and Links. On the left side, there are four green buttons: "Call", "Chat", "Email", and "Directory". The main content area features a large image of a person sitting on a grassy bank by a body of water, with a bicycle lying on the ground. Overlaid on the image is the text "Get the information you need. Confidential, and free." and a row of seven numbered circles (1-7) with an information icon.

## Marketing

As mentioned, the helpline names will be decommissioned, as well as their corresponding colours; instead, we will be aligning with the MOHLTC – specifically the Ontario.ca – branding and marketing, and using forest-green as our main colour. Different percentages of, and complementary colours to that green will be used for design options.

ConnexOntario will continue to maintain a social media presence with new Facebook and Twitter sites.

Total Fiscal-Year Contacts  
From 7am - 6pm  
**69796**



# ConnexCentral

In October, 2017, ConnexCentral was launched. ConnexCentral is an integrated system, and includes the following:

- A redesigned ConnexOntario database, which is principally a repository of data regarding addictions and mental health organization and program information for those organizations (and by default, programs) funded by the Ministry of Health and Long-Term Care
- A new database application, or interface, used by ConnexOntario's Information and Referral Specialists, and Health Data Liaisons.
- The integrated DirectConnex appointment-booking application and eServices extranet application

As a result of the ConnexCentral project, usability of internal tools increased and an integration of applications took place, as a means to improve external services. Now, with ConnexCentral as an aid, ConnexOntario's data staff can more easily and efficiently enter the current and accurate data points into the database – the data that information and referral staff subsequently use to provide contactors with best-match program information. Other benefits included an improved program search, expanded forms functions, and enhanced caller management ability.

The screenshot shows the ConnexOntario web interface. At the top, there is a navigation bar with links for Dashboard, IRS, eServices, DirectConnex, Library, and Contact Us. Below this is a header with tabs for 'Gambling Misdirected', 'Other Misdirected', 'Hang Up', and 'Exceptional Contacts'. The main content area is a 'Contact' form with various fields and buttons. A map of the Markham area is visible on the right side of the form. The bottom of the interface features a 'Database Search' bar and a status bar with fields for 'Contact Received', 'Contact ID', 'Length', and buttons for 'END CONTACT' and 'SAVE'.

Total Fiscal-Year Contacts From  
6pm - Midnight  
**26215**



Total Fiscal-Year Contacts From  
Midnight - 7am  
**13905**



## This Year at mindyourmind

- mindyourmind continues to partner with like-minded youth-serving organizations to develop new materials and resources for youth and young adults. This past year also included the launch of our newly redesigned website involving many hours of youth input and a new organizational structure to increase usability and navigation.
- London Health Sciences Centre piloted the Transition Age Project as a unique initiative with the aim to improve mental health and addictions services for transition-age youth. In collaboration with mindyourmind, a youth council was created for authentic youth engagement and involvement in the community.
- mindyourmind is working with a local committee, Crazy About Mental Health, and two Toronto-based published graphic novel writers to create a graphic novel series about young people living with mental health issues. mindyourmind co-facilitated a Design Studio to conceptualize the story lines and aesthetic, and will be working with young people and the partners to include mental health information in the book.
- Other local partnerships include Western University, Fanshawe College, the Children's Aid Society, Addiction Services of Thames Valley, CAMH, CMHA, and LHSC.
- The Government of Canada chose mindyourmind as one of the national stakeholders to be involved with a new Youth Service Initiative called the Canada Service Corps. They are looking for new and innovative ways for young people to be involved in their communities.
- mindyourmind will travel to five diverse communities across Canada to engage in their Design Studio process with youth and young adults to co-create mental health e-resources that will be customized to address the mental health needs of each community. In April we conducted our first group in Squamish B.C. – partnering with Sea to Sky Community Services – and co-developed new mental health resources including online modules, and an interactive game.



Validation Rates  
**Organizations - 86%**

**Programs - 89%**

Helplines: Fiscal Year Total Calls and Email+Webchat Total,  
and Percentage Change Over Prior Fiscal Year

Core E-Mail + Web Chat	21665	57%
Core Phone	71074	4%
Good2Talk Phone	462	6%
Reach Out E-Mail + Web Chat	973	125%
Reach Out Phone	15035	53%

## ConnexOntario Board of Directors 2017 | 2018

The Board of Directors met regularly throughout 2017-18, and additional meetings were held by the Board's finance and governance committees. The Board focus during this time period was on improving relations with our stakeholders at the Ministry of Health and Long-Term Care, and the Ministry of Children and Youth Services—as well as the rebranding of the organization.

**Geoff Quirt, Chair**  
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