



2019

Acommplishments

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WHAT IS ATTENTION DEFICIT HYPERACTIVITY DISORDER?

What is ADHD

ADHD is a chronic neurodevelopmental disorder affecting 5% of children and 4% of adults in Canada or 1.5 million Canadians (Manos, 2010, Statistics Canada, 2017). Core symptoms include hyperactivity, impulsivity, and attention dysregulation. Approximately two-thirds of children will continue to experience symptoms into adulthood with prevalence rates unevenly distributed between the sexes (Lachaine et al. 2012). ADHD affects various parts of the brain such as working memory, planning, response inhibition, vigilance, emotional regulation, and Motivation (Hoogman et al, 2017, Lachaine et al., 2012). People with ADHD are often characterized as being disorganized with poor time management skills, unable to follow through on tasks, and unmotivated or lazy (Ramsey and Rostain, 2016). ADHD remains under-recognized and underdiagnosed even though it's the most treatable psychiatric disorder in Canada.

Why is ADHD Important?

Left untreated ADHD can have devastating effects over the course of one's lifetime. ADHD is linked to an increased risk of mood and anxiety disorders, substance abuse disorders, transportation accidents, suicides, injuries, teenage pregnancies, unemployment, underemployment, and incarceration (Barbarese et al. 2013, Ramsey and Rostain, 2016). Studies have found that ADHD can shorten one's life expectancy by up to 22 years if persistent into adulthood and reduces their healthy life expectancy by 8.4 years (Barkley, Fischer, 2018). That is 2.5 times greater than the top four risk factors that we focus on as a society combined, such as obesity, alcohol use, smoking, and coronary heart disease, (Barkley and Fischer, 2018).



CENTRE FOR ADHD AWARENESS CANADA

Who We Are

CADDAC is a Canadian national charity dedicated to improving the lives of those with ADHD through ADHD awareness, education and advocacy.

What We Do

- Develop and deliver research-based information on ADHD
- Provide support and education for those affected by ADHD
- Actively advocate to government on the issues related to ADHD and the lack of ADHD resources available to Canadians

Our Work

CADDAC provides leadership and support in awareness, education and advocacy for ADHD organizations and individuals across. From a day to day perspective this means CADDAC organizes, builds and presents up-to-date research-based, educational programs, actively advocates to government for changes that will benefit those with ADHD and their families, provides one on one support and information to parents and adults with ADHD; provides networking between ADHD groups across Canada, and strives to increase the awareness and understanding of ADHD on all levels.

There are many small, local ADHD organizations that offer excellent support in small pockets throughout Canada. Unfortunately, this still leaves many areas unserved. It is our hope that by creating a website dedicated to ADHD resources for Canadians we will provide an excellent source of information and support to individuals affected by ADHD in Canada.



MESSAGE FROM THE FOUNDER AND PRESIDENT

2019, the year of Growth and Change



Heidi Berhardt, RN

I would have to say that the theme for 2019 was one of growth and change. Over the past several years, more and more families and individuals were reaching out to CADDAC for education and support and we were continually taking on larger and more diverse projects. The work load was increasing steadily until it became evident that additional staff was desperately required if we wanted to continue our rate of growth. So, in the spring we hired a third team member. This allowed us to substantially grow our online and social media presence as well as our ADHD Speaks campaign. We also produce several YouTube awareness videos. We were able to capture so much great footage, thanks to the brave adolescents and adults who shared their stories, more great videos are still to come.

As I look back at last year, I find it quite astonishing how many projects our small team of three actually accomplished. On top of all our usual educational sessions: full day workshops; school, clinic and community presentations; webinars; and our annual conference we developed a three-part animated video series for kids, and hosted two live awareness events, one for children and their families and one for adolescents and adults. Of course, this is on top of daily calls and e-mails from adults and individuals looking for resources, support and assistance with advocacy.

On the systemic advocacy front we published and distributed a new policy paper on ADHD as a Canadian

Health Risk and after meeting with the BC Ministry of Education submitted a paper to the K to 12 Funding committee outlining the need for BC to recognize ADHD as a serious learning risk requiring resources and funding. CADDAC also assisted the ADHD community with their submissions and presentations to the Select Standing Committee on Children and Youth's review of the special needs of neuro-diverse children.

In the fall, CADDAC took a leap of faith after many years of contemplation and applied for, and this spring received, charity status. It was as if the stars aligned. We received a request for a national charity from the ADHD community and the federal government relaxed their regulations around lobbying for charities. We believe that this new status will give CADDAC the opportunity to bring in additional funding allowing us to educate and support more families and individuals living with ADHD and launch more ADHD awareness and advocacy work. Thereby allowing for greater growth in the future.

On a more personal note, after being immersed in the field of ADHD support since 1992 I have decided to slow things down a bit. I am definitely not leaving CADDAC, but have left the Executive Director role in the capable hands of Juanita Beaudry. This will allow me to focus on developing and presenting ADHD education and awareness material and work on advocacy initiatives.

ADHD PROGRAMS AND INITIATIVES

Educational Events

CADDAC delivers a variety of educational events each year to individuals and families affected by ADHD, allied health professionals, educators, and community organizations



Workshops

Workshops with expert speakers provide research based information to help individuals and families affected by ADHD in communities across Canada.



Conference

CADDAC designs and delivers an annual 2-day conference. Presentations are given by subject matter experts who provide information and resources on ADHD related topics.



Webinars

CADDAC webinars are provided by experts in the field of ADHD, they are designed to be easy to understand and interactive. Our webinars are aimed at reaching individuals across Canada

9 Workshops Offered

541 Participants

5 Webinars Offered

308 Participants

372 Participants

ADHD PROGRAMS AND INITIATIVES

Educational Material

CADDAC is constantly developing educational materials for individuals and families affected by ADHD as well as health care professionals and educators. The educational material can be used as a tool by physicians, educators and individuals struggling with ADHD.



Children's Animation Videos

CADDAC was excited to launch a series of animated kids' videos. The videos were designed to help explain ADHD to children in language they can understand. The series includes three videos; An introductory video explaining the common symptoms of ADHD and two additional videos discussing the struggles children with ADHD have at school and in the home.

- That's Me, I have ADHD: 8,200 views
- When My ADHD Gets Me Into Trouble: 1,900 views
- My ADHD at School: 2,200 views

ADHD Classroom Teaching Strategies and Classroom Accommodations

CADDAC developed a comprehensive list of classroom accommodations for students with ADHD struggling in school as well as a tool that educators can use to help identify difficulties students are having relating to ADHD.

- [Teaching Strategies for Typical ADHD and Executive Functioning Impairments \(educator's guide\)](#)
- [ADHD Symptoms, Impairments and Accommodations in the Elementary School Environment](#)
- [ADHD Symptoms, Impairments and Accommodations in the High School Environment](#)
- [ADHD Symptoms, Impairments and Accommodations in the Post-Secondary Environment](#)



ADHD AWARENESS INITIATIVES



ADHD Awareness Month

October is ADHD Awareness month! Every year CADDAC takes the opportunity to educate Canadians about ADHD through our social media platforms, weekly newsletters, community events and earned media ads. Awareness Month provides an opportunity to disseminate reliable and fact-based information that educates and helps clarify the myths about ADHD. Each year in October countries around the world draw awareness to ADHD.

ADHD Speaks

ADHD Speaks is a national awareness campaign that was launched in 2018 during our conference in Halifax, NS. The goal of the campaign is to help build ADHD awareness across Canada. Also to further ADHD advocacy work we need to raise awareness with elected officials, policy makers, and the public. CADDAC has asked people of all ages, and walks of life, including kids, to join the discussion and share their experiences, by text, audio or video.

76 stories shared.



Awareness Videos

As part of ADHD Awareness Month initiatives, CADDAC developed a series of short awareness videos involving adolescents and adults. The videos were developed to raise ADHD awareness among adolescents, young adults, and adults struggling with ADHD

ADHD Live Shows

During ADHD Awareness month, CADDAC organized and delivered two live shows on ADHD to help raise awareness. One live show was geared to children with ADHD while the other was geared to adults. The events were up-beat, inspiring, and humorous, yet somewhat educational.

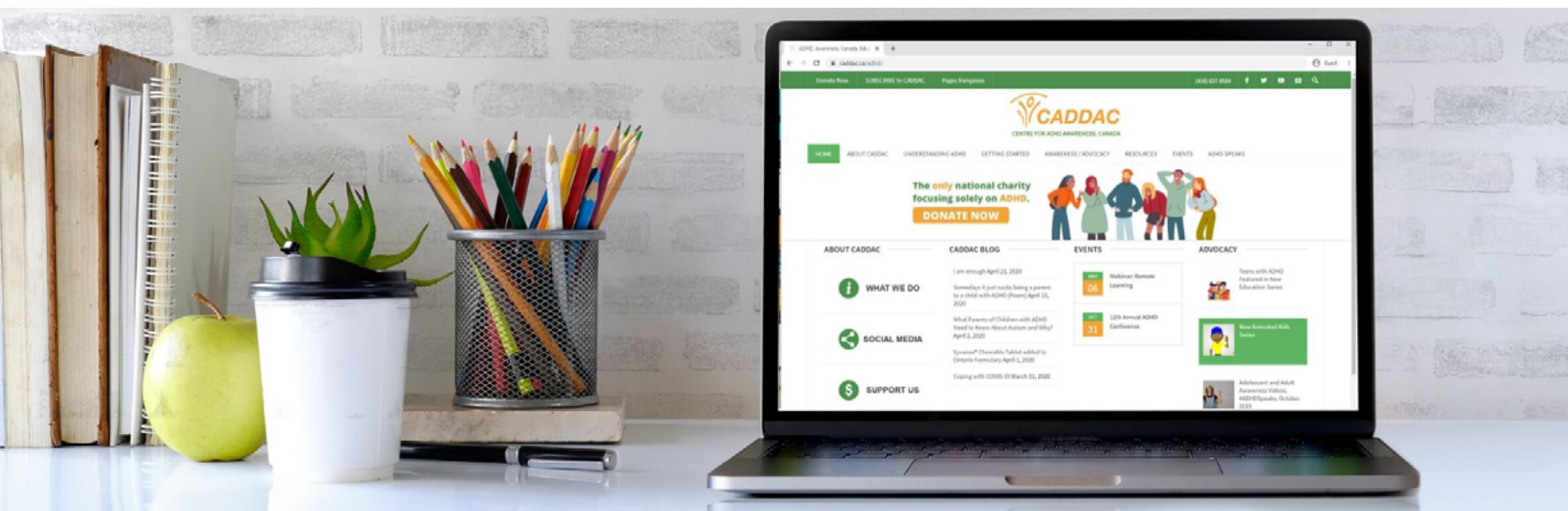
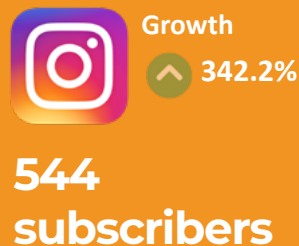
- Adolescents with ADHD
2,889 views
- Adults with ADHD
1,482 views

- Live Kids Show: Me and My ADHD |
230 people attended
- Adult Live Show: So You Think You're the Only One with ADHD! | **215 people attended**

ONLINE PRESENCE

Social Media

CADDAC has a digital footprint on several social media platforms, such as Facebook, Twitter, Instagram, and YouTube.



Website, Newsletter, Blog and Podcast

CADDAC sends out regular newsletters to keep the ADHD community informed on ADHD events, news, research, treatments, and policies. We also have a blog where we share on views on various ADHD topics as they arise. In 2019 CADDAC...

Website
had 194,210
website visitors

Newsletter
sent 29 newsletters
to 5,748 people

Blog
wrote 17
blog post

Podcast
had 23,012
downloads

ADHD ADVOCACY

Policy Papers

ADHD supports and resources are lacking in every province in Canada, that is why CADDAC continues to advocate for individuals and families affected by ADHD by meeting with government officials and writing policy papers to shed light on the importance of treating and diagnosing ADHD. In 2019 CADDAC developed two policy papers which were brought to the attention of government officials.



ADHD: A Significant Health Risk

ADHD can reduce one's life expectancy by up to 22 years if persistent into adulthood and reduce one's healthy life expectancy by 8.4 years (Barkley, Fischer, 2018). That is 2.5 times greater than the top four risk factors that we focus on as a society, combined, such as obesity, alcohol use, smoking, and coronary heart disease, (Barkley and Fischer, 2018). In addition, to physical health risks, individuals with ADHD also suffer from co-morbid psychiatric disorders as many as 80% of adults and 43% of children and adolescents have another mental illness.

Ignoring ADHD Increases Justice and Corrections Ministry Budgets

Building ADHD awareness and assessment, diagnostic and treatment services for ADHD into our justice and corrections services would reduce costs for our Ministries of Justice, Safety and Corrections.



2019 HIGHLIGHTS

Animated Videos

The launch of our first set of animated videos. CADDAC has wanted to develop animated videos for children for years and with the help of a few generous donors and corporations CADDAC was able to make that a reality. These videos are the first set of a series of videos geared to children. The goal is to develop a library of animated videos that children, parents, educators, and clinicians can access to help explain some of the common struggles children with ADHD face and provide them with strategies and tools to help cope with those symptoms. A total of 12,300 video views

Live Shows

CADDAC produced two up-beat, inspirational, humorous, interactive and educational, live show for Kids, teens, adults with ADHD and their families and friends. We had feature performers such as Rick Green, Jessica McCabe, and Big Daddy Tazz giving a tremendous performance. They shared their experiences with ADHD in a funny and humorous way. A total of 446 people attended the live shows.

Media Interviews

CADDAC continues to push media to report on important issues relating to ADHD. In 2019 we earned the attention of 8 national media outlets, reporting on important issues that affect all Canadians with ADHD.





CENTRE FOR ADHD AWARENESS, CANADA

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