



## Removing barriers to care

Strongest Families Institute (SFI), an award-winning charitable organization, leverages technology and skilled staff to deliver evidence-based programs to children, youth, adults, and families dealing with mild to moderate mental health and other issues impacting health and well-being. Accessing help is not easy. SFI exists to change that.

### Our Opportunity: Closing the gap so that help is accessible to all

#### Why We Exist

To provide children, youth, adults, and families timely access to quality mental health services, when and where they need them. Our innovative, proven telephone-based distance services offer families flexibility to receive timely care, regardless of geographic, economic, or social status.

*"I loved how holistic the Strongest Families Program approach was. I learned how to be patient. The sessions were convenient & accessible for a busy mom. Our coach was respectful and inclusive. It was refreshing to find an LGBTQS2+ program."*

**Parent Quote, Parents Empowering Kids (3-12)**

#### Outcomes

SFI is dedicated to outcome measurement and reporting. Results are strong. Our distance system of care is accepted, effective and families stick with it. Completion of our evidence-based programs will lead to a happier, healthier life for children, youth, adults, and families now and into the future. We are a sound investment of resource funding.

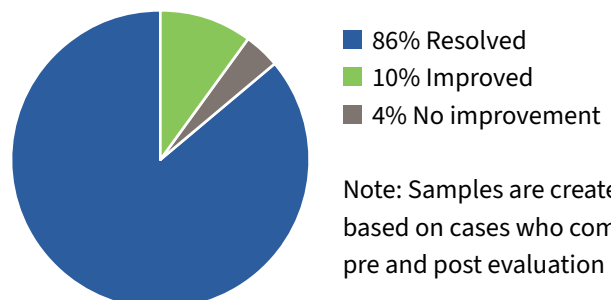
#### About Our Services

SFI's programs are backed by over 20 years of social science research, providing proven and effective services. We are a proud Nova Scotian company whose roots began with clinical trials at the IWK Health Centre (Halifax, NS). Families receive skill-based education (handbooks or online) offering skill demonstration, media, and weekly telephone coaching.

#### Programs target these problem areas:

- Behaviour (ages 3-12) Parents Empowering Kids (available in four levels based on client's needs)
- Anxiety (ages 6+): Chase Worries Away (6-12); Defeat Anxiety (13-17); ICAN (18+)
- Nighttime Bedwetting (ages 5-12) Dry Nights Ahead

#### Overall SFI Client Outcome Success 2020-2021



## Other Stats and Facts

- 12,000+ referrals in 2020/21
- Over 45K clients helped
- Reduced government waitlists
- Less than 10% drop out
- High customer satisfaction
- Cost effective
- Bilingual services

### Strong child/youth impacts

- Resolved presenting problems
- Academic progress
- School attendance
- Bullying issues
- Victimization issues
- Improved confidence

### Strong impact on families/adults

- Improved parental mood
- Strengthened family relationships
- Improved home and school routines
- 78% clients initiating care in 2020-21 were pediatric

*“For Pierre’s family, and so many like them, there is a need for available, affordable, accessible, evidence-based services beyond the traditional format of office – or institution-based weekday clinical practices. What many Canadian parents...don’t know is that some of these innovative resources already exist. One such program has incredible potential to provide help for families like theirs – The Strongest Families Institute.”*

**Excerpt From:** We Can Do Better, by Dr. David Goldbloom, OC, MD, FRCPC Canadian psychiatrist, Professor of Psychiatry at the University of Toronto, and Senior Medical Advisor of the Centre for Addiction and Mental Health and a psychiatric consultant.

## Our Growth: Keeping Families at the Centre of Care

- We will continue to expand our program base, helping families across Canada and around the world.
- We will retain our conviction that neither time nor distance is a barrier to guide how we deliver our services to those in need.
- We will continue our evolution and growth as an innovative approach to bridging the access gap.
- We will continue to play an integral part in the health care system.

## Our Commitment to Innovation - IRIS

We remain committed to advancing our technology to offer clients an unparalleled e-mental health experience. Our sophisticated e-system, IRIS (IRISplatform.com), offers flexibility in the provision of care and our ability to rethink health care delivery. Our highly trained coaches record real-time data, making information easily accessible, anytime, anywhere to help families solve problems. More importantly, our success is based on results. Our model has been tested and proven to deliver extraordinary results with dropout rates that are a fraction of clinic-based programs.

## Our Success

- 2020 Women Leader in Digital Health Award.
- 2019 Canadian Alliance on Mental Illness and Mental Health | Innovation Award.
- 2018 Top 50 CEO Award | Atlantic Business Magazine.
- 2017 Governor General’s Innovation Award.
- 2016 RBC Canadian Women of Influence Finalist - Social Change Award
- 2013 Ernest C. Manning Principal Encana Award.
- 2012 Mental Health Commission of Canada Social Innovation Award.

