

**GLOBAL BUSINESS AND ECONOMIC ROUNDTABLE
ON ADDICTION AND MENTAL HEALTH**

The Roundtable is affiliated with the Centre for Addiction and Mental Health

Resident at GPC International

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Bill Wilkerson, Co-Founder and CEO

Donna Montgomery, Administrator

Date: September 27, 2001

To: Roundtable Friends and Associates

From: Bill Wilkerson/Donna Montgomery

Re Activity Report

Friends, in the next while we will comment on the Roundtable's future direction and what we have learned over the past three years. Meanwhile, we wish to recap activities the Roundtable has been engaged in.

A. Roundtable Affiliations

CAMH

- The Centre for Addiction and Mental Health and the Roundtable entered into a formal, three-year affiliation focussed on the workplace. This relationship holds great promise. A report on this soon.

GPC International

- Meanwhile, our affiliation with GPC International has entered its second year. We remain grateful to CEO Hershell Ezrin and his colleagues for housing the Roundtable and providing other forms of critical support.

Torys

- Michael Thorley and Torys continue to serve (pro bono) as the Roundtable's Trustee. Our gratitude to Michael and the firm runs deep.

B. "\$2,000 Club" – Subscriptions To Roundtable Reports

In the past year, 14 Roundtable associates purchased \$2,000 subscriptions to Roundtable information, effectively providing financial support for this purpose. A written accounting of this work will be prepared and personal briefings will be offered to each of the subscribers.

C. Roundtable Leadership

Several developments to report:

- Honourable Michael Wilson – our distinguished Honorary Chairman – has agreed to serve as Senior Chairman of the Roundtable and Co-Founder Tim Price – who launched the Roundtable three years ago in the Brascan boardroom – will continue as Co-Founder and Chairman
- Meanwhile, Paul Garfinkel, MD, has agreed to serve as Co-Chairman with Tim. As President and CEO of CAMH, Dr. Garfinkel leads one of only four WHO Centres of Excellence in the world – and his presence as Co-Chairman will reflect purposefully on the Roundtable and its mission.
- Maria Gonzalez, founding Vice-Chair, will continue in a leadership role, now as Senior Vice-Chair. An expert in business management and corporate acquisitions and mergers, Maria is working actively with us to crystallize the Roundtable’s stated vision, mission and goals for 2002.
- Martin Shain, Canada’s leading authority on workplace stress and a prominent member of the CAMH scientific community, has agreed to serve as the Roundtable’s scientific adviser. This empowers our efforts with new depth and we wish to express to Martin our sincerest appreciation for contributing his knowledge and expertise so generously.

We are also delighted to report that we have “landed” new leadership recruits:

- Bob Muir, just retired Senior Vice-President and Chief Operating Officer of the Ontario Hospital Association has joined the Roundtable as Vice-Chairman and is also located at GPC International. Bob’s rich experience in health care adds significant new capacity and expertise to the Roundtable’s leadership group.
- Richard Bertrand, Chairman of the Board of Governors of the University of Ottawa, and President of “IThink Inc.,” a technology and venture catalyst will also serve as Vice-Chairman. Richard was one of two nominees for “business person of the year” in Ottawa in 2000. He is former chairman of Royal Ottawa Health Care Group.
- Marten deVries, MD, director and founder of the Centre for Collaboration in Public Mental Health at Maastricht University in The Netherlands – and retiring Secretary-General and former President of the World Federation for Mental Health – has agreed to serve as Co-Chairman of the Roundtable in Europe. *(A senior business executive will be named to serve as Co-Chair with Marten, consistent with the model we have established here.)*
- Wilkerson will vacate the “president’s” mantel and serve as Co-Founder and CEO. Donna Montgomery, while continuing as Administrator of the Roundtable, will also oversee the Roundtable’s new website.

D. Roundtable Website

The Roundtable has a website – thanks to the “\$2,000 Club” and the financial support of our affiliates. The site is currently under construction, however, it is accessible at www.mentalhealthroundtable.ca and we hope to have it fully operational within the next week or two.

E. Roundtable Partnerships and Expansion

This year, the Roundtable entered into new partnerships which will expand our reach into the business community:

The Canadian Chamber of Commerce

Under the leadership of President and CEO Nancy Hughes-Anthony, the Chamber has generously responded to the Roundtable's call on several levels: 1) as a distribution channel to big and small business; and 2) the champion of engagement of Chambers of Commerce inside and outside Canada.

IAPA's 40,000 Members

With 40,000 members in Ontario, we welcome the Industrial Accident Prevention Association (IAPA) and CEO Maureen Shaw's support of the Roundtable's efforts. We will work with IAPA on the development of management tools with which to manage the effects of stress-related and mental health problems.

Atlantic Canada

Dalhousie University and business leaders in Halifax, N.S., have launched the Roundtable in Atlantic Canada. Co-chairs there – using the business-health leader model – include Stan Kutcher, MD, Chairman of Psychiatry at the University and an international figure in adolescent psychiatry, and Clay Coveyduck, Senior Vice-President (retired) of the Royal Bank of Canada.

Western Canada

The Alberta Mental Health Board (AMHB), and the business community of Alberta are coming together to launch the Roundtable in Western Canada. AMHB Chair Betty Schoenhofer and James Gray, Chairman of Canadian Hunter Resource Development Ltd., are Co-Chair and Honorary Chair respectively. A business co-chair is pending. Our special thanks to Calgary Mayor Al Duerr for his leadership two years ago in sowing the seeds for this development.

CMHA

As partners go, the Canadian Mental Health Association merits special mention for their continued friendship nationally, regionally and locally.

F. Global Perspective

This year, we added the word "global" to the Roundtable's name. Three reasons for that – one, the issues we are tackling are global in nature; two, the business and economic response to those issues are both global and local in nature; and three, the Roundtable's reputation and activity has expanded internationally.

Examples of this emerging global perspective in the Roundtable's activities:

- Nations' Capitals – Richard Bertrand will, this year, take the first steps in linking business and health leaders in various national capital cities with Roundtable information. It seems logical to target the capitals of the G-8.
- Brussels – Through the Canadian Chamber of Commerce and the British Chamber in Belgium, whose president is a senior GPC International executive in Brussels, (where GPC has its European Headquarters), we will explore activity possibilities there this year or next.

- New York – Through Dr. deVries, we are working with the State University of New York (SUNY) and the Mental Health Association of New York City Inc., including business members of the latter’s board, to devise a Roundtable initiative in both the City and State of New York. More on this soon.
- Hong Kong – The Bank of Montreal’s senior executive in Hong Kong, Robert Martin, has agreed to examine ways to assist us in carrying the Roundtable’s message to that region. Our thanks to him.
- Brazil – Dr. Roberto Cezar de Andrade, Executive Chairman, Brascan Brazil, has also agreed to do the same thing in his region. We are most grateful.
- London – Through Dr. deVries and Michael Wilson, we will explore the feasibility of a London-based roundtable activity.
- World Economic Forum – As a result of a Michael Wilson outreach, the Forum has expressed an interest in the Roundtable. This may lead to a place on a future program in Davos, Switzerland.
- United Nations – The Undersecretary-General, in a letter to Michael Wilson, has acknowledged the value of the Roundtable initiative

Mental Health and Work – Worldwide Initiative

One of the Roundtable’s earliest activities was bringing World Mental Health Day to Canada in 1998. Successive conferences were held in Markham, Ottawa, Toronto, Durham Region Ontario, and Calgary. New plans are in development for 2001 and 2002. More on that soon.

On the advice of the Roundtable, the World Federation for Mental Health – owner of the World Mental Health Day property – introduced the theme of “mental health and work” to the nearly 100 nations who participate in World Mental Health Day each year. The Roundtable produced major articles for the Federation’s World Mental Health Day information Kit this year and last – and in 2001, analyzed the activity undertaken by participating nations.

Remarkably, cultures and economies as diverse as Egypt, Sri Lanka, Finland, Germany, Australia, Ireland, Great Britain and South Korea participated in this theme, quoting Roundtable data at some length. The outreach represented by this initiative is enormous. “Mental health and work” as a topic of importance to business and communities worldwide – is now, quite literally, on the map of the world.

G. Special Initiatives and Projects

The Roundtable’s portfolio of initiatives and projects has grown fairly dramatically and we have gone beyond the task of awareness-building among business people. We have begun to develop approaches and methods with which to tackle mental health issues on business grounds. A sampling follows here:

12-Step Business Plan To Defeat Depression:

Originally released on July 20, 2000, the 12-Steps have attracted attention in the media and among employers across Canada, in the United States and in parts of Europe. More than 1000 copies of

the report have been distributed in response to requests. The 12-steps have been updated with an accompanying “Toolbar” for work place action.

“Mental Health In The Global Village”

This initiative entails special Roundtable events in Toronto and Maastricht in 2002. This project will be discussed soon.

The New Topline:

We are working with the Registry for Health Practitioners in Psychology at the University of Ottawa to develop a slate of behavioral standards for managers and employees which will promote mental health and productive output at the topline (sales and revenues). A report will be released later this year.

“Mental Health Works”

The Roundtable is partnering with the CMHA (Ontario Division), the Ontario Ministry of Citizenship and GPC International to develop a package of workplace management tools and policies to reduce the risks and effects of mental health disabilities and working conditions which may foster them. Test sites are being sought for this work.

(The Ministry of Citizenship has responsibility for government programs aimed at improving disabled persons’ access to jobs and consumer choice.)

EAP Design For Mental Health

The Roundtable is consulting EAP providers, auditors and other specialists to prepare a paper on the customization of EAPs for mental health purposes. This paper will form the basis of a keynote speech we are delivering to a conference of EAP providers in Ottawa on November 19th.

“BusinessLine on Addiction and Mental Health”

The Roundtable will develop an electronic and hard copy newsletter aimed at chief and senior executives on specific issues relating to the management of addiction and mental health issues on business and scientific grounds. It will be called “BusinessLine” and housed on respective websites. This will become the prime vehicle for our output inside the next year, providing continuity and consistency in the presentation and timing of information.

“Return To Work” Aides

Based on two situations which came our way, the Roundtable will, over the next year, provide employers and employees with interviewing techniques and “CV writing” skills needed by both parties to facilitate the effective return-to-work of individuals who have missed work due to mental health or addiction problems.

MINDSETS 2020

Our book – “MINDSETS: Mental Health – The Ultimate Productivity Weapon” – originally produced by Homewood Centre for Organizational Health and co-authored with Homewood CEO Edgardo Perez, MD – will be updated and re-released this year or next in association with Dalhousie University. Marten deVries will co-author the new version.

Business and Professional Briefings

In 2000-01, we originated a series of briefings on mental health and work issues among management groups in business and the professions. This was undertaken in association with CAMH and we will continue to seek out opportunities to share information face-to-face with executives and management groups.

Speech Program

This continues at a fairly vigorous pace. Our Fall, 2001 speech itinerary is attached.

News Media

According to a listener and readership analysis undertaken for us by GPC International, it is estimated that the Roundtable's message has reached more than 20 million people over the past three years.

At the same time, it is important to note this number is heavily weighted by our appearance on a number of large audience national and international television and radio shows including BBC, CBC, CTV and the Voice of America.

Posted on our website is a partial listing of publications of Roundtable stories. Some of the most important placements occurred in industry-specific publications with specialized readership.

H. Special Thanks

There is nothing more valuable to the work of the Roundtable than the on-going information from relevant sources and while many people provide that information to us – and we are very grateful – two people in particular deserve special thanks.

- *Bruce Rowat, MD, Medical Director for the Bank of Montreal and Sun Life and Beth Reade, MD, a psychiatrist at the Homewood Health Centre. Both consistently send us reports, research papers, articles and documents which help us to maintain a data base that we draw upon regularly. Our special thanks to Dr. Rowat and Dr. Reade.*

Regards,

Bill Wilkerson
Donna Montgomery

FALL, 2001, SPEECH ITINERARY
Overarching Theme: Mental Health – The Ultimate Productivity Weapon

<u>August 23, 2001</u> Taping – CAMH Video – “The Urban Village” Consolidation Strategy	Toronto, Ontario
<u>September 13, 2001</u> Remarks to Rx&D Private Drug Payer Committee (Pharma Industry), Ontario Region	Mississauga, Ontario
<u>September 18, 2001</u> Speech to Lambton County EAP Council Seminar “Depression in the Workplace and Investing in Comprehensive Workplace Health Promotion” (CAMH project)	Sarnia, Ontario
<u>September 24, 2001</u> After Dinner Address to Provincial Forum of Mental Health Implementation Task Forces on Mental Health (Royal York Hotel)	Toronto, Ontario
<u>October 9, 2001</u> Plenary Address -- National Summit on Best Practices for Mental Health in the Workplace U.S. Departments of Labor and Health & Human Services, co-hosts (Ronald Reagan Building and International Trade Center)	Washington, DC
<u>October 10, 2001</u> New York (am) Speech to Conference on Mental Health, Business & Stigma (United Nations – State University of NY Host)	New York, N.Y.
Ontario (evening) Speech to “Future Abilities and Creative Employment (FACE) Annual General Meeting	Newmarket, Ontario
<u>October 17, 2001</u> Remarks and Panelist – National Quality Institute Summit (Westin Harbour Castle – Convention Centre)	Toronto, Ontario
<u>October 18, 2001</u> Keynote address to National Institute of Disability Management and Research (NIDMAR) Symposium (Delta Ottawa Hotel)	Ottawa, Ontario
<u>October 22, 2001</u> Speech to Ontario Conference on Mental Health and Addiction – Reclaiming Our Roots (CMHA – Ontario Division and CAMH) (Toronto Airport Marriott Hotel)	Toronto, Ontario
<u>October 25-26, 2001</u> Presentation to the Second Annual Global Symposium “Business and Mental Energy at Work International Labor Organization, (ILO, UN affiliate)	Geneva, Switzerland
<u>October 29, 2001</u> Speech and Panelist – Canadian Foundation for Pharmacy (Details TBA)	Toronto, Ontario
<u>November 19, 2001</u> Keynote Speech to 44 th Biennial Symposium on Employee & Family Assistance Programs in the Workplace INPUT 2001 Symposium (Chateau Laurier Hotel)	Ottawa, Ontario
<u>November 23, 2001</u> Keynote Speech to the Council on Workplace Health and Wellness	Calgary, Alberta