

2013–14 ANNUAL REPORT



BE MIND FULL

CHAMPIONS FOR POSITIVE MENTAL HEALTH SINCE 1918



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

www.cmha.bc.ca

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EXECUTIVE *message*

The Canadian Mental Health Association (CMHA) BC Division's 61st year has focused on strengthening the federation and implementing the nationwide CMHA Strategic Plan approved and signed by all CMHA branches and divisions in 2012. In 2013–14, CMHA BC supported local, provincial, and national change for mental health and addictions. Below are some highlights describing our first year of work guided by our Strategic Plan and how we are doing in each of these key areas.

Strengthening our voice

Be Mind Full

In 2013–14, we worked on developing the Be Mind Full brand promise, which will help unify our voice, tell the powerful story of CMHA, and help more people understand the mandate, scale, and value of our organization in Canada.

40th BC General Election—May 14, 2013

In the lead up to the election, CMHA BC took the opportunity to ensure mental health and addictions were an integral part of the campaign conversation for all political parties. Through Vote Mental Health 4 All, we were able to convene representatives from all of the main political parties in BC, who engaged in dialogue about their party platforms, responding to questions about access to care, housing, and reducing poverty for those receiving disability income assistance. Our campaign attracted an incredible 1,300 Twitter followers. In the year ahead, we will continue to work with the elected government to ensure the momentum of conversation and action persists beyond the election period.

Ensuring quality services

New National Flagship Programs: Bounce Back™ and Living Life to the Full

Bounce Back™ and Living Life to the Full continued to touch the lives of countless British Columbians seeking self-management help for low mood, stress, and anxiety and were both selected as national CMHA flagship programs.

Nearly 5,000 program referrals were made by almost 1,700 BC primary care clinics for Bounce Back™, an evidence-based self-management program for adults. Bounce Back is also participating in a randomized controlled trial in Nova Scotia, the purpose of which is to examine and compare the effects of a training program to help physicians enhance their skills and confidence in diagnosing and treating mental health problems. The program has also attracted strong interest from Manitoba Health, as well as CMHA Manitoba, about implementing Bounce Back™ there.

Enhancing our organizational health

Ride Don't Hide—June 23, 2013

Ride Don't Hide has become a national movement encouraging Canadians to share their stories in an effort to reduce stigma and discrimination around mental illness, and has also been selected as a national CMHA flagship program. 1,921 BC cyclists rode in Shoppers Drug Mart Ride Don't Hide, raising \$424,532 for women and their families' mental health programs in BC. In Ontario, 203 cyclists raised \$93,682 for Ontario mental health programs. Each year, Ride Don't Hide continues to grow, helping the conversation about mental health get louder while raising funds for CMHA programs and services, one pedal at a time.

Gaming Policy

Like many non-profit organizations, CMHA BC had come to rely on revenue from the BC Government's Gaming Community Grants funding program to resource a number of our community education activities. The board of directors examined the issues related to receiving gaming revenue, especially given the toll that problematic gambling takes on individuals and their families across BC. After a significant review period, the board ratified a gaming policy, with the ultimate decision not to apply and rely on gaming revenue in 2014–15 and beyond.

Strengthening Our Federation

In 2013–14, the federation undertook a review of governance and structure nationwide. The review was

lead by a committee comprised of board members, executive directors, and volunteers from across the country, including the chair of CMHA BC and the executive director of CMHA South Okanagan-Similkameen. The intent was to propose a model that would strengthen the organization nationwide and position CMHA to be the go-to organization on mental health and wellness across the country. Further consultations on the proposed Strengthened Federation Model will be undertaken over the next months.

Creating a Healthy Workplace

We can't do any of the work above without a focus on our organization's health, including our people. In 2013, CMHA BC asked its staff to participate in the Guarding Minds workplace mental health survey. The survey results will help us implement policies and strategies to create as healthy a workplace as possible. Continuing to ensure our staff receives the latest programming, we offered Respect and Civility workshops for all staff as well as Mental Health Works training for our management and leadership teams. CMHA BC has also invested in a human resources professional to help guide us in this work.

Imagine Canada

In 2013, CMHA BC embarked upon an accreditation process with Imagine Canada to help our organization continue to be a go-to non-profit for people seeking help, funders, board members, staff, and volunteers. This has involved a close analysis of existing policies, practices, and structures at CMHA BC, and the development of new procedures to measure up to Imagine Canada's 72 accreditation standards. We expect to go forward for accreditation in late Fall 2014.

Funders and donors—building a future of mental health for all

We are only able to succeed and thrive because of the invaluable financial and people support we receive from individuals, organizations, corporations, businesses, and government. For almost a decade, CMHA BC and Pacific Blue Cross have enjoyed a strong community partnership. In 2013, their 16th Annual Charity Golf Classic raised \$52,000, bringing their total support for CMHA BC over the past five years to a quarter million dollars.

Another longtime supporter, Great West Life, has consistently provided valuable support to our annual Bottom Line conference, having contributing more than \$1M over the last ten years.

Shoppers Drug Mart came on as the provincial title sponsor for Ride Don't Hide in 2013, involving their staff teams in local rides, holding store fundraisers, and selling 25,000 Shoppers Drug Mart Ride Don't Hide bracelets, raising \$125,335.

Our provincial government continues to invest in our organization, helping us to deliver services and programs, and complete important community based research.

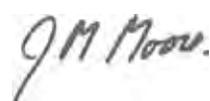
Another key donation came from Jack and Margaret Lee from Langley, BC, who lost their daughter, Janice, to suicide when she was 18. In May 2013, Jack and Margaret decided to gift the entire foundation to CMHA BC, which is now our organization's vibrant youth mental health program. Blue Wave has continued to grow and develop, and will continue to make a difference in the lives of young people throughout BC.

Thank you to board of directors, staff, and champions

We anticipate that 2014–15 will hold just as much excitement, innovation, and growth, while continuing to sustain our foundation of excellence in services, support, and advocacy. We thank CMHA BC's board of directors, volunteers, staff, and community champions, who tirelessly work to make a difference in the lives of the 80,000 British Columbians who seek us out each year.

Together with the 18 CMHA branches across BC, we touch the lives of people in more than 100 BC communities. This local presence is key to responding to the needs of communities across the province, as we step toward mental health for all.

Sincerely,



Judith Moore,
CMHA BC
Board Chair



Bev Gutray,
CMHA BC Chief
Executive Officer

OUR *goals*

OUR VISION: mentally healthy people in a healthy society.

OUR MISSION: As the nation-wide leader and champion for mental health, CMHA facilitates access to the resources people require to maintain and improve mental health and community integration, build resilience and support recovery from mental illness.

MANDATE AND SCOPE:

In BC, mental health, substance use and addictive behaviours are within scope of the Association.

OUR KEY VALUES AND PRINCIPLES

- Embracing the voice of people with mental health issues (in BC includes people with addictions)
- Promoting inclusion
- Working collaboratively
- Influencing the social determinants of health (e.g. housing, justice)
- Focusing on the mental health needs of all age groups
- Using evidence to inform our work
- Being transparent and accountable

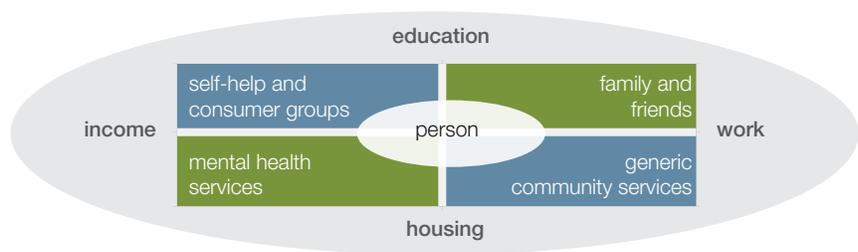
FRAMEWORK FOR SUPPORT

The Framework for Support is the central philosophy guiding the activities of CMHA. This philosophy holds that the person experiencing mental illness is at the centre of any supportive mental health system.

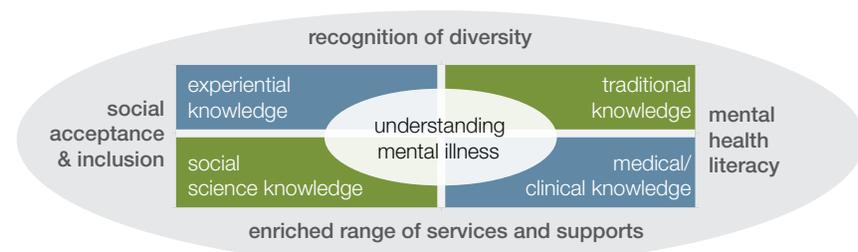
The Community Resource Base outlines a range of possible resources in addition to the formal mental health system which can provide support to a person with mental illness. Housing, income, work and education represent four basic elements of citizenship.

The ultimate goal of the Framework is to ensure that people with serious mental health problems live fulfilling lives in the community. The Framework for Support is referred to as the most comprehensive model for mental health planning by federal and provincial governments as well as by the Centre for Community Change in the US, and the Government of Ireland.

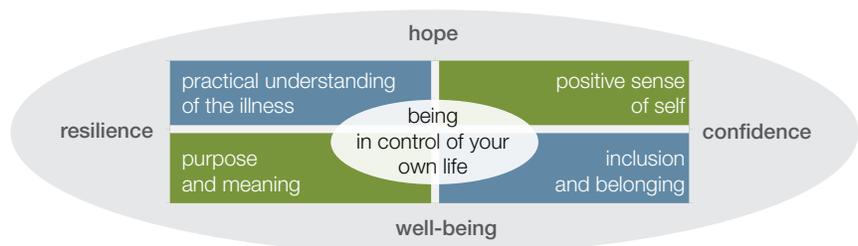
COMMUNITY RESOURCE BASE



KNOWLEDGE RESOURCE BASE



PERSONAL RESOURCE BASE



PACIFIC BLUE CROSS *partnership*



For over eight years, CMHA BC has been proud to enjoy a strong community partnership with Pacific Blue Cross by working together to reduce stigma around mental illness and promoting mental health in BC.

On June 24, 2013, Pacific Blue Cross hosted their 16th Annual Charity Golf Classic at the prestigious Vancouver Golf Club. Approximately 150 golfers were treated to a fun tournament and part of the proceeds were directed to support the 2014 Bottom Line Conference. The tournament raised \$52,000 for CMHA BC, bringing Pacific Blue Cross' total support over the past five years to \$250,000.

On February 17, 2014, Pacific Blue Cross hosted a Caring and Sharing evening for women on their staff, which engaged everyone in dialogue about mental health. Shoppers Drug Mart Ride Don't Hide participant and fundraiser Karla Zlatarits shared her personal story about living with mental illness and comedian Erica Sigurdson lifted everyone's spirits. The event raised \$1,155 for CMHA BC.



Pacific Blue Cross COO, Anne Kinvig (left) presents a cheque to CMHA BC CEO, Bev Gutray (right).



Liz White of Pacific Blue Cross and Lucette Wesley of BC Life enjoying the 2013 Women & Wellness event.



Bev Gutray, CMHA BC CEO, demonstrating her impressive golf swing in a pair of novelty sunglasses at a previous year's Pacific Blue Cross golf tournament.

SHOPPERS DRUG MART RIDE DON'T HIDE June 23, 2013



The 2013 Shoppers Drug Mart Ride Don't Hide aimed to raise awareness and confront stigma around mental illness, while raising funds to support women and their family's mental health. On June 23, a total of 1,921 cyclists across BC participated in Shoppers Drug Mart Ride Don't Hide, raising \$424,532 for women and their families' mental health programs. Each ride was unique to the community where it was held, with rides ranging from a casual 6 km family ride around a park to a 15 km uphill mountain bike trail, to a 60 km city ride. Though the rides may have varied in distance and type, the overwhelming experience among all participants was described as a fun and welcoming celebration of mental health.

Shoppers Drug Mart Ride Don't Hide events were held in 13 BC communities:

- Greater Vancouver (representing Vancouver, Burnaby, North and West Vancouver, New Westminster, Surrey and Delta
- Victoria
- Duncan
- Port Alberni
- Nanaimo
- Penticton
- Kelowna
- Vernon
- Salmon Arm
- Kamloops
- 100 Mile House
- Williams Lake
- Prince George

SHOPPERS DRUG MART SPONSORSHIP

Shoppers Drug Mart came on as the BC provincial Title Sponsor for 2013 thanks to the efforts of two Shoppers Drug Mart associate-owners—Omar Alasaly in Victoria and Bojana Dzombeta in Burnaby. The two associate-owners took it upon themselves to initiate a relationship with CMHA BC, recognizing a very real need to support women and their family's mental health as a component of the company's overarching commitment to improve women's health.

Shoppers Drug Mart's commitment is to improve the health of all Canadians, with a focus on Canadian women in body, mind and spirit through the Shoppers Drug Mart WOMEN community investment program. Throughout 2013, Shoppers Drug Mart engaged their employees and customers in supporting the ride with corporate teams of riders and volunteers, store fundraisers and the sale of 25,000 pink Shoppers Drug Mart Ride Don't Hide bracelets. Shoppers Drug Mart raised \$125,335, representing over 29% of the total funds raised in BC.

- 182 Shoppers Drug Mart employees rode on June 23
- 20 Shoppers Drug Mart employees were virtual riders
- The largest Shoppers Drug Mart team was in Greater Vancouver, with 39 riders
- The second largest Shoppers Drug Mart team was in Kelowna, with 26 riders



A mass of cyclists ready to ride at the Greater Vancouver ride start line



The Shoppers Drug Mart team getting pumped at the Greater Vancouver ride

MEDIA COVERAGE

More than 50 stories about Shoppers Drug Mart Ride Don't Hide ran across print, broadcast, and online media in 2013. A public service announcement featuring Global News personality Randene Neill ran for two weeks in April and two weeks in June. On May 27, a Shoppers Drug Mart Ride Don't Hide contest was announced on Global TV's morning news show, with prizes including a Mountain Equipment Co-op bicycle, a Sugoi Performance Apparel \$300 gift card, and 500,000 Shoppers Drug Mart Optimum Points. The prize, valued at \$3,450, went to a dad of two, Murray Wallach of Revelstoke, BC, who rode in the June 23 ride with his girlfriend, Moira.

WEBSITE AND SOCIAL MEDIA

The Shoppers Drug Mart Ride Don't Hide website (www.ridedonthide.com), saw 37,000 visits from 20,000 visitors between August 2012–August 2013. The popular website blog, which was launched in April 2013, featured personal stories of struggles and triumphs over mental illness by and about women and their families, riders, teams, and fundraisers. Some of these included:

- “Rainy Days and Dog Walks” by Randene Neill
- “Exercise: A Nice-to or a Need-to?” by Dr. Joti Samra
- “Learning to Enjoy Your Baby: Mental Health During Pregnancy and the Post-partum” by Dr. Michelle Haring
- “Pedaling Myself into the Person I Wanted to Be” by Michelle Mulder
- “Banana Seat Bikes, Bruised Knees and the Road of Recovery” by Victoria Maxwell

Twelve of the stories featured on the blog were re-posted to the Vancouver Sun community blog, which garnered 2,529 views, 433 shares on Facebook and 61 tweets.



Pink Shoppers Drug Mart Ride Don't Hide bracelets

Mountain Equipment Co-op provided a series of training blog articles on www.ridedonthide.com leading up to the ride, which went over valuable tips for riders. They covered everything from training to finding the right gear, to ride safety and inspiration.

The Shoppers Drug Mart Ride Don't Hide Facebook and Twitter pages were popular ways to share and start conversation about the ride and about mental health. Between April and July, the Facebook page had 454 fans and the Twitter page saw 1,537 followers. Some Twitter users with large followings who mentioned Shoppers Drug Mart Ride Don't Hide included Vancouver singer-songwriter Bif Naked (87,000 followers), the Vancouver Sun (61,000 followers), The Province (45,000 followers), CBC Vancouver (60,000 followers), and Vancouver Mayor Gregor Robertson (36,000 followers). Over 3,000 website visits came directly via social media links.

NEW RIDE DON'T HIDE SITE IN ONTARIO

CMHA York Region hosted a Ride Don't Hide event on June 23, with 203 riders raising \$93,682 for mental health programs in Ontario.



Michael Schratte and Bev Gutray, CMHA BC CEO

IMPACT OF 2013 SHOPPERS DRUG MART RIDE DON'T HIDE

The funds raised by the 2013 Shoppers Drug Mart Ride Don't Hide made a significant impact on women and their families throughout the province. 1,227 women and family members received direct support through a wide range of programs, including:

- **Living Life to the Full**— An 8-week life management skills course for vulnerable and low income women
- **Port Alberni and Penticton Clubhouses**— Support through Clubhouse programs and nutritious meals
- **Peer Support and Wellness Programs** in Kelowna and Penticton
- **Coffee and Connections**—An 8-week program for senior women experiencing isolation encouraging social interaction, education on nutrition and other health matters and skill development opportunities to enhance mental health
- **Healthy Harvest Horticulture**—A therapeutic horticulture program
- **Eating Disorders Psycho-educational Series**—A 16-week workshop for women 17–50 years of age, which provides information and skills to recover from eating disorders
- **Victims Services**—Personal alarms for women at risk of violence
- **Pandemonium Youth Program**—Helping 13–17 year old teens with a mental illness by providing opportunities to meet with and enjoy activities with people their own age who are also recovering from mental illness
- **Community Education** targeted at families in Kelowna
- **Super Saturday Club**—Supports parents with a mental illness—almost 50% are single moms—with time to take care of their health while kids are engaged in social and leisure activities

PLANNING FOR 2014 RIDE DON'T HIDE

The ride continued to grow for 2014. Shoppers Drug Mart came on as the BC Provincial Title Sponsor for the 13 events in BC, and CMHA branches came on board to host seven Ride Don't Hide community rides in Alberta, Saskatchewan and Ontario.

13 rides in BC:

- Greater Vancouver, a regional ride representing Vancouver, Burnaby, North and West Vancouver, New Westminster, Surrey and Delta
- Victoria
- Vernon
- Duncan
- Salmon Arm
- Nanaimo
- Kamloops
- Port Alberni
- 100 Mile House
- Penticton
- Williams Lake
- Kelowna
- Prince George

1 ride in Alberta—Calgary

1 ride in Saskatchewan—Regina

5 rides in Ontario:

- Greater Toronto
- Peel Region/Geelong Hills
- Grey Bruce
- Windsor/Essex
- Lambton Kent



Cyclists having a blast at the Victoria ride



Visit www.ridedonthide.com
for information on next year's ride!

CMHA'S *funds*

CMHA BC ENDOWMENT FUND

CMHA BC has established an endowment fund with the Vancouver Foundation, the largest community fund in Canada. CMHA BC Division's goal is to contribute to and seek donations for the fund until it reaches \$5 million—the amount expected to earn enough investment income to help ensure CMHA BC's long-term sustainability. During the year, CMHA BC contributed \$8,691 to the fund, with its market value coming to \$353,793. The conditions of the fund provide donors with the security that their initial donation will not be eroded as only the interest from the fund is available for CMHA BC to draw on annually.



LORNE FRASER EDUCATIONAL FUND

The Lorne Fraser Educational Fund provides bursaries and scholarships to help people with mental

illness achieve their post secondary goals, whether at college, university or a trade school. Bursaries and scholarships are funded from the annual interest from the fund, so as to never erode the capital. The fund was created by Lorne Douglas Fraser using his own money plus donations from his neighbours in Surrey. Lorne's passion for increasing opportunities for people with mental illness stems, in part, from his own experiences with bipolar disorder. Since 1982, the Lorne Fraser Educational Fund has helped over 150 British Columbians pursue their educational dreams. The market value of the fund as of March 2014 was \$201,146.

Donors can designate contributions to any of the funds, assured the capital will not be eroded.



DR. JEAN MOORE ENDOWMENT FUND IN CHILD AND YOUTH MENTAL HEALTH

This fund honours outstanding CMHA volunteer, Dr. Jean Moore, and her passion

for child and youth mental health. Contributions to the fund support CMHA BC activities that enhance, through innovation, the lives of children and youth living with or at risk for mental illness. CMHA BC is truly fortunate to benefit from the wisdom, commitment, leadership and dedication of one of the most outstanding volunteers in Canada. Her volunteer activity with CMHA has spanned over 30 years in Alberta and British Columbia, at branch, provincial and national levels of CMHA. The market value of the fund as of March 2014 was \$58,232.



DR. NANCY HALL SPEAKING UP SPEAKING OUT ENDOWMENT FUND

Named in Dr. Nancy Hall's honour for the voice she

brought to people with mental illness, this fund supports CMHA's continued work in public policy and systemic advocacy at the provincial level, and provides an informed independent voice on the impact of the public mental health system on the lives of people with mental illness and substance use problems and on their families. In March 2011, CMHA BC made an initial investment of \$50,000 for the establishment of the fund plus a further \$50,000 in 2012. The market value of the fund as of March 2014 was \$129,262.

BOUNCE BACK: RECLAIM YOUR HEALTH™



Bounce Back™ is an evidence-based self-management 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 trained telephone coaches to reinforce the application of cognitive-behavioral strategies for overcoming difficulties such as inactivity, avoidance, worry, and unhelpful thinking

Bounce Back is offered throughout BC by CMHA BC and funded by the BC Ministry of Health—Integrated Primary and Community Care. Resources and referrals are accessible via BC family physicians and nurse practitioners.

In 2013–14, CMHA BC distributed 8,212 Bounce Back DVDs. 4,492 program referrals were made from approximately 1,700 clinics. Two new workbooks were introduced to the range of Bounce Back workbooks:

- Enjoy your baby—for new mothers struggling with the arrival of their baby
- Reclaim your life—for people living with chronic illness

As a result of Bounce Back coaching, participants' depression and anxiety **symptoms were reduced by half** and there was significant increase in both life enjoyment and physical health ratings.

These impressive results have led Bounce Back coaches to be interviewed by CBC TV, radio and several local newspapers. Feature news stories about the program

AWARDS FOR BOUNCE BACK

- Bounce Back was the recipient of the 2014 Doctors of BC's Excellence in Health Promotion award
- Bounce Back took home the 2013 A Healthier You award in the mental health category in Prince George

have helped promote Bounce Back in various provincial regions. The program has also been selected by CMHA National to be one of four national flagship programs, chosen to help build the collective impact of CMHA across Canada.

Members of the Bounce Back team were involved in a number of initiatives aimed at expanding the program's community-based infrastructure and supporting primary care and community care at local, provincial and national levels. Staff attended conferences, gave community presentations and participated in round-table discussions. These all contributed to a growing interest in the program's principles, approaches and resources. Bounce Back staff also participated in various committee structures related to the advancement of the Primary Care charter, such as the Community Partners Council, the Provincial Self-Management Support committee and Patients as Partners meetings.

Bounce Back is also participating in an randomized controlled trial in Nova Scotia, the purpose of which is to examine and compare the effects of a training program to help physicians enhance their skills and confidence in diagnosing and treating mental health problems.

"I don't feel lost anymore. Everything makes sense now, and the books have been incredibly helpful. I've been talking about them to all my friends." —Bounce Back Participant

"I gained better insight into my own behavior, how I limited and restricted my own life, and how low mood can change your perception of things and people." —Bounce Back Participant

"I have received a lot of positive feedback from patients that I have referred to Bounce Back. I find it to be a useful addition to standard mental health treatments." —Port Alberni physician

STRONGEST FAMILIES BC

Strongest Families BC addresses disruptive behaviour and attention deficit difficulties in children 3–12 years of age. Without help, these conditions may lead to academic difficulties, problems with peers, aggression and, in the extreme, youth justice system involvement. The program, which has been running since 2012, is offered through CMHA BC and funded by the Ministry of Child and Family Development and the Ministry of Health.

Strongest Families BC is a structured self-management intervention rather than a clinical intervention, and is delivered by trained telephone coaches. Coaches give parents support and guidance to work through structured, evidence-based self-management materials based on principles of cognitive-behavioural therapy. The telephone-based service is delivered free-of-charge to parents and caregivers in the comfort and privacy of their own homes, at times convenient to them and without lengthy waits.

499 referrals were made to the program in 2013–14 by 232 unique referring physicians, 59 of whom made multiple referrals due to the success seen in the program with other clients. 73% of parents who completed the program in 2013 said they saw very good or good improvement in their children as a result.

“My daughter and I spend far more time together now, our house is more peaceful— We have a far better “working” relationship; better at problem solving in sticky situations ... I have learned that even the SMALLEST changes can make a big difference ... The organization of the program is outstanding ... just awesome.”

—Parent of a 7 year old who completed Strongest Families

“I was having a very difficult time building a positive relationship with my son and I had been for many years. This program has literally set me on the right course and I feel we can work through most problems using the guidelines set out in the Strongest Families Program. What I most appreciated about the Strongest Families program was my coach. She was knowledgeable about the program and family situations, she patiently listened to and acknowledged all my concerns and she was always positive and encouraging.”

—Parent of a 10 year old who completed Strongest Families



Parents are sent a program manual with a number of other free resources including a DVD with mock scenarios, a behaviour chart, reward stickers, and a school report card

LIVING LIFE TO THE FULL

**LIVING LIFE
TO THE FULL**
helping you to help yourself

Living Life to the Full is a 12-hour, eight-week course that gives participants tools and skills to maximize their ability to deal with life's daily challenges and improve their well-being. It was designed by Dr. Chris Williams, a UK psychiatrist and expert in cognitive behavioural therapy.

Living Life to the Full is an evidence-based mental health promotion course, covering topics such as “Why do I feel so Bad?,” “I’m Not Good Enough,” “How to Fix Almost Anything,” and “10 Things You Can Do to Feel Happier Straight Away.” Each class works through a booklet, worksheets, exercises and discussions. CMHA BC holds the exclusive license to Living Life to the Full in Canada to train and certify facilitators and sell publications. At least 100 Living Life to the Full courses helped an estimated 1,200 people in 2013–14.

In early 2014, Living Life to the Full was chosen by CMHA National as one of its four national flagship programs from among 32 programs across Canada. The goal of the national flagship program is to help strengthen CMHA’s collective impact across Canada. In 2013–14, a bilingual manager has been working to increase the program’s capacity across all provinces.

Living Life to the Full has over 125 facilitators who are certified to deliver the course in their communities in 48 CMHA branches across six provinces:

- BC
- Alberta
- Saskatchewan
- Manitoba
- Ontario
- New Brunswick

Living Life to the Full has been supporting CMHA Ontario, which received funding from the Ontario Ministry of Health and Long Term Care to run a pilot study of the course for older adults in community settings. As part of the funding for the pilot, all course materials will be translated into French and an outcome evaluation study is being led by researchers.

The Living Life the Full team coordinated Dr. Chris Williams’ 3-day visit to Canada at the end of October 2013. Nearly 180 people participated in different events such as a training workshop for the Bounce Back team, meetings with provincial stakeholders, a national webinar for Living Life to the Full facilitators and a sold-out public event at Simon Fraser University’s Surrey campus.

Living Life to the Full also has strategic partnerships to reach diverse audiences and settings:

- The Ismaili Student Association of BC made a donation towards the Youth Adaptation of Living Life the Full and are participating in the pilot. For the Living Life to the Full for Youth adaptation, see page 26
- The Addiction Recovery Program at Central City Lodge, a Vancouver-based 90 day support recovery for adult men with substance misuse issues
- The Military Family Resource Centre in Victoria
- A weight management clinic in Greater Vancouver
- Aboriginal populations on-reserve in BC
- Correctional facility for women in Ontario

In 2013, Living Life to the Full started the development of a new course based on the Enjoy your Baby booklet. Dr. Chris Williams, the author of the book, and Dr. Michelle Haring, a BC-based registered psychologist and perinatal expert, worked together to develop the new curriculum. The course is for any new mothers needing skills to cope with low mood, stress, worry or isolation and will be piloted in BC in fall of 2014.

“It’s so refreshing to see a course that provides people with simple tools and strategies to face everyday challenges and situations that we all experience in different aspects of our lives and it’s not burdensome.”

—Living Life to the Full Participant

“The course provides people with an incredibly positive, vibrant environment.”

—Living Life to the Full Facilitator

WORKPLACE MENTAL HEALTH

education and training

Workplace mental health education and training are fee-for-service workplace initiatives of CMHA BC. The initiatives help employers and labour manage their duty to accommodate workers experiencing mental illnesses, such as depression or anxiety in the workplace. They also help workplaces address psychological health and safety in the workplace and build on new legislative requirements in BC to prevent and address bullying and harassment. In 2013–14, over 1,000 people participated in 40 presentations and workshops across BC.

MENTAL HEALTH WORKS™

CMHA BC continued to provide training through the Mental Health Works™ program. It helps employers respond immediately and appropriately when employees experience mental health problems and effectively manage performance and productivity issues. The program is founded on the belief that focusing on solutions around mental health issues in the workplace will benefit employers and employees alike.

A new training through Mental Health Works™, called “Building a Socially Supportive Workplace,” is focused on the psychological factor of psychological support. In addition to hosting this training for its staff, CMHA BC hosted it for social workers and the federal employees. This workshop is continuing to appeal to workplaces that want to address their workplace culture.

SAFE AND SOUND

The Safe and Sound project was funded by the BC Ministry of Health to adapt workplace education and training workshops to enhance access for and meet the needs of underserved industries and workplaces. CMHA BC took part in presentations for various industries in BC, including the hospitality sector, the small business sector, the manufacturing sector and the not for profit sector.

As part of the Safe and Sound project, CMHA BC brought together trainers from across CMHA branches in BC to discuss and plan ways to create a more consistent workplace product offering. Representatives from Williams Lake, Kelowna, Prince George, Delta and Vancouver Burnaby attended, as did a representatives from the Ministry of Health, Director of Workplace Mental Health for CMHA National, Sarika Gundu, and a panel of employers.

WORKPLACE MENTAL HEALTH BY THE NUMBERS

- Workplace mental illness costs the Canadian economy \$51 Billion a year and \$6.6 Billion in BC
- 500,000 Canadians missed work today due to a mental illness
- Mental illness is the fastest growing category for disability costs— 1/3 disability claims are related to mental illness
- 44% of employees have had or have a mental illness
- Only 23% of people say they would talk to their employer about their mental illness
- 80% of senior executives claim they have a mentally healthy workplace, while only 32% of employees would say the same
- 44% of managers and 70% of supervisors have had no training on how to respond to mental illness in the workplace
- The longer someone is away from work due to illness, the less chance there is of a successful return to the workplace

SHARING OUR STORY

In 2013–14, CMHA BC joined other organizations across the country to implement the voluntary National Standard on Psychological Health and Safety. This began by rolling out the Guarding Minds at Work survey among its staff. The survey has been an insightful process that has allowed CMHA BC to share its challenges and successes. By walking the talk, CMHA BC has shown a meaningful commitment to furthering its goal of organizational health.

NEW COLLABORATION

In 2013–14, CMHA BC took part in a new initiative from the Ministry of Health based on a collective impact model. It is a roundtable of provincial stakeholders that also includes representatives from:

- BC Ministry of Health
- Centre for Applied Research in Mental Health and Addiction, Simon Fraser University
- BC Healthy Living Alliance
- BC Ministry of Labour
- WorksafeBC
- Coast Mental Health
- Canadian Cancer Society, BC and Yukon Region
- BC Public Service Agency
- Vancouver Board of Trade

The group is working towards the vision of healthy minds, healthy workplaces in BC. Its purpose is to enhance the well-being, engagement and productivity of workers across BC by increasing the reach of broad-based and effective workplace mental health promotion efforts, and by fostering workplace policies, programs and practices that are respectful, non-stigmatizing and inclusive.

FOR MY HEALTH!

For My Health! is a fun and interactive health event integrating physical and mental health screening and education. It includes risk factor screening, health education and goal-setting—all based on sound



evidence. In January 2014, Teck Mining Company hosted their second For My Health! screening event at their Trail operations site. The event was well received and well attended, with over 150 people screened. Reporting from the event continues to show strong support for continued mental health education and findings indicate that employees who attend the sessions annually are making better lifestyle choices.

For My Health! won the Golden Apple Award in the Workplace Health Innovation category of the Excellence in BC Health Care Awards in June 2013. The award recognizes the efforts of health care employees who provide quality care and support to British Columbians and acknowledges excellence and innovation in publicly-funded health care.

Comments from For My Health! participants at Teck Mining Co.:

“We need more people to come to it”

“I will be back”

“Thank you”

“Great program”

“Great way to support employees”

MENTAL HEALTH FIRST AID

Mental Health First Aid is help provided to a person having a mental health crisis until appropriate



professional treatment is received. The concept is based on the model of medical first aid. For the past few years, CMHA BC and CMHA branches have delivered this 12-hour course to the public. As contracted by the BC Medical Association, CMHA BC has continued to coordinate the delivery of Mental Health First Aid to medical office assistants (MOAs) working for family physicians taking part in the Mental Health Module training in BC. Six courses were delivered in 2013–14 across BC and 84 MOAs were trained.

www.cmha.bc.ca

CMHA BC's website is a key way of sharing news, resources and information on CMHA's programs and services with members, partners and the public. In 2013–14, www.cmha.bc.ca received over 137,000 visits from 108,000 different visitors, resulting in over 287,000 page views. The website also includes a directory of CMHA branches and services in BC, information on mental health and related topics, past issues of Visions Journal, policy/research reports, media releases and letters to the editor, secure online donation options, and automated subscriptions options for CMHA BC's popular e-newsletter, Mind Matters.

MIND MATTERS ENEWS

Mind Matters is CMHA BC's free monthly email newsletter, delivering the latest mental health news straight to the reader's inbox. Each issue contains CMHA news, programs and events in BC, as well as mental health news, resources and events from across Canada and beyond. Drawing on feedback from the 2012 Mind Matters readers' survey, a simpler and easier-to-read format was launched in 2013. Mind Matters currently reaches over 3,200 people who use mental health services and their families, advocates, service providers, CMHA staff and members.



Read the latest issue of Mind Matters and sign up to receive the next issue in your email inbox at www.cmha.bc.ca

RESPONDING TO THE CALL: THE SEQUEL

Suzan Milburn, a volunteer at CMHA BC, went through a severe depressive episode in 2003 during which she used painting as a way to keep dark thoughts at bay. In 2004, CMHA BC published her first book of paintings, called *Responding to the Call*, which she created while living with depression.

Responding to the Call: the Sequel was released in 2013. It is a collection of art she created over the nine years following her episode. It is about acceptance and self kindness, as well as finding the fragile part of yourself which yearns for attention and love. Through paintings from journals, bottom drawers, and old sketch books, Suzan chronicles her journey to find the silver lining in mental illness.



Read the book or watch the video online at www.cmha.bc.ca/get-informed/personal-stories/suzanmilburn

MENTAL HEALTH WEEK

May 6–12, 2013



During the 62nd annual Mental Health Week, CMHA invited everyone across Canada to participate in a festival promoting mental health. The theme was “mental health for all,” representing the right of every Canadian to enjoy the best possible mental health, with a sub-theme focusing on youth.

Kicking off the week on May 6, CMHA staff and volunteers took to the streets to hand out inspirational mental health postcards and information. CMHA

celebrated with dozens of community activities planned across BC and Canada, including movie events, art shows, fun runs, ‘act of kindness’ campaigns and more.

Mental Health Week also provided an opportunity to engage British Columbians in CMHA’s Vote Mental Health 4 All campaign to ensure mental health was part of the conversation leading up to the provincial election on May 14, 2013.

NATIONAL BROCHURE SERIES

In 2013–14, CMHA BC updated CMHA National’s brochure series. The brochures are among the most accessed materials on the national website and via social media, but nearly half are over ten years old. By Mental Health Week 2014, CMHA BC created 20 new evidence-based and easy-to-read brochures in English and French on a range of mental health topics, including:

- Children and depression
- Depression and bipolar disorder
- Depression in the workplace
- Eating disorders
- Feeling angry
- Getting help
- Grieving
- Mental health for life
- Mental illness in the family
- Mental illnesses
- Myths about mental illness
- Obsessive-compulsive disorder
- Phobias and panic disorder
- Postpartum depression
- Post-traumatic stress disorder
- Preventing suicide

- Schizophrenia
- Stress
- Understanding anxiety disorders
- Youth and self-injury

The new brochures were reviewed by CMHA staff across the country and vetted by external experts. They convey CMHA’s key messaging and values, maintain consistent length and literacy levels, and reflect the look and feel of the new national website.



Read and download the brochures at www.cmha.ca/mental-health/mental-health-brochures



BC PARTNERS FOR MENTAL HEALTH AND ADDICTIONS INFORMATION



CMHA BC is a proud member of a group of seven provincial mental health and addictions non-profits working together as the BC Partners for Mental Health and Addictions Information. In addition to CMHA, the BC Partners include AnxietyBC, BC Schizophrenia Society, Centre for Addictions Research of BC, FORCE Society for Kids' Mental Health, Family Services of the North Shore's Jessie's Legacy Program, and Mood Disorders Association of BC. Funding is provided by BC Mental Health and Substance Use Services, an agency of the Provincial Health Services Authority.

The BC Partners first came together in 2003 and recognize that by working together, they have a greater ability to provide helpful, good-quality information on mental health, mental illness, substance use, and addictions including how to prevent, recognize, treat and manage these issues.

Projects which CMHA BC has led on behalf of the BC Partners over 2013–14 include:

- BC Partners publications and displays
- HeretoHelp.bc.ca
- Visions: BC's Mental Health and Addictions Journal (page 20)
- Beyond the Blues: Depression Anxiety Education and Screening Day (page 21)
- Healthy Minds/Healthy Campuses (page 22)

BC PARTNERS PUBLICATIONS AND DISPLAYS

CMHA BC staff and volunteers promoted the work of the BC Partners at nine major conferences and events throughout 2013–14. BC Partners publications and promotional products are a major draw at these displays. CMHA manages all publication requests for the BC Partners. Nearly 6,000 HeretoHelp resources were distributed via displays and direct asks.

heretohelp.bc.ca

The BC Partners flagship web resource, www.heretohelp.bc.ca, celebrated its 10th anniversary this year. HeretoHelp.bc.ca is designed for individuals and families at risk for, or living with mental health or substance use problems and others who support them like professionals and educators. The site features screening self-tests, e-newsletters, and translated content but is perhaps best known for its 200+ personal stories and 500+ original articles and plain-language factsheets and workbooks. The website has been widely acclaimed in BC, nationally and internationally. In 2013–14, CMHA BC performed more usability testing and improvements after the redesign of the site the previous year, and launched a mobile-friendly version. In 2013–2014, HeretoHelp.bc.ca had around 420,000 visits and 810,000 page views. Staff and volunteers also supported nearly 700 people who asked for help through the site. CMHA BC also led development of three of the site's e-newsletters: one for *Visions* readers, one for campuses, and one for service providers profiling multilingual and multicultural mental health and substance use resources.

"Thank you so much for your support and real response. I had no one, but you, for real people to turn to."

—email information requester

"I value most the hope-inspiring, informative, non-threatening information. Also, high-quality information, printable resources and the vastness of topics!" —HeretoHelp visitor



Visit HeretoHelp at www.heretohelp.bc.ca and on Twitter [@HeretoHelpBC](https://twitter.com/HeretoHelpBC)

VISIONS JOURNAL

A theme-based magazine, *Visions* celebrated its 18th year in BC and its 11th as the core publication of the BC Partners. The journal is written by and for people with personal experience or interest in mental health or addictions issues and their families, service providers, and other community partners. 2013–14 was the busiest year ever, with the production of *Visions* issues on Families, Recovery, Young People, Workplace and Culture. *Visions* also welcomed three new external members to the editorial board, contributing new perspectives and networks.

Visions continues to be widely read. All CMHA branches and members in BC receive *Visions* as part of their membership benefits. Each issue averages 5000 online views per year. More than 15,000 people read the hard copy of the journal and more than 1,500 subscribe to the email version of *Visions*, eVisions.



“Visions magazine brings hope to so many. The issue on families leaves me muttering, alternately shaking or nodding my head and weeping here and there. The topic sure stirs up a lot of ache. I admire Vision’s positive approach to difficult topics.”
—Visions reader

“I want to tell you how pleased and impressed I am after reading the latest edition of Visions from cover to cover! (I always do). The guest articles are outstanding and were of immense help to me ... The personal stories are inspiring, and clearly written from the heart! I was pleased to learn about some info and services that were not known to me. All the articles contained valuable info, and I am so glad you produced the theme. This publication of Visions is positively the best ever! Well done!” —Visions reader

Read past issues of Visions or sign up for eVisions or a free print subscription at www.heretohelp.bc.ca/visions

BEYOND THE BLUES OCTOBER 3, 2013

Beyond the Blues: Depression Anxiety Education and Screening Day is an annual mental health awareness campaign featuring a series of free community events held across BC. The point of the campaign is to help people learn the signs of depression and anxiety, and related issues like mania, suicide and risky drinking. It also stresses when and how to get help. Attendees have the option to fill out short screening self-tests and then meet briefly with a clinician to discuss next steps.

In 2013, Beyond the Blues successfully piloted a new well-being screen looking at a dozen protective factors like self-esteem and social support. There are general Beyond the Blues events as well as ones targeting teens, young adults, seniors, aboriginal people, multilingual groups and new mothers. The event is about education, empowerment and connecting to local supports, not diagnosis. CMHA BC continued to partner with the Centre for Addictions Research of BC to support local event planning teams.

In 2013, there were 87 events across BC reaching 7792 people. Nearly 74,000 people have been helped over the past 19 years of the project.

beyond the blues depression anxiety education and screening day

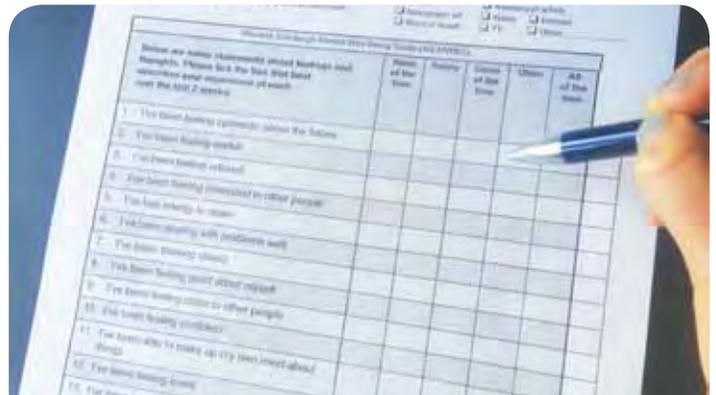


“I enjoy participating in this venture because it provides a positive take on the often unpleasant subject of mental illnesses and addictions. I think all the fact sheets educate and empower the participants; the screenings and debriefings help to guide the participants to an attitude of hopefulness and the promo items help to spread the message to the public about talking openly about mental health and seeking help when needed.” —2013 event planner

“This project allows me to start a conversation about mood disorders or anxiety, in a non-threatening manner. Now that I’ve held a screening event for the past 3 years or more, some of my First Nations communities have come to depend on it —so that they can encourage their relations to attend as well.” —2013 event planner

BEYOND THE BLUES FACTS

- In 2013, CMHA BC supported 42 event planners
- 9 out of 10 site planners said if the centralized support never existed, they would not have held an event at all or of the same scale or success
- 338 volunteers and staff were involved in putting the event together
- 726 people completed 2,052 screens in person and another 3,200 screens were completed online during the campaign season
- 75% of those screened were under 25 or over 65
- 43% of those screened were from a visible minority or aboriginal group
- Over 88,000 free resources, including educational and promotional items, were distributed during Beyond the Blues 2013



The new well-being screen piloted at Beyond the Blues 2013 events



Read the 2013 Beyond the Blues final report at www.heretohelp.bc.ca/beyond-the-blues. You can also complete an online screening, watch an orientation video on hosting an event, and find details on 2014 events.

HEALTHY MINDS / HEALTHY CAMPUSES

The BC Healthy Minds/Healthy Campuses Initiative works with post-secondary institutions and key stakeholders to foster mentally healthy campus communities where all students can learn and thrive. Led by CMHA BC in collaboration with the Centre for Addictions Research of BC on behalf of the BC Partners for Mental Health and Addictions Information, the initiative builds on a strong foundation in knowledge exchange and innovation.

Through the ongoing implementation of a community of practice model, this initiative continues to facilitate dialogue and action by creating opportunities for new and existing members to share experiences and resources, discuss strategies and emerging practices, make sense of theory and research, and explore new ideas. Engaging campus change agents ranging from students to counsellors, to faculty and staff, to senior administrators, Healthy Minds/Healthy Campuses supports campuses to identify strengths and opportunities for continually improving services in conjunction with creating campus environments that promote mental health and reduce risky substance use.

In 2013–14, Healthy Minds/Healthy Campuses consulted with individual campuses and linked members with contacts at other post-secondary institutions, facilitated on campus cross-sectoral engagement events, helped create leading edge evidence-based resources, supported the development of a Student Leaders and Recent Alumni group, hosted webinars and the 5th Annual Summit.

Key highlights of Healthy Minds/Healthy Campuses' activities throughout 2013–14 include:

- Supporting the student logo design contest for the new Hi F.I.V.E. anti-stigma campaign and implementation kit. This campaign was developed through a multi-campus committee that was formed in response to provincial interest that emerged at Summit 2010.
- Co-organizing a webinar with the BC Post-Secondary Counsellors' Association on the topic of "The counsellor's role working with post-secondary case management teams and processes: Assessing risk, providing student support and ensuring campus safety."
- Launching a 3-minute "explainer" video available for everyone to use as an engagement tool to stimulate dialogue and multi-stakeholder action. Developed in collaboration with Simon Fraser University, this succinct knowledge translation resource embeds the latest thinking and research while inspiring critical reflection, optimism and commitment towards a whole campus approach.
- Hosting a live-streamed event, "Designing Healthy Campus Communities: Enhancing Student Wellbeing and Academic Success" that was attended by over 300 people from all across Canada. Speakers included the SFU President, Director of Health and Counselling Services and Health Promotion Specialists, alongside the Director of Mental Health Promotion and Mental Illness Prevention from the BC Ministry of Health and an international expert on healthy campuses and settings from the United Kingdom.
- Helping lead and inform a full day, cross-sectoral engagement and launch event for Vancouver Island University's new systemic approach to campus mental health strategy.
- Planning and hosting the 5th Annual Summit in downtown Vancouver on January 23–25, 2014.

Hi F.I.V.E.
Friendship Invite conversation Value everyone's gift Eliminate stigma



Visit www.sfu.ca/students/health/HiFIVE/Campaign.html to download the anti-stigma campaign kit and find out more.

5TH ANNUAL SUMMIT JANUARY 23–25, 2014

With the theme “From Vision to Action: Implementing a Systemic Approach,” the face-to-face learning event focused in on the “how” by highlighting innovative examples from campuses and creating an opportunity to deeply explore five action areas:



- situational assessment, engagement and planning
- campus policies
- learning environments
- community connectedness, belonging and inclusion
- services and supports

The 3-day Summit included a keynote change maker panel, five catalyst presentations, coffee house, design labs, spoken word poetry and open space. New this year, a student presentation session organized by the Student Leaders and Recent Alumni group also showcased eight student (co-)led research projects and campus initiatives that increased the awareness of summit participants and left everyone inspired. Summit 2014 also successfully integrated a focus on substance use throughout the learning event, drawing on efforts that relate to the Changing the Culture of Substance Use project.

SUMMIT 2014 HIGHLIGHTS

- Biggest Summit yet with over 200 participants
- 21 BC post-secondary institutions
- 8 out-of-province institutions
- more than 20 organizations
- 60+ students



View photos, presentations, and a full summary of the 2014 Summit at www.healthycampuses.ca/post-summit-2014-content

As a result of Summit 2014:

“I was inspired to put more of a focus on alcohol and mental health culture in my campus community.” —Summit participant

“I’ve learned about some really amazing initiatives already happening that I can lend my support to.” —Summit participant

“I feel re-invigorated to make a difference at my campus to systemically enhance student well-being.” —Summit participant

“I have a renewed mind. My perspectives have changed and my inspiration to bring awareness and support to my campus is fired up and excited for the future.” —Summit participant

CHANGING THE CULTURE OF SUBSTANCE USE PROJECT

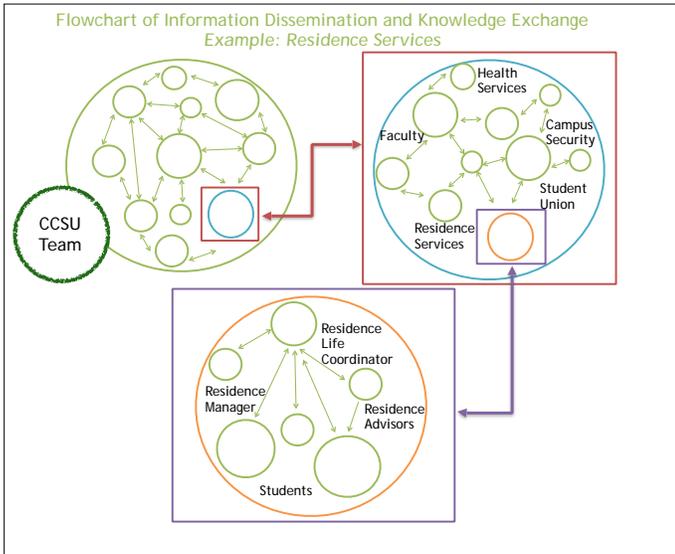
In September 2012, the Centre for Addictions Research of BC in partnership with CMHA BC with funding provided by the Ministry of Health, launched the CCSU project with the Healthy Minds/Healthy Campuses Community of Practice. Over the past two years, the project has been developing local capacity at BC’s post-secondary campuses and a provincial support infrastructure specifically towards changing the culture of substance use.

In 2013–14, five Phase II campuses joined the six existing Phase I campuses. The project now includes representation from every health region in the province, with virtually every type of campus represented, including large research-based universities, technical institutions, colleges, new universities, and institutions serving the Northern and Interior communities, as well as Vancouver Island:

- BC Institute of Technology
- Camosun College
- Capilano University
- Okanagan College
- Simon Fraser University
- Selkirk College
- Thompson Rivers University
- UBC Okanagan
- University of Northern BC
- University of Victoria
- Vancouver Island University

Throughout the year, the project team engaged with the eleven campuses by asking difficult questions, providing support and consultation, and assisting in the process of developing action plans for individual campuses. In the past year, campuses identified several priority focus areas that they have started working on including situational assessment, creating healthier residence environments, building campus community and connectedness, campus alcohol policy and creating safer and healthier campus orientation. One key highlight this year included a pre-summit session at the 5th Annual Healthy Minds/Healthy Campuses Summit, where 50 participants were actively engaged in dialogue about substance use and creating change on their campuses.

To promote further sharing of processes and resources developed by the campuses, a new website and online social learning platform is being designed where community members will be able to connect, discover, co-create and inspire one another. In addition, a series of evidence-based guides promoting safer use on campus are being developed with the community's input.



The CCSU project team interfaced with 130 key change agents from the 11 institutions, who subsequently involved over 300 key stakeholders in pursuing their own on-campus priorities, impacting diverse students from across BC.

NATIONAL CAMPUS WORK

At the national level, CMHA BC on behalf of CMHA and in a partnership with the Canadian Association of College and University Student Services (CACUSS), released a first-of-its-kind resource, “Post-Secondary Student Mental Health: Guide to a Systemic Approach.” Through a collaborative learning webinar series and consultations, this three-year project engaged over 300 people from 70 post-secondary institutions across Canada in the careful development of a guide that would support evidence-based and contextually relevant strategies on diverse campuses across the country.

The timely resource, which helps colleges and universities plan comprehensive action to improve student mental health, was launched in June 2013 at the annual CACUSS Conference. A presentation on the guide was accepted for delivery at the 2014 Mental Health Conference in California in January that was organized by the leading US Student Affairs Administrators in Higher Education Association, which includes members from 2,100 institutions and 25 countries. To round out the year, CMHA BC facilitated a national webinar titled “What’s the Buzz,” which showcased examples of how the guide is being used across Canada.

This work highlighted the exciting progress being made within provincial community of practice, as well as the important role for ongoing knowledge exchange to respond to the growing interest in campus mental health nationally and beyond. To this end, CMHA BC also supported efforts in other provinces, such as the ongoing development of the Centre for Innovation in Campus Mental Health in Ontario and delivering the keynote presentation for the annual University of Alberta Student Services Conference.

“I now have the language I need to talk about mental health on campuses. I also feel like I am not alone in realizing how important this issue is!” —webinar participant

“I feel inspired and enthused about mental health prevention strategies and see new opportunities for collaboration.” —webinar participant

CONNECTING THE DOTS



Connecting the Dots (CTD) is an innovative project funded by the Public Health Agency of Canada. It seeks to promote the mental health of urban Aboriginal youth and families by enabling them to address risk and protective factors influencing mental health. The project is led provincially by CMHA BC and the BC Association of Aboriginal Friendship Centres and implemented locally through Friendship Centres and CMHA branches in three BC urban Aboriginal communities: Kelowna, Port Alberni and Quesnel.

During 2013–14, each community worked to develop programs, events and other interventions to address the risk and protective factors in their community. An example of a risk factor is food insecurity and an example of a protective factor is increased cultural knowledge. In Quesnel, the CTD team organized the first Family Cultural Camp for Elders where youth and families gathered together in traditional Nazko territory to build relationships, learn traditional teachings and medicines, tell stories, and play traditional games. The Elders also led a healing circle and sweat for families to support healing. Other interventions in Quesnel have included traditional teaching/parenting sessions.

In Port Alberni, the team hosted several Elders and youth gatherings at the Friendship Centre. Elders connected youth to the traditional values and ways of being in the local Nuu-cah-nulth culture. Other interventions in Port Alberni have included Girls Speak Out support groups and Switchback workshops. In Kelowna, interventions have included Food Skills to address food security and Strengthening Families to address attachment and cultural belonging and their relationship to mental well-being.

Many Aboriginal youth, Elders, service providers and other community members have participated in interventions and training opportunities. In 2013–14, 945 individuals took part in project interventions and 1000 people took part in community events, including a career fair in Kelowna, a youth open door event in Port Alberni, and a provincial Aboriginal youth conference called Gathering Our Voices in Vancouver. In addition, 227 individuals have participated in activities designed to influence policy. An interim evaluation report from the University of Northern BC evaluators was also completed this year.

CTD looks forward to one final year of interventions and evaluation before the formal end of the project in January 2015. The CTD team, including its six lead agencies across BC, continue to connect and problem-solve ways to continue the positive impacts and momentum of CTD.



Participants of Kelowna's Food Skills Intervention



Quesnel Culture Camp 2014

BLUE WAVE

Blue Wave is CMHA BC's youth mental health program. It began as a foundation run by Jack and Margaret Lee from Langley who lost their daughter to suicide when she was 18 and was then gifted to CMHA BC in May 2103. Many BC youth are struggling with mental health and substance use problems, and Blue Wave is working to provide youth with skills and support to face challenges in their lives. It is also working to normalize the discussion of mental health problems, and to involve youth at every stage of its programs.

LIVING LIFE TO THE FULL COURSE FOR YOUTH

In early 2014, Blue Wave adapted CMHA BC's successful Living Life to the Full course for use with youth. The course has been shown to improve mood and well-being and reduce stress and anxiety, and Blue Wave hopes to add evidence that the group format increases social support and connectedness for youth. You can read more about the course on page 14.

A pilot of the course is planned for summer 2014, which will be delivered in Victoria, Cranbrook and Delta by CMHA branches that have partnered with their local school districts and youth service clubs. The course will be co-led by youth who will gain valuable life and employment skills. In March 2014, five young people aged 20–25 were trained to deliver the course alongside experienced adult facilitators. In late 2014, evaluation data will be analyzed and then used to make further improvements to the course. After CMHA's investment in training and adaptation, the course is soon poised to be a low-cost, high-impact intervention for branches to deliver in 2015.



The nine booklets used for the Living Life to the Full youth course



Young adult facilitators wear their WOW glasses at the Living Life to the Full training session. WOW glasses are used in the final week of the course to encourage participants to notice the amazing small details in the world around them

"I believe that the Living Life to the Full course has the ability to give students tools necessary to create a rewarding, self-sufficient, meaningful life." —teacher, Victoria High School

In 2013-14, Blue Wave was supported in part by grants from:

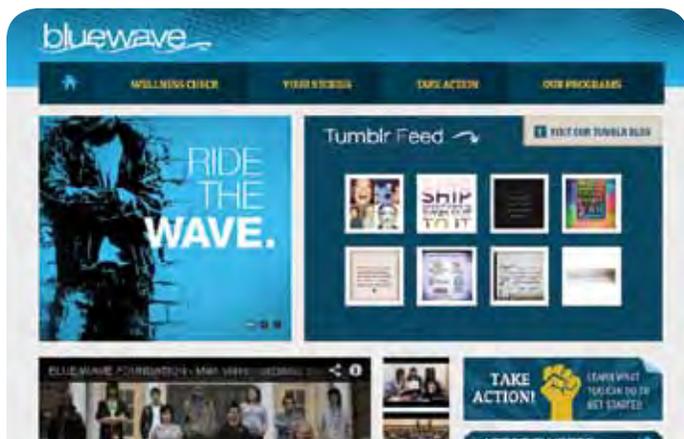


BLUE WAVE YOUTH TEAM

To make the Living Life to the Full course relevant to Canadian youth, the Blue Wave Youth Team was created, consisting of eight BC teenagers aged 14–18, chosen from 75 applicants. The team gave detailed feedback on course materials to ensure that BC youth would connect with the examples, images and concepts. Curriculum developer Dr. Chris Williams was supported by illustrators, designers and Blue Wave staff to shape the course to reflect the honest feedback of the team. The team also gave feedback on Blue Wave’s social media, website and brochure designs.

“I want to say a huge thank you for what you are doing. Mental health problems have affected me personally, and it is just becoming such a relevant topic in the high school setting that so desperately needs to be addressed. I was so impressed with your team and CMHA—I have volunteered with a bunch of different groups, and so far, yours is the best”

—Youth Team member



KEEP IN TOUCH WITH BLUE WAVE

Email bluwave@cmha.bc.ca to sign up to our quarterly e-newsletter

Visit the Blue Wave website at www.ok2bbleue.com

Check out Blue Wave’s social media:

Tumblr ok2bbleue.tumblr.com

Twitter [@itsok2bbleue](https://twitter.com/itsok2bbleue), and Facebook.

JANICE LEE

BLUE WAVE BURSARY

The Janice Lee Blue Wave Bursary is a new bursary for BC youth under 19 who have experienced a significant mental health or substance use problem and wish to continue on to higher education. The bursary honours Janice Lee, an 18-year-old who struggled with depression and anxiety for six years and took her own life in 2006. In Spring 2013, four recipients were chosen, each receiving \$500. Janice’s parents financially supported the bursary this year, and great team of Bursary Review Panel volunteers from the community helped to select the recipients.

Bursary Recipients

Shabnum—Surrey

- **Career goal:** counsellor or youth worker
- **School of choice:** Kwantlen Polytechnic University
- **Program:** Bachelor’s Degree in general studies

Haylee—Chilliwack

- **Career goal:** 911 operator
- **School of choice:** University of the Fraser Valley
- **Program:** Bachelor’s Degree in criminal justice

Luke—New Westminster

- **Career goal:** classical singer, voice teacher, and choral conductor
- **School of choice:** University of British Columbia
- **Program:** Bachelors of Music

Kennedy—Nanaimo

- **Career goal:** psychologist
- **School of choice:** Vancouver Island University
- **Program:** Bachelor’s Degree in social sciences

“I wish that you could have been there when I opened the letter to read that I have been a chosen winner. A huge smile grew upon my face when I read what one of the reviewers wrote about me. I am so grateful for receiving this bursary, it will greatly help me with my post-secondary education.”

—2013 Janice Lee Blue Wave bursary recipient

LORNE FRASER EDUCATIONAL BURSARIES AND SCHOLARSHIPS



Each year, the Lorne Fraser Educational Fund awards several bursaries to people with a mental illness to help further their pursuit of post-secondary education. Bursary amounts, \$700 each, are based on the annual interest of the fund and are awarded for the fall term of each year. In addition to the bursary program, a scholarship program annually awards \$1000 or \$2000 to two current post-secondary students living with mental illness, whose educational and career goals are related to mental health promotion. Over 150 British Columbians have been helped by the fund since it was started in 1982 by Lorne Douglas Fraser. Read more about Lorne and the origins of the fund on page 11.

Lorne Fraser Scholarship for Mental Health Promotion

\$2000: Scott Hoodless—Vancouver

- **Career goal:** specialization in mental health nursing
- **School of choice:** BC Institute of Technology
- **Program:** Bachelor of Science in nursing

\$1000: Eva Au—Burnaby

- **Career goal:** to counsel and support people facing mental illness or conduct new research
- **School of choice:** Simon Fraser University
- **Program:** Bachelor of Science with a major in behavioural neuroscience and minor in health science

Lorne Fraser Continuous Learning Bursary

Denise Scozzafava—Victoria

- **Career goal:** registered nurse with specialty in perioperative nursing
- **School of choice:** University of Victoria
- **Program:** Bachelor of Science in nursing

Marla Jagers—Qualicum Beach

- **Career goal:** working with individuals with mental and physical disabilities
- **School of choice:** Vancouver Island University
- **Program:** school and community support worker

Jathinder Sandhu—Delta

- **Career goal:** high school teacher
- **School of choice:** Kwantlen Polytechnic University
- **Program:** Bachelor of Arts in creative writing and certificate in fine arts

Alden Chow—Prince Rupert

- **Career goal:** lawyer
- **School of choice:** University of Northern BC
- **Program:** major in political science and minor in general business and environmental studies

Jody Konarshki—Burnaby

- **Career goal:** educational leadership in post-secondary student affairs improving access to education for students with disabilities
- **School of choice:** Simon Fraser University
- **Program:** Master of Education



Lorne Fraser presenting a bursary to a recipient at CMHA BC's Annual General Meeting in 2013

NANCY HALL PUBLIC POLICY LEADERSHIP AWARD

The BC Aboriginal Network on Disability Society (BCANDS) and From Grief to Action were the 2013 recipients of an award named for revered mental health advocates Dr. Nancy Hall, the Dr. Nancy Hall Public Policy Leadership Award. The two awards were presented in September 2013 by Agnes Hall, Dr. Hall's mother and Judy Moore, Chair, CMHA BC board of directors at the 60th Annual General Meeting in Vancouver.

The award of distinction was presented to Neil Belanger, Executive Director at BCANDS. This organization was nominated because of its tireless efforts to improve the health and well-being of Aboriginal people living with disability. BCANDS provides a comprehensive range of services, delivered with commitments to inclusion and cultural safety, across many communities in BC. BCANDS has demonstrated leadership in supporting individuals, families, organizations, and communities through system navigation, advocacy, and analysis of system-level and policy issues that affect Aboriginal mental health and wellness in BC.

An award of merit was presented to Nichola Hall, Board Member at From Grief to Action. Since its inception, this organization has made significant headway in supporting individuals, families, and communities experiencing the effects of addiction. The organization has demonstrated provincial leadership in crafting a series of sophisticated policy directions to guide legislators in the areas of addictions, mental illness, and concurrent disorders. Organizations like CMHA BC have had the opportunity to borrow upon the fresh thinking that emerges from this organization, which has in turn helped support CMHA BC's efforts in advocating for enhanced responses to the complexities of mental illness and addiction. Their work is important, innovative, and transformative.

Past winners of the award include Paola Ardiles, Stephen Smith, and Doctors of BC (2012) and Michael Schratte (2011).

The Dr. Nancy Hall Public Policy Leadership Award is awarded annually by CMHA BC. The award honours the spirit of the late Dr. Nancy Hall, who acted as a key advisor, consultant, and friend to CMHA BC for more than 15 years and was also the BC government's Mental Health Advocate from 1998 to 2001. She passed away in March 2011.



Nichola Hall, Board Member at Grief to Action, receiving the award of merit from Nancy Hall's mother, Agnes Hall

BOTTOM LINE 2014

March 5–6, 2014

Bottom Line 2014

Workplace Mental Health. It's Personal.

The 11th annual and second national Bottom Line Conference took place at the Vancouver Convention Centre and was a great success. It reached more than 280 delegates in Vancouver and more than 200 in Calgary. Both sites held sought-after workshops on March 6.

The 2014 theme: “Workplace Mental Health. It’s Personal” built on CMHA’s contribution to making personal stories the catalyst for change. It asked each person to connect to the issue and to use this insight to make a difference at an individual or organizational level.

Jan Wong, a well-known Canadian journalist, was the year’s keynote speaker, and her unflinching honest account of depression was an education to everyone in the room. She was followed by a series of excellent panels and presentations. Dr. Max Cynader from the UBC Centre for Brain Research brought a new and fresh perspective to the room. Miku restaurant, Teck Resources Ltd. and the Canucks spoke about their journey to psychological health and safety. Finally, Dr. Michelle Haring taught us skills to help us live our lives to the fullest.

After the 2014 conference, Lloyd Craig, CMHA’s 4-year chair, handed the reins to Marie-Helene Pelletier, Director of Workplace Mental Health, Sun Life Financial and Psychologist in Private Practice.

BOTTOM LINE SUCCESSES

- 99% would recommend the conference to a friend or colleague
- 90% rated the conference as very good or excellent
- 98% said the conference increased their understanding of how to achieve psychological health and safety in the workplace
- 98% rated the relevance of the theme as very good or excellent

“Really enjoyed hearing from personal experiences to determine how, as an organization, we can offer programs and services to employees to support them early on.”

— Bottom Line 2014 delegate

“I didn’t know what to expect from this but it was awesome! Exceeded my expectation!”

— Bottom Line 2014 delegate



Read the full Bottom Line 2014 final report and learn all about Bottom Line 2015 at www.bottomlineconference.ca



Champions Revisited: Kevin Hegarty, Marlee Paterson, Arto Tienaho, Lucette Wesley



Lloyd Craig, centre left (Chair, Bottom Line Conference Steering Committee), Fred Smith, centre right (Bottom Line Conference Steering Committee, Great-West Life) and Great-West Life Assurance Company representatives

BRANCH DEVELOPMENT

and support

ACCREDITATION

In February 2013, board chairs from across BC agreed that all CMHA branches in BC would transition from the peer review program to the Imagine Canada Standards program. Imagine Canada is comprised of 73 standards covering five major areas including board governance, financial accountability and transparency, fundraising, staff management and volunteer involvement. All CMHA branches in BC strive to meet Imagine Canada standards, or an equivalent accreditation process, by 2016.

CMHA BC's application for Imagine Canada accreditation will be submitted in September 2014. Some of the outcomes from the process include:

- development of new policies
- review of existing policies
- development of a thorough risk management plan
- creation of volunteer program policies and procedures
- production of a volunteer orientation manual

SUSTAINABILITY

A Sustainability Project Charter and Sustainability Fund were developed in June 2012 to support CMHA branches in BC to explore their options for working together more effectively. Sustainability funding provided the opportunity for branches to pursue a third party review and an analysis of branch activities and readiness to explore new models of operation. Through the process, several branches created new opportunities to mutually benefit from shared resources and one branch merged with another. CMHA BC is committed to supporting branches in efforts to work more collaboratively, share knowledge and continue strengthening CMHA's support to the people it serves.

COLLECTIVE IMPACT IN BC

In 2013, CMHA Kelowna, Kootenays and Vancouver-Burnaby branches worked together with CMHA BC to develop and launch a new and improved branch information survey to collect information from branches

for external reporting. Objectives were to create a more streamlined, user-friendly survey that would collect meaningful data that branches and CMHA BC could use to strengthen its voice by highlighting collective impact and reach.

Findings include:

- CMHA branches served 136,700 people across more than 100 communities
- CMHA branches served 6,782 children and youth
- CMHA has 1,320 volunteers in BC
- 2,328 donors support 16 branches
- CMHA BC branches assisted 1,600 people in obtaining housing
- 5,678 received advocacy services from 16 branches
- CMHA branches helped 730 people find employment

ADDICTION SKILLS TRAINING

In 2012, CMHA BC received approximately \$200,000 from Community Action Initiative (CAI) to develop an online training program for community service workers to interact more effectively with clients experiencing substance use issues. A training program was designed in collaboration with several partners that would equip community-based workers who are not addictions workers with the knowledge, skills, and attitudes to be able to confidently help people who face challenges with substance use.

Between October and November 2013, CMHA BC piloted this 8-lesson online course titled "Helping People with Addictive Behaviour" with 252 learners across 39 community service organizations throughout BC. Participants reported that the course allowed them to experience more empathy, openness and patience in their work.

In November 2013, CMHA BC was awarded a second grant from CAI of approximately \$100,000 to expand the program to individuals in helping roles in other settings. In September 2014, CMHA BC will launch a second pilot in a school setting, on a university campus and in the home with families of loved ones with substance use issues.

INFLUENCING *policy*

CMHA BC has continued to work across a number of core public policy priorities and community-based research projects during 2013–14:

- Building on the momentum of Vote Mental Health for All 2013, CMHA BC's advocacy campaign in advance of the provincial election, we have transitioned our public policy plan into Action4MentalHealth.
- Developing a strong social media presence, including over 1,300 Twitter followers.
- The continued refinement of public policy positions focusing on access to appropriate and timely care, reframing addictions as a health issue, disability without poverty, and housing for all.
- Crafting of an opinion-editorial, written by CMHA BC CEO Bev Gutray and SFU Faculty Member Dr. Marina Morrow in response to municipal calls to reopen Riverview Hospital. This piece was published in the Vancouver Sun and yielded a number of follow up media interviews.
- Preparation of submissions to provincial government committees. For example, a presentation and a written submission were prepared for the Select Standing Committee on Finance and Government Services during the budget consultation process in 2013–14.
- Participation in the BC Government's White Paper Consultation Process on Disability through the co-hosting of a mental health and addictions focused community consultation with CMHA Vancouver-Burnaby branch. A written submission summarizing the community consultation was prepared for government, in addition to a report co-authored with the Disability Without Poverty Network.
- Meetings with Members of the Legislative Assembly, including Moira Stilwell, past Minister for the Ministry of Social Development and Social Innovation and Sue Hammel, NDP Critic for Mental Health and Addictions.
- Continued management of a provincial project focused on developing resources for family members and service providers, designed to support best practice in the areas of privacy, confidentiality, and information sharing on behalf of the Ministry of Health. This project will complete in 2014–15.
- Continued management of another provincial project whose aim is to support system transformation in order to provide a coordinated system of care of adults involved with the justice system living with mental health and/or substance use problems on behalf of the Ministries of Health and Justice. This project will complete in 2014–15.
- The launch of a provincial project focused on improving the interfaces between people with mental illness and/or substance use problems at key interfaces with police services on behalf of the Ministries of Health and Justice and Vancouver Coastal Health Authority.
- Participation in provincial policy committees. For example, CMHA BC sits alongside members of the Disability Without Poverty Network at the Supporting Increased Participation Committee with the Ministry for Social Development and Social Innovation.
- Participation in provincial steering committees. For example, CMHA BC is a member of the Child and Youth Mental Health and Substance Use Collaborative Steering Committee.
- Presentations at strategic public policy events, including a plenary presentation at a joint conference between the Mental Health Commission of Canada and the Canadian Association of Chiefs of Police in March 2014.
- Providing public policy support and consultancy for internal and external stakeholders.

BC ALLIANCE ON MENTAL HEALTH/ILLNESS AND ADDICTION

The BC Alliance on Mental Health/ Illness and Addiction is a group of 21 health, social service, criminal justice and professional organizations that have developed a campaign to get the ear of government in order to work in partnership towards an evidence based system of care. CMHA BC is a founding member of the Alliance.

CMHA BC provided both staff and volunteer leadership; funded the Alliance during its development phase; and is an ongoing contributing member of the Alliance, providing an annual membership fee and staff involvement.

The mission of the alliance is to ensure that every citizen has timely access to services that are preventative, reduce harm and provide the best opportunity to achieve optimum mental and physical health and community inclusion. The Alliance promotes positive social inclusion through advocating for systemic change, educating, raising awareness and challenging stigma around mental illness and addiction. The approach often includes meeting with policy makers such as politicians and other government officials to advocate for changes to legislation that will impact those affected by mental illness and addiction, giving educational presentations to large groups, and writing awareness raising publications, as well as press releases and op-eds in the local media.

Strategic directions include:

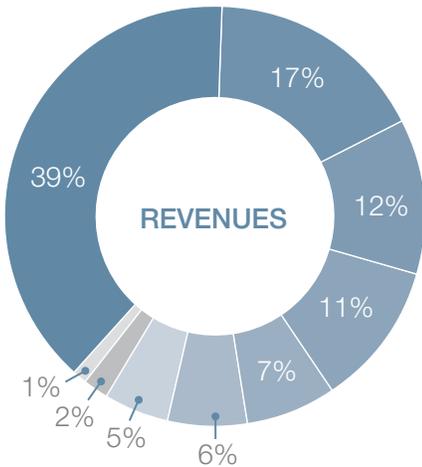
1. To be the leading advocacy voice on mental health/ illness/addictions issues in BC
2. Focus on the implementation and monitoring of the Ten Year Plan
3. Undertake a targeted media and outreach strategy regarding the Ten Year Plan
4. To ensure we have the resources, processes and structures to attain the objectives above, and ensure sustainability of the Alliance beyond this time frame
5. Solidify our current resources to year end
6. Obtain financial and human resources to increase public policy research role
7. Improve internal operations in order to increase impact and efficiency of our collective resources

During the course of 2013–14, the Alliance met with political leaders across the political spectrum to discuss mental health and addictions priorities, met with experts in the areas of mental health and addictions, and engaged in an internal planning process. Internally, the Alliance has formed a series of working groups designed to focused on key policy areas including justice, privacy, information sharing, and housing.

EXTERNAL COMMITTEES, REPRESENTATION, AND CONSULTATION

- BC Alliance on Mental Health/Illness and Addiction
- BC Collaborative for Health, Productivity and Disability Prevention
- BC Healthy Living Alliance—Working on Wellness Policy Advisory Committee
- BC Mental Health and Substance Use Provincial Health Literacy Network
- Child and Youth Mental Health and Substance Use Collaborative Steering Committee
- Communities That Care Network
- Community Action Initiative
- Community Partners Council for Integrated Primary and Community Care
- First Call: BC Child and Youth Advocacy Coalition
- Impact BC Board of Directors
- Pan-Canadian Steering Committee for Mental Health Promotion and Mental Illness Prevention
- Patient Voices Network Peer Coaching Advisory Committee
- Patients as Partners Evaluation Committee
- Representative for Children and Youth with Special Needs Advisory Committee
- Self Management Support Working Group
- Social Inclusion Knowledge Exchange Working Group
- Supporting the Increased Participation of People with Disabilities Table (former Disability Without Poverty Network)
- Vancouver Board of Trade, Workplace Mental Health Committee

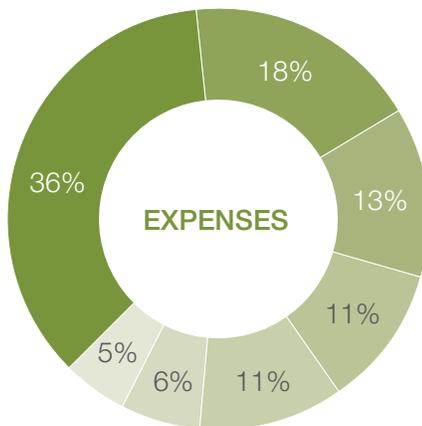
FINANCIALS



\$6,220,607

total revenue

- Fee for Service
\$2,402,000
- Grants—Ministry of Health, Ministry of Children and Family Development
\$1,082,000
- Grants—Provincial Health Services Authority
\$747,000
- Grants—Public Health Agency of Canada
\$643,000
- Donations, bequests and sponsorships
\$466,000
- Other income
\$384,000
- Registration fees
\$291,000
- Grants—other
\$114,000
- Gaming
\$92,000



\$5,953,957

total expenses

- Bounce Back™
\$2,166,000
- Core programs (public education, policy, sustainability, administration)
\$1,058,000
- Strongest Families
\$803,000
- BC Partners
\$664,000
- Connecting the Dots
\$643,000
- Workplace services
\$333,000
- Projects and Administered Programs
\$287,000

BOARD OF *directors*

Judith Moore (chair)

Judith is a retired Deputy Minister of Education (Yukon) and Social Services (Saskatchewan). She has served on numerous Boards, including the Saskatoon Centennial Auditorium and Convention Centre, the Canada-Saskatchewan Agri Food Fund and Ag Infrastructure Program, and the Regina Volunteer Centre (Chair). She is active in the volunteer community in the Comox Valley.

Omar Alasaly

Omar is currently the Pharmacist-Owner of two Shoppers Drug Mart franchises, the Pharmacy Manager for one of his pharmacies and also the Vice-Chair of the Injection Drug Administration Committee for the College of Pharmacists of BC. As the BC Peers Chair for Shoppers Drug Mart, Omar serves as Chair of the Board for all elected Pharmacist-Owner Representatives in BC and as one of six Pharmacist-Owners on the National Pharmacist-Owner Board representing over 1,100 Shoppers Drug Mart Pharmacist-Owners in Canada. As a pharmacy student at UBC, Omar's internship focused on the treatment of mental health patients.

Laura Benson

As a youth member of the board, Laura's career goal is to become a recreational therapist. Her past work experience involves running and facilitating activities at the Boys and Girls Club as well as working at TD Canada Trust. Laura has volunteered at a seniors centre, the Canadian Cancer Society, and Blue Wave, where she helped educate youth on mental health issues. Laura has also co-facilitated and ran a workshop at a youth summit put on by CMHA.

Peter A. Csiszar (vice chair, national board representative)

Peter is a founder and partner of Harris Workplace Law. He advises and represents employers on human rights matters, collective agreement interpretation, discipline and collective bargaining strategy. He has

clients in numerous sectors, including health care, food, broadcasting and education. He has won several awards, including Best Lawyers in Canada for labour and employment law. Peter has been a guest lecturer at UBC on labour and employment topics and is a member of the Labour Law Section of the Canadian Bar Association, BC Branch.

Janine Cunningham

Janine is an active member of her Northern BC community, with roots that go back to the Tsilhqot'in Nation of BC's central interior. She is also the chair of the BC Association of Social Workers Indigenous Social Work Committee. Janine believes that giving back through volunteering and social action initiatives is a fulfilling investment.

Andrew (Sandy) Hilton

Sandy is a Professor at UBC-Okanagan, where he has been a faculty member for the past five years with specialty is accounting and tax. He is also a professional accountant and serves on a number of local, provincial and national boards, primarily regarding accounting or education. Ray has been a board member with CMHA Kelowna since January 2011. He recently completed a two-year term with the local United Way branch as well.

Ronald Joe

Ronald is the Medical Manager of Inner City Addiction at Vancouver Coastal Health. He has over 20 years' experience treating Vancouver's Downtown Eastside and Vancouver residents and is the physician lead responsible for managing numerous services and sites. Ronald is a UBC Faculty of Medicine clinical instructor, a member of the Methadone Maintenance Committee of the College of Physicians and Surgeons of BC, and has training in and a special interest in health informatics. He is the co-chair of the Mental Health and Addiction Clinical Practice Council and the Clinical Information Coordination team in the Health Authority.

Ann Johns

Ann has been a CMHA member since 1977 and joined the CMHA BC board in 2007. She was a board member of the CMHA White Rock/South Surrey Branch since 1987. Ann is experienced in providing direct service to children, youth, families and adults as a social worker and probation officer, with an educational background in clinical social work. She is the supervisor of Ministry of Children and Family Development Provincial After Hours Program.

Barb Keith

Barb has a Masters degree in social work and is the Vice President of the BC Association of Social Workers; she is also registered with the BC College of Social Workers. She has been a sessional instructor for the University of Northern BC and has over 20 years of experience in the addiction field, having worked in residential treatment, outpatient and support recovery in Prince George and Vancouver.

Tom Morton (treasurer)

Tom joined the CMHA BC board in 2011. He is a Tax Partner at Smythe Ratcliffe Chartered Accountants who works closely with private and family-owned businesses as chair of the firm's Business Transitions Industry,

co-chair of the Business Transitions niche group and member of the firm's Charity Committee. He specializes in corporate and personal tax planning to owner-managed businesses in a variety of industries.

Aidan Scott

As a youth member, Aidan brings to the board an extensive background in sales and fundraising, as well as skills in social media. He is involved in "Amped Voice," a school program for 7–12 grade youth which engages them to lead discussion on physical, mental, sexual health and bullying. He has volunteered at two help phone lines for kids and has been a public speaker at various presentations, covering everything from bullying, abuse, addiction and mental illness.

Liz White

Liz works as Director, Group Underwriting at Pacific Blue Cross. In the past, she has worked for Manulife Financial and the Maritime Life Assurance Company in Halifax. She has also been part of the organizing committee for Ovarian Cancer Canada's Benefits of Caring Biannual Event, and was on the steering committee for CMHA BC's successful 2013 Women & Wellness event.

COMMITTEES OF THE BOARD

Finance and Audit

- Tom Morton (chair)
- Sandy Hilton
- Aidan Scott
- Judy Moore (ex-officio)
- Judy Miller (staff resource)
- Bev Gutray (staff resource)

Governance and Bylaws

- Peter Csiszar (chair)
- Sandy Hilton
- Janine Cunningham
- Judy Moore (ex-officio)
- Bev Gutray (staff resource)

Nominating

- Ann Johns (chair)
- Willy Berger
- Sepp Tschierschwitz
- Victoria Schuckel
- Barbara Bawlf
- Judy Moore (ex-officio)
- Bev Gutray (staff resource)

Personnel

- Liz White (chair)
- Barb Keith
- Laura Benson
- Judy Moore (ex-officio)
- Bev Gutray (staff resource)

Strategic Planning

- Barb Keith (chair)
- Ann Johns
- Laura Benson
- Janine Cunningham
- Judy Moore (ex-officio)
- Bev Gutray (staff resource)

Fundraising/Sponsorship

- Omar Alasaly
- Aidan Scott
- Liz White
- Judy Moore (ex-officio)
- Bev Gutray (staff resource)
- Kim Findlay (staff resource)

CMHA BC *staff*

- **Bev Gutray** Chief Executive Officer
- **Lynn Spence** Provincial Programs Director and Associate Executive Director
- **Vivian Lee** Executive Assistant
- **Walter Chownyk** Reception, Lorne Fraser Fund Coordinator
- **Mae Lew** Computer Network Support, Reception

- **Judy Miller** Controller
- **Cathey Russell** Accounting Assistant
- **Nancy Wang** Accounting Assistant

- **Charlene Dy** Director of Branch Development and Support

- **Debbie Sesula** Engagement Facilitator
- **Trixie Ling** Connecting the Dots Project Manager
- **Murli Soni** Bounce Back Program Manager
- **Jessie Fogell** Program Manager
- **Rebecca Bailey** BC Strongest Families Manager
- **Michelle Prostak** Coach Training and Quality Assurance Coordinator
- **Jena Hershler** BC Strongest Families Coach Supervisor
- **Katherine Wells** BC Strongest Families Intake and Administrative Coordinator
- **Benson Lee** BC Strongest Families Coach
- **Melanie McCready** BC Strongest Families Coach
- **Jody Moore** BC Strongest Families Coach
- **Vincci Yuen** BC Strongest Families Coach
- **Cassandra Mah** BC Strongest Families Coach
- **Shelley Durante** BC Strongest Families Coach

- **Mridula Morgan** Resource Clearinghouse and Customer Relations Coordinator
- **Tricia Subido** Resource Clearinghouse Coordinator

- **Jonny Morris** Director of Public Policy, Research and Provincial Programs
- **Shaylyn Streach** Project Coordinator, Healthy Minds/Healthy Campuses Initiatives
- **Sarah Joosse** Knowledge Exchange and Social Learning Coordinator, Provincial Programs
- **Krista Carlson** Public Policy Researcher
- **Dana Wilson** Public Policy Intern

- **Jennifer Quan** Marketing and Communications Manager
- **Donna Panitow** Communications Assistant
- **Renee Mok** Communications Intern
- **Christina Luo** Communications Intern
- **Kim Pringle** Communications Intern

- **Sarah Hamid-Balma** Mental Health Promotion Director
- **Shainul Kassam** Volunteer Services and Mental Health Information Navigator
- **Stephanie Wilson** Editorial Coordinator
- **Paula Vaisey** Education Programs Coordinator

- **Kim Findlay** Resource and Business Development Director
- **Linda Foster** Resource Development and Events Coordinator
- **Megan Brown** Resource Development and Events Coordinator
- **Lindsay Nielsen** Resource Development and Communications Coordinator

- **Margaret Tebbutt** Senior Consultant, Workplace Initiatives
- **Julia Kaisla** Manager, Director, Community Engagement
- **Rose Chen** Program Assistant, Donations and Workplace Initiatives

We'd love to hear from you!

Just fill out this form and send it to our office at the address below!

Canadian Mental Health Association, BC Division
1200 - 1111 Melville Street
Vancouver, BC V6E 3V6

Tel: 604-688-3234
or 1-800-555-8222 (toll free in BC)

Fax: 604-688-3236
Email: info@cmha.bc.ca

www.cmha.bc.ca

I would like to support CMHA by:

Signing up for CMHA's free monthly email newsletter

Becoming a member of CMHA

- \$20 Individual
- \$5 Individuals on limited income
- \$50 Organization

Making a donation of

\$200 \$100 \$50 other \$ _____

\$85 \$150 \$35

I would like this to be a monthly donation*

Learning about volunteer opportunities at CMHA

Learning about including CMHA in my will

I would like my contribution to go to:

- Dr. Jean Moore Endowment Fund
in Child and Youth Mental Health
- Dr. Nancy Hall Speaking Up Speaking Out
Endowment Fund
- Lorne Fraser Educational Fund

Name: _____

Address: _____

Phone: (_____) _____ - _____ Email: _____

I would like to pay by:

Cheque Card no: _____ / _____ / _____ / _____ 3-digit security code (CVC) _____

VISA

MasterCard Expiry date: _____ / _____ Signature: _____

Please do not list me as a donor in CMHA Annual Reports or donor recognition projects

Please feel secure. We only use your personal information to provide services and to keep you informed and up to date on the activities of CMHA, including programs, services, special events, funding needs, opportunities to volunteer or to give, and more through periodic contacts. If at any time you wish to be removed from any of these contacts simply contact us by phone at 1-800-555-8222 or at info@cmha.bc.ca.

We do not trade or sell our donor lists.

* For monthly donations by cheque, please send a cheque marked "void" and this completed card by mail. Your charitable receipt will include all monthly donations made, to Dec. 31st for each calendar year. You can increase, decrease, cancel or restart your monthly donation at any time by notifying us at 1-800-555-8222.



BC CMHA *branches*

CARIBOO CHILCOTIN (Williams Lake)*

250-398-8220 | www.williamslake.cmha.bc.ca

COWICHAN VALLEY (Duncan)*

250-746-5521 | www.cowichanvalley.cmha.bc.ca

DELTA

604-943-1878 | www.delta.cmha.bc.ca

KAMLOOPS

250-374-0440 | www.kamloops.cmha.bc.ca

KELOWNA

250-861-3644 | www.kelowna.cmha.bc.ca

KOOTENAYS (Cranbrook)*

250-426-5222 | www.kootenays.cmha.bc.ca

MID-ISLAND (Nanaimo)*

250-244-4042 | www.mid-island.cmha.bc.ca

NORTH AND WEST VANCOUVER

604-987-6959 | www.northwestvancouver.cmha.bc.ca

PORT ALBERNI

250-724-7199 | www.portalberni.cmha.bc.ca

PRINCE GEORGE

250-564-8644 | www.princegeorge.cmha.bc.ca

RICHMOND

604-276-8834 | www.richmond.cmha.bc.ca

SHUSWAP-REVELSTOKE

(Salmon Arm)*

250-832-8477 | www.shuswap-revelstoke.cmha.bc.ca

SIMON FRASER (New Westminster)

604-516-8080 | www.simonfraser.cmha.bc.ca

SOUTH CARIBOO (100 Mile House)*

250-395-4883 | www.southcariboo.cmha.bc.ca

SOUTH OKANAGAN SIMILKAMEEN (Penticton)*

250-493-8999 | www.sos.cmha.bc.ca

VANCOUVER-BURNABY

604-872-4902 | www.vancouver-burnaby.cmha.bc.ca

VERNON

250-542-3114 | www.vernon.cmha.bc.ca



* parentheses indicate branch locations

2013-14 ANNUAL REPORT



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

Charitable Registration No. 88844 1995 RR0001