

**BOUNCE BACK:  
RECLAIM YOUR HEALTH®**  
ANNUAL REPORT 2015–2016





## Annual report 2015–2016

### Contents

Program background .....	3
8-year overview .....	3
Program effectiveness .....	4
Program deliverables .....	5
Participant testimonials.....	5
Participant satisfaction .....	6
Service access .....	7
Activity reporting .....	7

# Program background

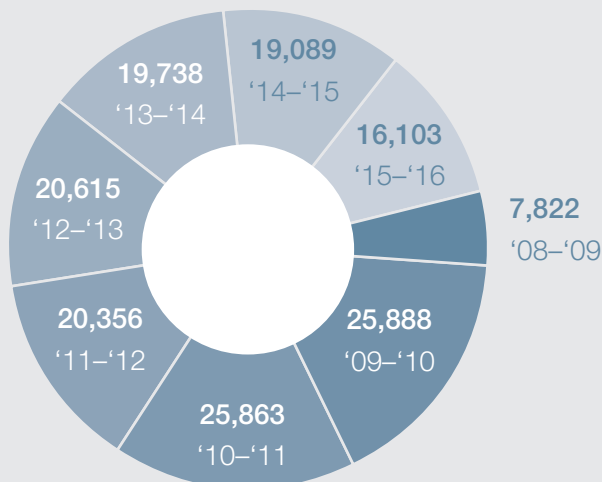
Bounce Back® is a free skill-building program for adults experiencing low mood or stress with or without anxiety. It offers two forms of evidence-based self-help:

- an instructional DVD with practical tips on recognizing and dealing with depressive symptoms
- a series of educational workbooks with telephone or e-coaching to reinforce the application of cognitive-behavioral strategies for overcoming difficulties such as inactivity, avoidance, worry, and unhelpful thinking.

Bounce Back® is offered throughout British Columbia by the Canadian Mental Health Association (CMHA) BC Division and is funded by the Provincial Health Services Authority. Resources and referrals are accessible via BC family physicians. For more information, please see [www.bouncebackbc.ca](http://www.bouncebackbc.ca) or call toll free 1-866-639-0522.

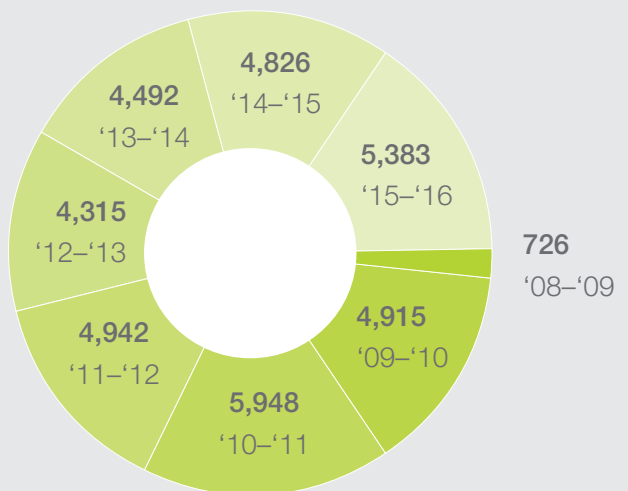
## 8-year overview (since program inception in June 2008)

### OVER 155,000 DVDS DISTRIBUTED



148,682 English  
3,697 Cantonese  
3,095 Mandarin

### OVER 35,500 PATIENT REFERRALS



Referrals made by Primary Care Practitioners from over 2,000 clinics (based upon unique referral source postal codes)

### REFERRAL REGIONS

Bounce Back® referral rates over-represent residents in Interior and Island Health and under-represent population in Fraser Health.

### PARTICIPANT PROFILE



**Sex ratio** = 3:1 female:male, or 74%:26% for completers of the program

**Average age** (mean±SD) = 48±16 years for completers of the program

### AVERAGE UTILIZATION

- **4 to 6 coaching sessions** (4.6±0.8) for completers of the program
- **5 to 12 of 16 workbooks requested** (8.6±3.6)

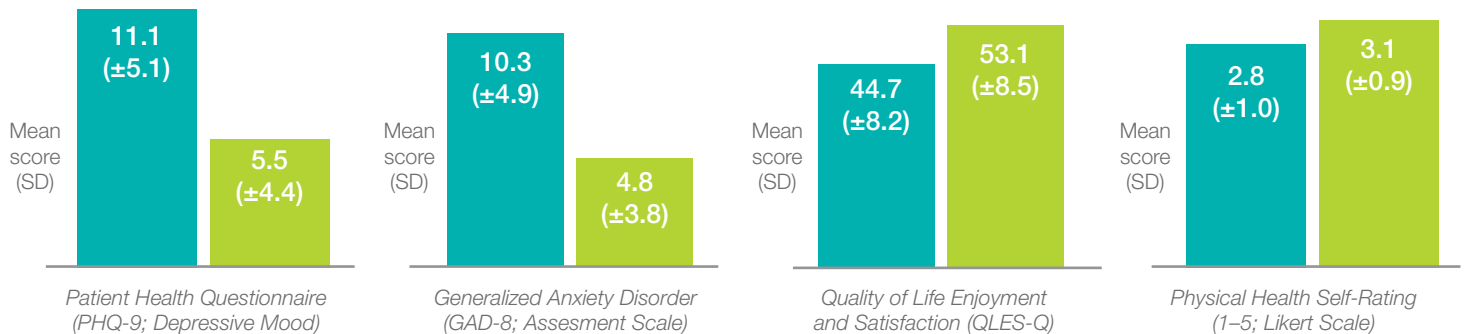
# Program effectiveness

## IMPROVEMENTS IN OVERALL WELL-BEING

Participants reported significant improvements on all measures, including decreases in depressive and anxious symptoms and increases in life enjoyment and physical health ratings.

■ = pre-Bounce Back®  
 ■ = post-Bounce Back®

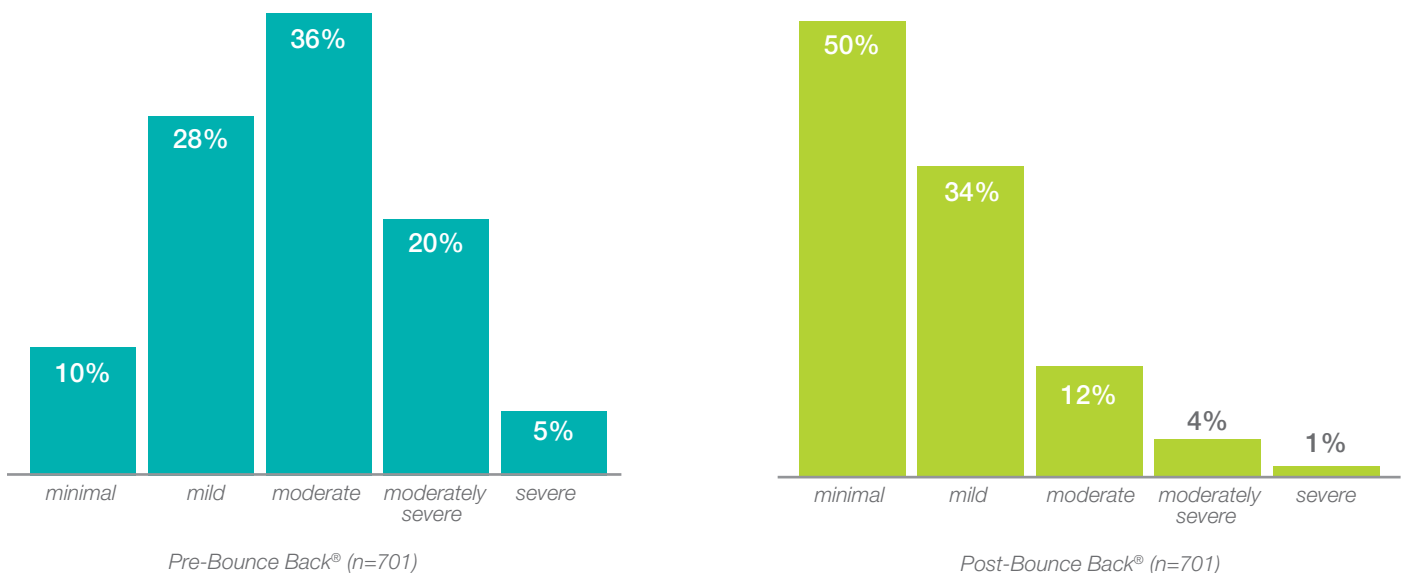
*all paired samples t-test ps<0.001; N=692*



## DECREASES IN SYMPTOMS OF DEPRESSION

Depression severity was compared pre- and post-Bounce Back® using the participant PHQ-9 scores. Results show that depression severity reduced significantly as a result of completing the program.

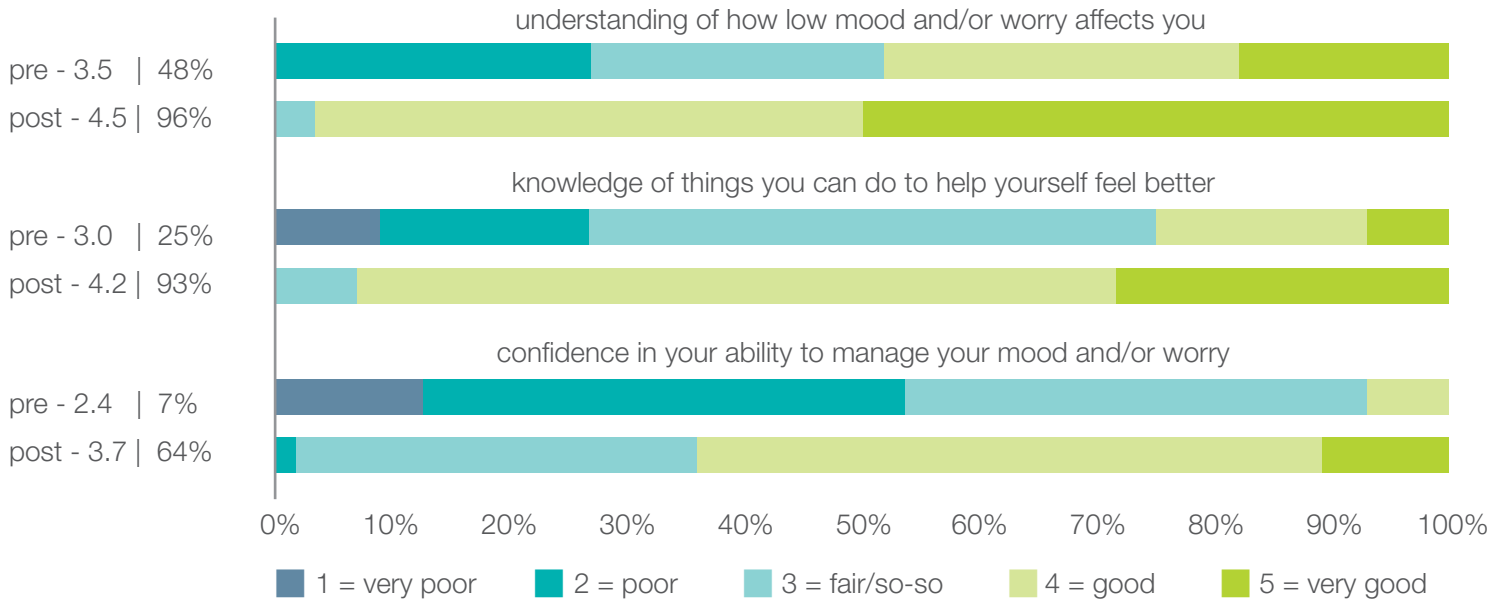
Percent of participants by range of PHQ-9 depressive symptom severity



# Program deliverables

Upon program completion, participants' understanding, knowledge, and confidence all substantially increased.

**Accountability response distribution**  
 how would you rate your ... (mean score | % rated 4 out of 5)



## Participant testimonials

*"I'm feeling so much better! I'm so glad my doctor suggested this!"*

*"My biggest learnings from the program would be how to problem-solve more effectively, how to adjust my attitude, and it also reminded me that what I'm feeling is normal."*

*"I read the workbooks every day. Depending on the day, I have different topics to choose from. Then I have a talking to with myself and get out for a little walk and check in with my neighbours for tea."*

*"Thank you so much! I know I would probably still be off [work] if I didn't have this program. I can get back to my life and back to my clients. This program gave me life tools that I really needed, and I really feel that I'm coming back to work stronger than I've ever been before, and I'm prepared to handle work stresses and offer new tools to my clients too!"*

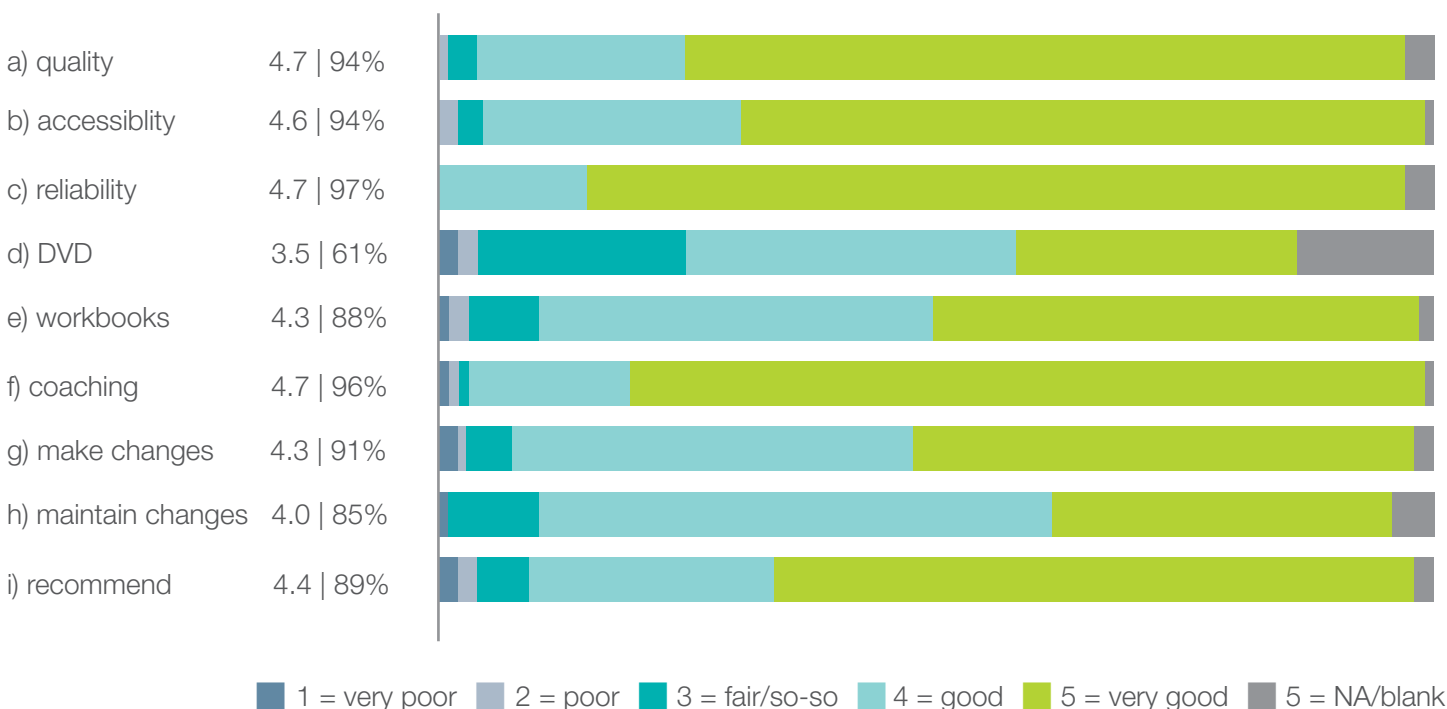
# Participant satisfaction

Upon concluding the coaching component, participants are asked to complete a survey with the questions below.

Provide one response for each on the 1 to 5 scale indicated.	1 = very poor	2 = poor	3 = fair/so-so	4 = good	5 = very good	N/A = doesn't apply
How would you rate...						
a) the overall quality of the Bounce Back® program / service?	1	2	3	4	5	n/a
b) the accessibility of, or ease of access to, the Bounce Back® program?	1	2	3	4	5	n/a
c) the reliability or dependability of the Bounce Back® program / service?	1	2	3	4	5	n/a
d) your satisfaction with the DVD you were given as part of this program?	1	2	3	4	5	n/a
e) your satisfaction with the workbooks and other materials you used?	1	2	3	4	5	n/a
f) your satisfaction with the coaching you received by telephone?	1	2	3	4	5	n/a
g) the Bounce Back® program's ability to help you make positive life-changes?	1	2	3	4	5	n/a
h) your confidence that you will be able to maintain these changes?	1	2	3	4	5	n/a
i) the chance that you will recommend Bounce Back® to a friend or family member?	1	2	3	4	5	n/a

The vast majority of respondents rate their satisfaction with and/or experience of the program as “good” or “very good.”

**Feedback form response distribution**  
 how would you rate your ... (feature - mean | % rated 4 out of 5)



## Service access

Accessibility to the service is seen as an indicator of experience of care. Since inception, Bounce Back® continues to maintain its remit that participants will be contacted and offered access to the service within 5 working days of program referral receipt from a primary care practitioner.

To improve accessibility, workbooks are written in English and Chinese, while coaching can be provided in English, Cantonese, Punjabi, and French.

## Activity reporting

Bounce Back® continues to maintain a participant advisory committee comprised of members throughout BC. The Committee provides input into all aspects of program delivery, provides input and direction into future program planning and roll-out, and represents the program in public settings including panel presentations held at provincial and national conferences.

Bounce Back® materials were enhanced with several updates this year. In addition to a revised and redesigned suite of workbooks, the Bounce Back® video was updated with new interviews, a fresh look and feel, and Canadian content based on the feedback of participants. To increase accessibility, an online platform was developed so that participants can also access the workbooks and video online.



*The new Bounce Back® DVD*

Bounce Back® partnered with Vancouver Coastal Health and Providence Health Care to launch an interactive version of the program, available on MindHealth BC to help the public find the mental health support they need. Online delivery will further enhance the accessibility and impact this key service option has within the continuum of mental health services supporting primary care across BC.

Participants who access Bounce Back® Online through MindHealth BC are screened for eligibility via online assessments and do not need a doctor's referral to

engage with materials online. The online program contains interactive video-based modules, fillable e-books and worksheets and access to the Bounce Back® video. Should participants need coaching support to help them work through the materials, then a physician referral to the coaching arm of Bounce Back® is still required.

Bounce Back® continues to expand the scope of the program to better meet the needs of underserved populations. A partnership was established this year with the Mainland BC, Esquimalt and Comox Military Family Resource Centers to increase access for veterans and their families to all program interventions. The partnership included an opportunity for specialized training for Bounce Back® coaches to inform their work with this underserved population.

A Bounce Back® for Youth pilot was launched for players aged 15–20 active in the BC Hockey League. The pilot served as an opportunity to think through the optimal program delivery methods, risk assessment and response protocols, as well as how best to engage youth going forward.

In an exciting development, the program received the 2015 BC Health Care Award of Merit: Top Innovation—Affiliate, which recognizes Bounce Back®'s contribution to innovative delivery of population-level mental health care and promotion through its telephone coaching.

## NEW INITIATIVES

Bounce Back® will broaden its reach to youth beyond the BC Hockey League in 2016–17. The development of online resources and videoconferencing/chat technology will support outreach to this demographic.

In addition to providing a self-guided, interactive online program through MindHealth BC, Bounce Back® will expand access to the program by developing a platform that will be accessible to individuals throughout BC. The online platform will increase access and offer individuals more ways to engage with the program materials.



**Canadian Mental  
Health Association**  
British Columbia  
*Mental health for all*

## About **CMHA BC**

The Canadian Mental Health Association (CMHA), BC Division exists to promote the mental health of British Columbians and support the resilience and recovery of people experiencing mental illness.

We're part of one of the oldest voluntary organizations in Canada. Together with 14 CMHA branches throughout BC, we help over 100,000 people each year.

*Together, CMHA shares a national vision of "mentally healthy people in a healthy society."*

[www.bouncebackbc.ca](http://www.bouncebackbc.ca)

1-866-639-0522 (toll-free)

 **BounceBack**<sup>®</sup>  
reclaim your health