



PUNJABI COMMUNITY HEALTH SERVICES



2021 Annual Report

Board Chair Message

Punjabi Community Health Services Calgary Society is completing its 8th year of operations. As we come out of the worst public health emergency in a century, we find ourselves progressing from response to resilience. Despite the pandemic challenges, we have seen an increase in the numbers of clients that we serve, we have built solid relationships with mainstream organizations, we have increased our staff, and we are now returning to offering some sessions in person. Over the past few years, we have seen a shift in the mindset of our community. Our community members are now empowering themselves and others to seek help versus hiding in the shadows, learning the status quo is not okay and that we need to vocalize concerns to make a change.

The key to our clients' success is our staff. We can't emphasize the resiliency of our team enough – they did an extraordinary job adjusting to the changes in program delivery, and we know this wasn't easy for them or their families. Our team has been flexible by working evenings or weekends when needed to accommodate our clients and fulfilling their household duties. We want to recognize the spouses, children, and parents of our staff for allowing them to do what they needed to do for the greater good of the community – we know the sacrifice they made and sincerely appreciated it.

Leadership is about the team – it's about empathy for your clients, employees, and the communities you serve. It's about doing the right thing for the right reasons and adjusting your sails when needed. These are the qualities of our Executive Director, Nina Saini. This past year Nina enabled our staff with learning and growth opportunities to help elevate their skills. She has been an advocate for our clients in mainstream organizations, grant funders, and municipal and provincial government officials, building their understanding and raising awareness of the uniqueness of our services. Her passion and commitment to the organization do not go unrecognized.

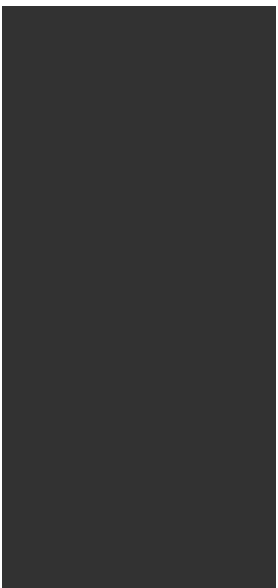
Over the past year, the board has been focused on maintaining business continuity in the period of ongoing disruption. We have had to find the balance between both the short-term and long-term needs of the agency.

Earlier this year, we adjusted our strategic goals to ensure that we focus on outcomes required to transition to a fully Administrative board by 2024. This year, we have three directors leaving our board, Sherry Hiebert-Keck, Sona Minhas and Tonie Minhas. The contributions of these board members were exceptional, and we look forward to their ongoing support as volunteers. We welcome new board member Namrita Sohi to the team!

The agency has continued to lean on the support of PCHS Ontario's CEO, Baldev Muttu, to help PCHS Calgary progress and thrive. Baldev has been very forthcoming with information and guidance to ensure that Board members and staff have the support they need, whether for the governance committee or the leadership team – we are in awe of his tireless energy for the betterment of the South Asian community. To our founding members, thank you for your ongoing support – it is greatly appreciated.

Our goal for the next year is to continue to increase awareness of the uniqueness of our services and try to address the gaps in our service through additional funding streams. We hope to lean on our community for their advocacy and continued support. We are so grateful to have everyone's support on this journey; we could not do this without each and every one of you.

Kiran Dhaliwal & Rekha Jabbal
Board Co-chairs



Executive Director Message

This year's AGM theme is RESILIENCY, 2021 was riddled with ups and downs for many yet we progressed and lifted one another up despite the challenges we all faced with the continuation of Covid-19. PCHS Calgary staff, board, and volunteers honoured their commitment to servicing the South Asian Community to reduce the effects of the pandemic on mental health, addiction, and family conflict through maintaining our counselling, outreach, and peer support programs. This commitment was actualized by the highest number of PCHS clients annually served at 1028 clients, a historical year. Please take a moment and let that sit.

This is indicative of our brave clients seeking support to better their lives. This is indicative of our amazing staff, who regardless of their personal journey were relentlessly committed to supporting our brave clients through their expertise. This is indicative of our passionate Co-Chairs, Kiran Dhaliwal and Rekha Jabbal, who we are so grateful for their countless efforts and support to make PCHS Calgary what it is, we and I could not do it without you. Additionally, this is a testament to our committed Board of Directors who help build the framework to our house of care. All of our valued volunteers who gave and shared so much of what they had to move PCHS Calgary forward. Alongside our community supporters, donors, and funders that provide PCHS Calgary the arm span to carry our clients out of despair. I thank you all deeply.

"We don't have to do it on our own" was an important motto for us in 2021, PCHS was strengthened in supporting our community through the 31 collaborations and partnerships in forms of presentations, learning networks, resource development, and assisted us in offering 26 workshops to 320 participants. Notably, Council of Agencies Serving South Asians (CASSA) Ontario extended a partnership with PCHS Calgary as the Alberta lead for their National Gender Based Violence Research Project focused on South Asian women during Covid-19.

We started a PCHS South Asian Youth Club at the U of C tackling addiction issues, presently with 10 youth ambassadors representing. In addition to our 6 ongoing group programs, PCHS introduced an Anger Management group which is still going strong. Also in 2021, the training and implementation of 'single session counselling' which has reduced wait times, provided tools, coping mechanisms, and de-escalation strategies quickly to assist clients, and build capacity for our staff to support more people was an undertaking with great reward. So many countless additions and hard work done in 2021, please read the rest of our 2021 AGM report for highlights and details.

How remarkable our journey has been over the last year as we break our hearts open and share our futures and look forward to our new world. Together. Let us celebrate and acknowledge our response as a testament to resiliency that inspires us in our year ahead.

Nina Saini
Executive Director



Staff

Nina Saini - Executive Director

Shubumjeet Rakhra - Office Manager

Nico Scholten - Clinical Supervisor

Harman Batth - Counselling Program Lead (Registered Provisional Psychologist)

Sajjad Mahmood - Counsellor (Registered Provisional Psychologist)

Harmeet Sandhu - Counsellor (Registered Provisional Psychologist)

Tania Bhullar - Counsellor

Arunie Saldhi - Counsellor

Sarbjit Sodhi - Peer Support Program Coordinator

Amber Qureshi - Outreach Coordinator

Board of Directors

Rekha Jabbal - Co-Board Chair

Kiran Dhaliwal - Co-Board Chair

Harmeet Batoo - Treasurer

Preet Sandhu - Secretary

Sona Minhas - Director

Sherry Hiebert-Keck - Director

Tonie Minhas - Director

Vision Statement

Leading the way in equitable care for diverse South Asian communities.

We are leading the way in equitable care for diverse South Asian communities. As the go-to counselling service for South Asian communities in Calgary, we are role models in building personal resilience and healthy families using the Circle of Care model. We work to break down barriers, provide a high quality of care, and strengthen our community.

Mission Statement

Empowering and nourishing Calgary's diverse South Asian community through safe, accessible, and culturally-informed counselling services, group programs, and outreach.

As an integral part of Calgary's diverse South Asian community, we are the trusted, go-to source for counselling, group programs, and outreach in the areas of mental health, addiction, and family challenges. We lead with Seva (selfless service), and Sahara (support), focusing on empowerment, cultural competence, confidentiality, and outreach as we seek to improve the standard of care in our community every day.

Strategic Goals

Priority #1: Develop a Coherent Quality Assurance Process

Priority #2: Update Governance Model

Priority #3: Develop a Sustainable Organization

Individual and Group Statistics

From January 2021 to December 2021

Total unique clients who received counselling services: 1028*

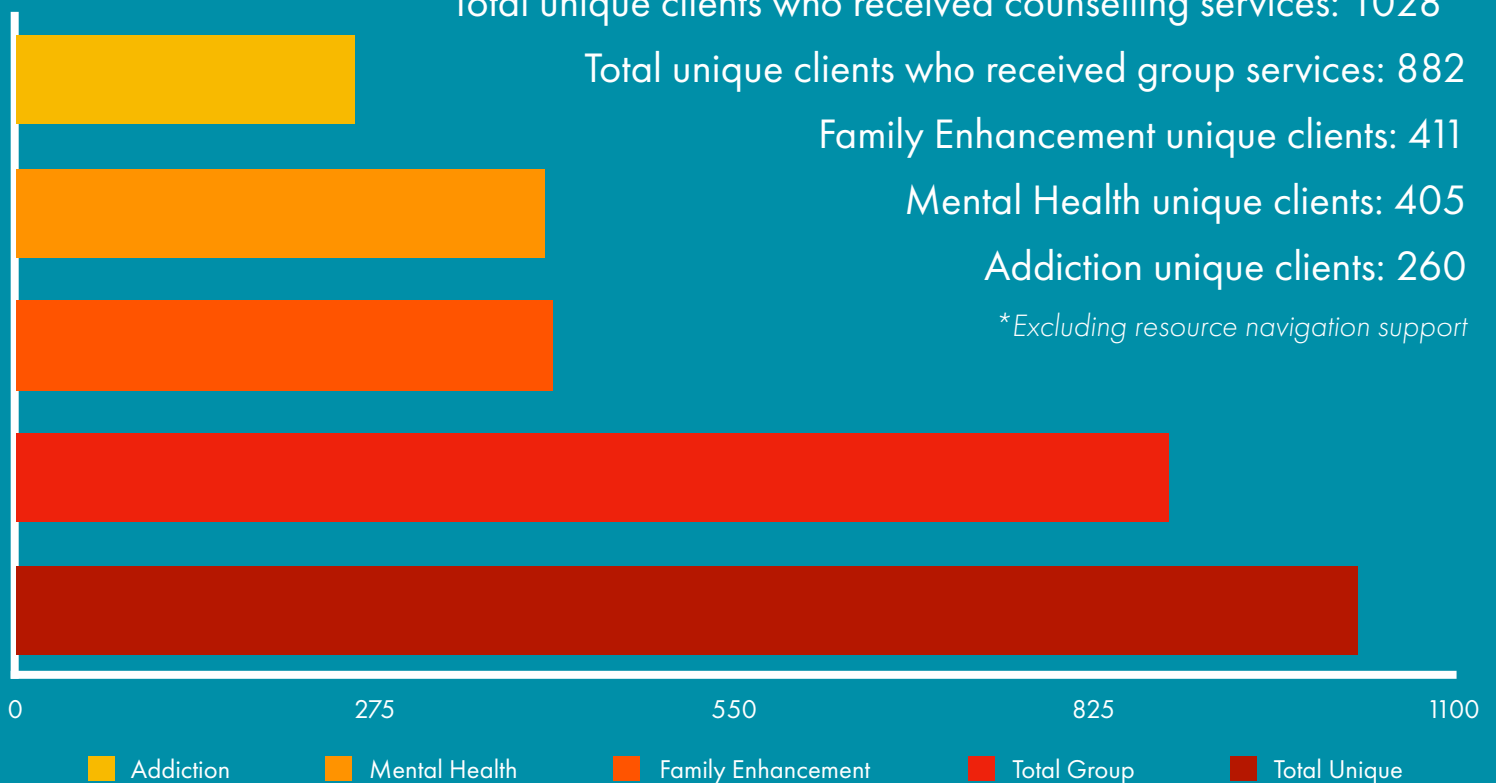
Total unique clients who received group services: 882

Family Enhancement unique clients: 411

Mental Health unique clients: 405

Addiction unique clients: 260

**Excluding resource navigation support*



Group Counselling Programs

Sahara Mental Health & Wellness Group

Sahara Women's Growth Circle Group

Sahara Domestic Violence Group

Anger Management Group

Sahara Alcohol Addiction Group

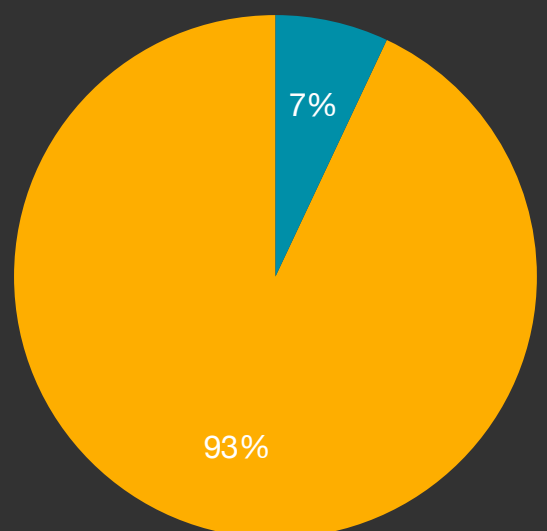
Sahara Opioid Addiction Group

Sahara Relapse Prevention Group

PCHS Operating Expenses

Service Delivery

Administration



Volunteer Support Program

PCHS Calgary's Volunteer Support Program provides meaningful opportunities to enthusiastic individuals who have the drive to make positive change in the South Asian community in Calgary. Our volunteers are trained to provide support in various areas such as outreach, fundraising and our peer-support program. Our volunteers supported many events in 2021, such as a Youth Volunteer Field Trip, Youth Summer Camps at the Genesis Centre where topics like Bullying, Self-Health and Healthy Relationships were discussed. Our volunteers also displayed PCHS's booths at numerous social events such as the Dashmesh Culture Centre, City Hall, 'Mend Your Minds' Youth Awareness Expo and numerous other venues where volunteers provided information on PCHS services. Our volunteers also heavily supported the 2021 50/50 Cash Raffle Fundraiser. A total of \$6,680.00 was raised for the 50/50 raffle, the winner was announced via our social media outlets. They participated in the Gender Based violence project and also assisted in setting up a booth promoting drug awareness at City Hall. Our translation services also include our esteemed volunteer who we graciously call "Surinder Aunty". We are so very blessed to have such an amazing volunteer like Surinder Aunty supporting PCHS Calgary.

In 2021 we commenced Volunteer Appreciation days. Every month, we choose a volunteer who has gone above and beyond the call of duty in supporting the South Asian community. The chosen volunteer is presented with a "Volunteer of the Month" certificate along with a token of appreciation. This year we were pleased to have the support of 16 volunteers who amassed a total of over 250 volunteer hours. A wonderful trend that we are pleased to share is that over 90% of our volunteers are youth. It is wonderful to see that the youth are driven and inspired to support the community in their formative years. The youth and all volunteers are given opportunities to learn through training and gain valuable skills through our outreach initiatives.

For more information regarding volunteer opportunities with PCHS Calgary, please email Amber Qureshi, Outreach Coordinator at amber.qureshi@pchscalgary.com



Outreach

Outreach is an incredibly important tool that we at PCHS Calgary use to reach new clients and promote the various work that we do. The outreach component ensures that the South Asian community has access to information about PCHS Calgary on social media platforms such as Instagram, Facebook, Twitter and LinkedIn and throughout the community at events. The Outreach program is led by Amber Qureshi, our Outreach Coordinator. The goal of the Outreach program is to highlight our work, provide updates on new events, and foster new relationships with partner organizations and new clients. In 2021, we have made 30 new partnerships/connections with organizations that both need the support of PCHS and who also provide meaningful assistance of our outreach initiatives.

PCHS Calgary has been fortunate to continue fostering our relationship with our various media partners such as Omni TV, Prime Asia TV, Jag Punjabi TV and 106.7 RED FM where our counsellors speak monthly on various topics ranging from Domestic Violence, Anger Management, Addiction and many other. Our media partners aid us in exposure to a greater audience and helps in finding new clients who benefit from our service. On average, our team had 4 media appearances each month. We also had 12 articles published in Sikh Virsa. Some of our key connections include our partnerships with agencies like the Pregnancy and Infant Loss Support Centre, Calgary, Calgary Local Immigration Partnership and the End of the Rainbow Foundation. In 2021, 171 posts were made by PCHS on Instagram and Facebook. These posts are a great way to engage with the community and showcase our various initiatives. PCHS Calgary has 541 followers on Instagram. We look forward to growing our outreach initiatives in 2022.



2021 New and Notable Projects

We are pleased to announce that in 2021, we started offering 2 new programs. These programs are our Anger Management Program and Single Session Therapy. These programs commenced in light of the need for these specific areas of support.

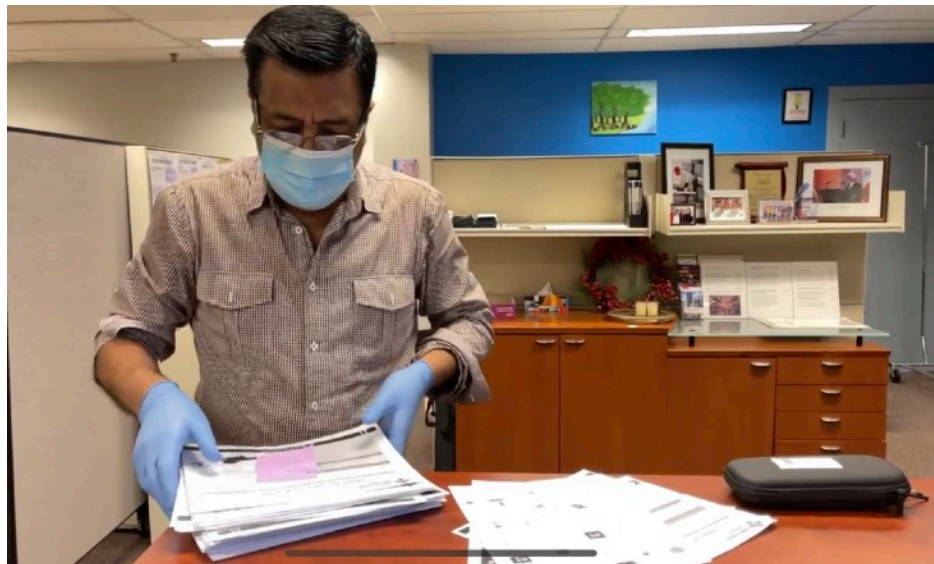
The Single Session Therapy program is a new way of providing counselling that targets issues head on in one single counselling/therapy session. Although single session therapy may not be a transformative deep dive when compared to traditional longer-term therapy, it has proven to be beneficial and is used as an immediate source for assistance for clients who needs immediate one-on-one therapy. When clients are paired with our professional counsellors, they can set themselves up for success in just one therapy hour, as opposed to ongoing needs and prolonging their stress.

Our Anger Management sessions have filled a need in the South Asian community. At PCHS Calgary, we pride ourselves in innovating and continuously growing to meet the needs of our clients. Another important program that we began in 2021 was the CCIS Afghan Arrival Mental Health Collaborative Network Project. This project aids in supporting the mental health of the new Afghan refugees who fled war and persecution.



Naloxone Kit Distribution

Naloxone kits save lives. Naloxone kits are portable pouches that contain an opioid antidote that is administered via an injection. This opioid antidote can reverse an opioid overdose for a short period of time. This opioid overdose reversal provides crucial time for emergency services to intervene. In 2021, PCHS Calgary hosted 3 Naloxone kit distribution events. The impact of distributing Naloxone kits can be measured through the preservation of life that these kits contain. Along with distributing these kits, PCHS Calgary has educated and trained member of the public at these distribution events about the importance of Naloxone kits, and how they can administer these kits in the event they come across someone in an opioid/overdose situation.



Gender Based Violence Project (GBV)

PCHS Calgary represented the province of Alberta in a nationwide Gender Based Violence Research Study based on the experiences of South Asian women in Canada. We partnered with the Council of Agencies Serving South Asians (CASSA) based in Ontario on this niche project, which focused on the experiences of GBV survivors from the South Asian community during the pandemic. In Calgary, we partnered with the Calgary Immigrant Women's Association, Center for Newcomers and the Maskan shelter to run focus groups with participants and collect qualitative and quantitative data. This project aims to explore how Gender-based violence in the Canadian South Asian community has manifested during the pandemic, along with the many causes and effects from the perspective of service delivery agencies and survivors themselves. Another part of the research focused on how Covid-19 changed the framework and method of service delivery to clients.

Notable Workshops

We partnered with the Alberta Health Service to provide Cancer Screening Workshop. We participated in 25 workshops and had 320 participants at the Cancer Screening workshops.

We have also created a meaningful partnership with the Pregnancy & Infant Loss Support Centre here in Calgary. Pregnancy & Infant Loss topics are rarely discussed in the South Asian community. There is much stigma surrounding child loss, and a lack of education for the community to have meaningful discussion about these tragic events. PCHS Calgary is committed to help shine light on this and help education the South Asian community on how they can help those who are grieving from infant loss. We have facilitated several educational workshops with the PILSC in Punjabi, Hindi and Urdu.

Another workshop that we are proud to have been part of and continue to support in is in helping to build Calgary's Anti-Racism Strategy with the City of Calgary. The purpose of this workshop was to address systemic racism in Calgary and make the city an inclusive community for all.

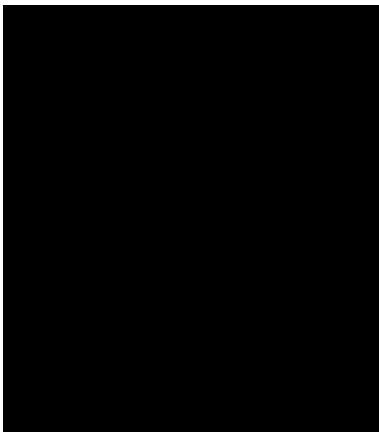


Professional Development

We strongly encourage and support our staff to pursue continuous education. This development includes going through formal education, workshops, group/panel discussions and self-learning.

In 2021, the PCHS staff created cultural training for the Big Brothers and Big Sisters mentors in conjunction with Prem's South Asian mentor pilot project. Our counsellors were also trained on how to administer single session therapy, along with additional couples therapy training.

A few notable panel discussions that PCHS participated in was the Ethnocultural Panel Discussion with the Calgary Catholic Immigration Society, The South Asian Youth Mental Health Ambassador Retreat Panel Discussion and the Alberta South Asian Covid-19 Relief Project with the Sikh Heritage Alberta. The staff also enrolled in and participated in the Indigenous Canada course through the University of Alberta.



Client Testimonials

"PCHS was very helpful to me with regards to dealing with my anxiety disorder. Specifically, my counsellor [name], she listened to my every word and was my pillar of support. I would recommend their services to everyone who suffers from anxiety, and I want them to know that there is support out there, and that you are not alone. "

- 26 year old male client

"My husband began counselling sessions with an addictions counsellor [name], but after a few sessions he said he was not interested. Then, [counsellor] offered counselling to me, his wife, saying it will be beneficial for me. At first, I thought to myself "I am not the one with addictions, what benefit could I get from addictions counselling?", however, I decided to give it a chance. Today, I can wholeheartedly say that the addictions counselling services have changed my life for the better. I took stress management and anger management classes. Through these counselling sessions I was able to not only learn to manage my personal stress and anger but also understand what addictions are and how they work. With a better understanding of what my husband was going through and having learnt stress and anger management skills, my behavior towards my husband began to change. Previously, my husband avoided speaking to me and coming around me because I was hurt by his behavior and spoke with lots of anger so we could not communicate well or much at all. Now, I am able to manage my own emotions better and as a result our communication has improved a lot. Today, we actually have honest, deep, and engaging conversations and enjoy each other's company now."

- 51 year old female client

My counsellor has helped me understand things about situations that I have been in with my family in how to deal with them without making them into issues that blow up. All I can say is if it was not for me having counselling and the groups to talk about the issues in my life I would 100 percent be dead or still drinking, because I did not know how to deal with my life. I am very lucky that I got the help when I did. PCHS is a great tool to have in the south Asian community

- Excerpts from a 43-year-old male who attended counselling for mental health, addictions and domestic violence

Partners and Funders



