



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

# ANNUAL REPORT

## 2018–19



# JOIN US!

## TAKE ACTION

We are calling on all British Columbians to #GetLoud for mental health. Join our campaign to improve mental health and addictions care in BC. Get loud and take action at **GetLoudBC.ca**.

## BECOME A MEMBER

When you become a member of CMHA, not only are you showing you care about mental health in BC and in your community, you are joining a movement to build a community of hope, support and inclusion for people with mental illness. You also receive a free subscription to the award-winning *Visions* journal.



Complete the sign up form on the back page of this report or visit **[cmha.bc.ca/get-involved](http://cmha.bc.ca/get-involved)**

## VOLUNTEER

CMHA BC is a volunteer-driven organization that depends on volunteers like you to help us to develop our vision and provide services. We can use help in many different areas of interest and skill, from participation on our board and advisory committees, to community outreach and education.

## DONATE

If you like what you've read in this report, help us further our goal of *mental health for all* with a donation. There are many ways your donation can make a difference and every gift helps. Help out at **[cmha.bc.ca/donate](http://cmha.bc.ca/donate)**.

## STAY CONNECTED

Sign up for email updates to stay on top of the latest mental health news, programs and resources from CMHA and beyond! Don't forget to follow us and join the conversation on Facebook, Twitter and Instagram. Sign up by email to **[mindmatters@cmha.bc.ca](mailto:mindmatters@cmha.bc.ca)**.

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# EXECUTIVE MESSAGE

## ANNUAL REPORT 2018–19

### Celebrating 100 years

April 27, 2018 marked the 100<sup>th</sup> year of the Canadian Mental Health Association in Canada. Together with CMHAs across the country, we celebrated the changes accomplished by the organization over 100 years, and looked ahead at the work still to be done.

### Building on a strong foundation

In our 100<sup>th</sup> year, the CMHA family undertook some important conversations about the CMHA federation. These discussions between branch and division presidents, boards and executive directors have dealt with our roles and responsibilities, growth and quality as CMHA's services continue to grow. We deeply appreciate the time, care and thoughtfulness brought to these discussions.

At our main office in Vancouver, our staff became members of the Health Sciences Association of BC. We welcome the HSA's role in continuing to foster a strong and healthy workplace, and to challenge us to always 'walk the talk' on workplace mental health. Our staff are the heart and soul of our services, programs and advocacy.

This year also saw the retirement of Bev Gutray as CEO after a remarkable three decades of service to CMHA. We owe Bev a debt of gratitude for her deep commitment to mental health in British Columbia and across Canada. The board selected Jonny Morris as CEO, after a nation-wide search and an exhaustive selection process.

### Continuing to innovate how we help

Our services continued to grow and flourish this year, from BounceBack coaching to Living Life to the Full. Confident Parents: Thriving Kids opened a new program for families with children experiencing anxiety, based out of a freshly expanded Victoria

office. This evidence-based program was developed here in BC by leading child psychologists in consultation with families. We continue to develop and improve Confident Parents, and are excited about the Indigenous Stream of the anxiety program to roll out in the coming year. We have been very conscious of using this as an opportunity to exercise both what we've learned about colonization, as well as effective forms of decolonization.

Through our role with BC Partners for Mental Health and Substance Use Information we continued to host the HeretoHelp.bc.ca website, information and referral service, Beyond the Blues depression screening and *Visions* journal. New mental health literacy lesson plans for BC's immigrant and refugee newcomers were created for use in English-language classes, with our partners at Canadian Institute for Substance Use Research, and immigrant-serving organizations Language Instruction for Newcomers to Canada (LINC) partners, AMSSA (Affiliation of Multicultural Societies and Service Agencies of BC), and Immigrant Services Society of BC.

### Making our voice heard

We marked Mental Health Week in May 2018 by bringing CMHA to provincial leaders and decision-makers with an open house in the Legislature, and 100<sup>th</sup> anniversary reception. We focussed on getting loud by building new connections and investing in relationships. Knowing that many non-health public services are key drivers that help keep people healthy, we launched an exciting project looking at the social determinants of mental health. This work was grounded in the stories of people with lived experience of mental illness and addiction, with support from the Law Foundation of BC.

## Thank you to our partners and donors

We could not do what we do without the generous support and participation from supporters, donors, funders, sponsors and partners. Whether you make that faithful monthly donation we can count on, or set aside a year-end contribution, you fund critical work that otherwise could not be done. The organizations that step up to fund important programs, sponsor the Bottom Line Conference, and partner with communities contribute so much more than funds—they bring fresh perspectives, and face challenges head on. The Province of BC continues to commit significantly to CMHA's services and innovation through the Ministries of Mental Health and Addiction, Health, Social Development and Poverty Reduction, and Children and Family Development. We are deeply grateful to all of you, and excited about the work ahead.



**Jonny Morris**  
Chief Executive Officer  
CMHA BC



**David DeLong**  
Board Chair  
CMHA BC

## Past CEO: Bev Gutray

Bev Gutray led CMHA in BC for 26 years. Bev's leadership was key in bringing community-based mental health supports to British Columbians.



By spearheading innovative programs such as BounceBack, Living Life to the Full and Confident Parents, Bev brought accessible and effective strategies for improving mental health to people across BC.

Under her leadership, CMHA BC led the conversation in BC about mentally healthy workplaces, developing the Bottom Line Conference on workplace mental health which celebrated its 16<sup>th</sup> year.

In 2010, Bev encouraged CMHA BC to invest in Michael Schratter's goal to cycle the globe, and helped Ride Don't Hide grow into an annual national CMHA event raising millions for mental health across Canada.

In 2016, Bev championed the b4stage4 policy campaign for prevention and early intervention, winning support from all BC political parties and leading to the creation of a Ministry for Mental Health and Addictions.

A champion in the community, Bev has brought her leadership to organizations including Impact BC, First Call: BC Child and Youth Advocacy Coalition, Communities that Care Network and Patient Voices Network, and as a founding member of the BC Alliance for Mental Health and Addictions and the Disability Without Poverty Network.

Bev was presented with the Queen Elizabeth II Diamond Jubilee Medal for her work in mental health in 2013, and CMHA National's Strengthening CMHA Award in 2014.



**OUR VISION**  
*Mentally healthy people  
in a healthy society*

## ABOUT US

The Canadian Mental Health Association (CMHA) is a national charity that helps maintain and improve mental health for all Canadians. As the nation-wide leader and champion for mental health, CMHA promotes the mental health of all and supports the resilience and recovery of people experiencing mental illness. In BC, our mandate includes people with substance use problems and those who love and support them.

Through our family of over 87 local, provincial and national locations across Canada, including 14 branches in BC, CMHA provides a wide range of innovative services and supports tailored to and in partnership with our communities. Together we are making a difference by changing the way we think about mental health and substance use, and how we treat people in communities, at home, at work, at school and across BC.

CMHA is uniquely positioned in Canada as a charity that brings together experience and expertise on community-based mental health promotion and support for people experiencing mental illness. We are unique not only in our approach, but our ability to speak to a broad range of issues surrounding mental health and mental illness.

CMHA BC has been accredited through Imagine Canada's Standards Program. The program awards accreditation to charities and non-profits that demonstrate excellence in five fundamental areas: board governance; financial accountability and transparency; fundraising; staff management; and volunteer involvement.



## CMHA'S VISION, MISSION AND VALUES

**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.

**Our mandate and scope:** In BC, mental health, substance use and addictive behaviour are within the scope of the organization.

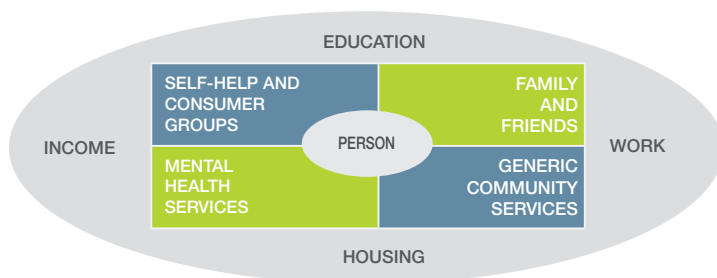
### Our key values and principles:

- Embracing the voice of people with mental health and addictions issues
- 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.

### COMMUNITY RESOURCE BASE



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 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.

## BC Partners for Mental Health and Substance Use Information

CMHA BC is a proud member of a group of seven provincial mental health and substance use non-profits working together to help British Columbians improve their mental well-being.

The BC Partners for Mental Health and Substance Use Information (BC Partners) first came together in 2003 and recognize that by working together, we have a greater impact in our mission to provide helpful, good-quality information on mental health and substance use, including how to prevent, recognize and manage problems.

In addition to CMHA BC, the BC Partners include:

- Anxiety Canada
- BC Schizophrenia Society
- Canadian Institute for Substance Use Research, University of Victoria
- Institute of Families for Child and Youth Mental Health
- Jessie's Legacy eating disorders prevention and awareness, a Family Services of the North Shore program
- Mood Disorders Association of BC, a branch of Lookout Housing and Health Society

Funding for the BC Partners is provided by BC Mental Health and Substance Use Services, a program of the Provincial Health Services Authority.

### Projects led by CMHA BC on behalf of the BC Partners in 2018–19:

- **HeretoHelp Website** (p.12)
- **BC Partners Public Outreach** (p.13)
- **Information Resources for Immigrants and Refugees** (p.13)
- **Visions Journal** (p.14)
- **Beyond the Blues: Education and Screening Days** (p.15)
- **Healthy Minds | Healthy Campuses** (p.16)



# GETTING LOUD FOR MENTAL HEALTH

## Getting loud by building connections

This year, we focused on getting loud by building new connections and investing in relationships.

During Mental Health Week in 2018, we built and grew relationships with **government** by hosting a drop-in event for MLAs in the BC Legislature. The event was designed to inform elected officials about CMHA programs and about the need for mental health and addiction services in BC. Five provincial ministers attended as well as a number of MLAs from ridings throughout the province.

Throughout the year CMHA BC staff sat on numerous **coalitions and advisory tables** to bring our voice and a mental health and substance use lens to a diverse range of work. We got loud at the Primary and Community Care Research Advisory Committee, the Law Society of BC Mental Health Task Force, the BC Poverty Reduction Coalition, the BC Alliance for Healthy Living, and the Mental Health and Addictions Child and Youth Advisory Committee.

met with  
**100+** frontline staff in  
agencies around BC

to learn more about the social determinants of mental health in their communities

We had the pleasure of building a new relationship with **Adrienne Smith**, our 2018 winner of the **Dr. Nancy Hall Public Policy Leadership Award**. Adrienne is a human rights activist and drug policy lawyer who lives and works in the Downtown Eastside where they are working to reduce the harm the law causes on marginalized communities. Adrienne is a strong advocate for rights of people who use drugs, particularly those engaged in the criminal justice and provincial correctional systems, and for the human rights of transgender people. By showing such incredible dedication to eliminating discrimination and barriers experienced by marginalized communities, Adrienne has influenced laws and policies across BC to ensure that they better support mental health.

📷 CMHA BC's  
Kendra Milne presents  
the Dr. Nancy Hall  
Public Policy  
Leadership Award  
to Adrienne Smith



- ▶ We held 7 focus groups in 6 communities throughout BC
- ▶ We heard from 44 project participants about their lived and living experiences




## Raising our voice for the foundations of wellness

While access to mental health and addiction services are necessary when people experience health challenges, many non-health public services are the key drivers to keep people well and to enable them to live with dignity. To better understand how social services like income, housing and employment supports promote wellness, we launched an exciting project looking at the human rights of people with mental health and substance use-related health issues and the social determinants of mental health.

The project allowed us to go to communities throughout BC and talk to people who have experienced poverty, mental illness and substance use problems about what supports their mental wellness and what hinders it. For this project, we were led by seven advisory group members who were frontline poverty or mental health and substance use workers, and worked with two peer researchers to inform the project. We also carried out human rights research on the right to mental health and how income, employment, housing and social inclusion impact that right.

By the end of the project, we hope to have a solid understanding of how BC can improve its social supports to ensure that everyone truly has an equitable chance at mental wellness, and to be ready to raise our voice for change. The project is made possible through the generous support of the Law Foundation of British Columbia, for which we are very grateful.

 *Hon. Judy Darcy, BC Minister of Mental Health and Addictions (centre) with Julia Payson, Executive Director of CMHA Vernon, Michael Anhorn, Executive Director of CMHA Vancouver-Fraser, Jason Harrison, Executive Director of CMHA Mid-Island, Kendra Milne, Senior Director of Policy, CMHA BC and Bev Gutray, CEO of CMHA BC (left to right) at the MLA drop-in event during Mental Health Week 2018*



“

*Thank you from the bottom of my heart. I felt a little lost with how to coordinate all of this on my own. Now I have options and therefore...hope.*

—CMHA BC info requester



## PUBLIC EDUCATION AND OUTREACH

### CMHA BC Online

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. The website also includes a directory of CMHA branches in BC, information on mental health and related topics, policy research and reports, secure online donation options, an online store, and subscription options for CMHA BC's popular e-newsletter, Mind Matters.

Mind Matters continued to connect subscribers with monthly updates on what's new at CMHA BC and other mental health programs, resources and events in BC.



Stay in touch! Sign up for our Mind Matters monthly e-news at [cmha.bc.ca/newsletter](http://cmha.bc.ca/newsletter)

Social media channels such as Facebook and Twitter were another popular way to stay in touch with CMHA BC. This year the number of people following us on Facebook grew by 28% to 2,988, and our Instagram community grew to over 1,600 followers.



**10,400+** followers  
reached  
on Twitter and Facebook

- ▶ CMHA BC website received 254,000 visits and 447,500 page views last year
- ▶ Mind Matters monthly e-news reached over 3,000 subscribers





CMHA staff showcased helpful CMHA resources and programs at events such as Bottom Line 2019

## CMHA BC Public Outreach

One of the ways CMHA BC helps promote mental health is by reaching out one-on-one through public information displays at events, and through direct requests for information via our other communications channels. These services help people find the information they need to care for themselves and their loved ones.

Each year, CMHA BC receives hundreds of direct requests for information, support and referrals by phone, email, social media or walk-in. The most common questions are around accessing affordable counseling or other specialist providers; help for



This work is funded solely through your donations. Donate today at [cmha.bc.ca/donate](http://cmha.bc.ca/donate)

depression, anxiety, suicide and co-existing mental health and substance use problems; crises related to housing; and how to support a loved one who is struggling. Our information and referral work via CMHA channels is unfunded by any grant and supported by donations and program volunteers.

*"Thank you for your sincere response. It was a ray of sunshine in a gloomy situation."*

*"I was shocked at how incredibly helpful, caring and extensive the response was. I was totally unaware of what was available and was so grateful that someone would have literally all the information I could hope for and would take the time it took to send the note to ensure we had what we needed to move forward. We were amazed. And we are grateful. Thank you."*

—CMHA BC info requesters

### Responded to

**1,157** requests for help, support or information

- Showcased CMHA BC programs at 15 strategic resource fairs



## HeretoHelp.bc.ca

For 15 years, the HeretoHelp website has been a trusted source of mental health and substance use information for individuals and families in BC and beyond. The site features close to 2,000 plain-language resources including personal stories, *Visions* articles, info sheets, workbooks, screening self-tests, and multilingual content. The number of visits to the site more than doubled this year: proof of the continued usefulness of its resources.

This past year, we added 206 new resources to HeretoHelp. Among them was a range of new content developed by CMHA BC including:

- 5 articles for our Ask Us section
- 11 new rack cards on resilience skills or mental health problems
- 14 new or revised info sheets and workbooks

# 3.2 million

HeretoHelp website visits and  
5.9 million page views last year



Check out the newly redesigned  
[HeretoHelp.bc.ca](https://www.heretohelp.bc.ca).

The biggest undertaking of the year was the redesign and upgrade of the entire site, including usability testing with people with lived experience. The new site was launched during Mental Health Week 2019.

*"To all of those behind this website: I am truly impressed with what you are doing. Way to take a much more effective step in helping to keep drug users a little safer. Was not expecting to see this! Great work and thanks for doing this."*

*"My husband and I have spent much frustrating time on the internet trying to sort through the myriad of information but never seeming to be able to find something that quite fits with our situation. I am so glad I finally found the HeretoHelp website."*  
—HeretoHelp website visitors

- ▶ Around 92% rated HeretoHelp as excellent or good at providing high-quality, useful information that is easy to read and understand

“

***HeretoHelp is a brilliant entity, and well laid out. I often tell my students to check the site out.***

—HeretoHelp website visitor



## BC Partners Public Outreach

One of the features of the HeretoHelp website is an email-based information and referral service. CMHA BC manages this service on behalf of the BC Partners, helping British Columbians find local, trustworthy mental health and substance use resources and services for themselves and their loved ones. These requests are over and above the ones we provide via CMHA channels (see p. 11).

We continue to recruit and train new volunteers to help us provide information, support and referrals. In addition to managing the help desk, CMHA BC helps share resources and distribute products through the HeretoHelp online store and at community events and displays. We also began a new partnership this past year with another provincial non-profit, Family Caregivers of BC, and have been finding several ways to mutually share our resources and expertise.

**162,700+**

**products and resources  
distributed through HeretoHelp**



- ▶ Responded to 1,254 information requests via HeretoHelp channels
- ▶ Showcased BC Partners with a table presence at 10 provincial events, reaching 2,295

*"Thank you so much! You're my first actual help I've received... just knowing more about resources available to me is huge!"*

*"You so thoroughly and kindly responded to my request for assistance: THANK YOU. Your response was so appreciated, with a lot of useful resources and advice...and compassion. This is a difficult situation for us and you have provided useful resources that we can explore."*  
—info requesters

***Wow! Thank you.  
You gave me so much  
support and information. I  
didn't know or expect  
this much help.***

—info requester



## Information Resources for Immigrants and Refugees

What initially began as a question in 2015 about translated content on HeretoHelp has grown into a priority area: improving mental health literacy for BC's immigrants and refugees and the professionals who support them.

Alongside our partners at the Canadian Institute for Substance Use Research (CISUR), we continued working on low-literacy lesson plans for newcomer English-language classes: ideal places to start conversations about mental health and substance use. This year, we held webinars to promote our previous lesson plans on anxiety and on stress and alcohol. We also completed additional lesson plans on depression and on substance use.

Special thanks to all our Language Instruction for Newcomers to Canada (LINC) partners, especially AMSSA (Affiliation of Multicultural Societies and Service Agencies of BC), Immigrant Services Society of BC and the national Tutela instructor community for their expertise and support.

- ▶ 623 views and downloads of the anxiety lesson plan by instructors across Canada
- ▶ 30 HeretoHelp info sheets now available in Farsi, thanks to a partnership with the national Multicultural Mental Health Resource Centre

*"It is one of the most useful and realistic lesson plans. I think, we teachers need to have it on hand at one point or the other in our teaching career. Thank you again."*  
—LINC instructor on our lesson plans



“

***Visions is well written and its content is very relevant for people we serve as well as for our staff who support them.***

—Visions reader

## VISIONS JOURNAL

*Visions: BC's Mental Health and Substance Use Journal* celebrates 23 years in BC. The theme-based quarterly magazine is written by and for people with lived experience, their families, service providers, policy-makers and others who care about mental health and substance use. Readers vote on the subthemes they would like to see. Anyone in BC can receive *Visions* free of charge via print, web, email or e-book formats.

*Visions is shared with*

**24,000+** people in print or via email

► *Visions* articles were accessed online around 907,000 times last year on HeretoHelp.bc.ca

*“I want to say a big THANK YOU for such a wonderful issue. I read this issue in total, cover to cover, as it hit home in several ways. Thank you to the contributors for the courage it took to put your personal stories on paper to share with others who need to use the new lens.”*

—Visions reader



Read, subscribe or inquire about contributing to *Visions* at [www.heretohelp.bc.ca/visions](http://www.heretohelp.bc.ca/visions)

Our four issues this year include some of our most popular topics yet, and are linked in their underlying themes exploring how we relate to each other and find ways to exclude or connect:

- The language we use to talk about mental health and substance use
- Problem gambling and gaming
- Loneliness and social connection
- Rethinking housing

- 91% of readers say they find *Visions* useful
- 68% of readers said they have already used information from something they read in *Visions* in their work or to improve their health or someone else's

# Beyond the Blues

What this week  
of Kindness  
be?

*Beyond the Blues was fun and interactive. I valued that they made talking about mental health a normal and open topic instead of something to be ashamed about.*

—participant

## BEYOND THE BLUES

### EDUCATION AND SCREENING DAYS

Beyond the Blues: Education and Screening Days is an annual awareness campaign featuring a series of free community events across BC. Beyond the Blues builds community capacity and helps people start conversations about mental well-being, mood, anxiety, stress and risky drinking as well as when and how to get help. The event offers optional screening self-tests with on-site clinician debriefs in its efforts to educate, empower and connect attendees to local resources.

In 2018, CMHA BC supported 42 local agencies to run 74 events. Other successes included a surge in youth attendance, new events reaching new populations, a new cannabis-use screen piloted successfully along



See more results in the event report at [heretohelp.bc.ca/beyond-the-blues](http://heretohelp.bc.ca/beyond-the-blues)

with more materials on safer drug use, revisions to our mental health board game, and playful temporary tattoos promoting self-care.

Many thanks to the additional funding support from the Ministry of Children and Family Development, as well as support from our 18 endorsing agencies.

*“Participating annually in Beyond the Blues for our community is such an important opportunity to connect with youth, adults and seniors in a safe environment to discuss, depression, anxiety, risky behaviour and wellness with them.”*  
—Beyond the Blues event planner

almost

**102,000**

people helped over 24 years  
of Beyond the Blues events



- ▶ 8,197 people attended 78 community events this year

- ▶ Around 88% of survey respondents said they planned to use (or had already used) the information they had learned at an event
- ▶ 95% of site planners said the support they received from our team helped give them the tools they needed to run successful events





# HEALTHY MINDS | HEALTHY CAMPUSES

Healthy Minds | Healthy Campuses (HM|HC) is a vibrant, province-wide community of practice (CoP) that engages stakeholders who are interested and invested in promoting mental well-being and healthy relationships with substances at post-secondary institutions. HM|HC CoP members reflect the diversity seen on BC campuses: students, campus professionals (counselling, health services, residence), faculty, administrators, and community partners. For 15 years, HM|HC has supported campus stakeholders in bringing knowledge and theory into practice to enhance student well-being and learning.

In recognition of the complex, interrelated factors that influence mental health and substance use, we apply a wider lens that moves the focus from individuals to settings, contexts, and health promotion for everyone.

Over the past year, we've:

- Presented seven webinars in collaboration with various stakeholders on anxiety, community-building for international students, hosting dialogues, mental health strategies and more. Almost 250 participants attended.
- Produced a new resource on fentanyl to help students better understand and appreciate how to manage their risk in new or unfamiliar settings, particularly at parties.
- Co-facilitated a panel workshop on student transitions to post-secondary for the BC School Trustees Association.

1,833

E-newsletter subscribers

- ▶ 1503 Twitter followers
- ▶ 636 social learning platform members



- Consulted with the Mental Health Commission of Canada on their development of a national post-secondary student mental health standard.
- Hosted Summit 2019, *Building Connection At All Levels: A Socio-Ecological Approach to Well-being on Campus*. It was our biggest student delegation ever, with over 160 participants from 25 BC campuses and beyond. This year's Summit was attended by local, national and international individuals and featured an array of engaging speakers and opportunities to learn and collaborate together.
- Convened a diverse HM|HC Planning Group to help us shape the future of the CoP and the next Summit

HM|HC is coordinated by CMHA BC and the Canadian Institute for Substance Use Research on behalf of the BC Partners.

*"Connection to new people, hearing ideas I can apply on my campus, ...space for innovation that is driven by collaborations, student voice and vulnerability (to share our real challenges as students/people and as practitioners trying to make change), inspiration."*  
—Healthy Minds | Healthy Campuses member  
on the value of the community of practice



***BounceBack made it seem like I had the skills and resilience to be able to get through that time in my life and come out the other side stronger and healthier.***

—BounceBack participant

”

## BOUNCEBACK

## RECLAIM YOUR HEALTH

BounceBack® is a free program that teaches effective skills to help individuals overcome symptoms of mild to moderate depression or anxiety, and improve their mental health. Through an instructional video or workbooks with coaching sessions by phone, participants can learn skills to help combat unhelpful thinking, manage worry and anxiety, and become more active and assertive. A self-guided e-learning version of the program, BounceBack Online, and a program for youth aged 15 to 18 are also available. BounceBack is available across BC in English, French, Mandarin, Cantonese and Punjabi.

In 2018, CMHA BC partnered with evaluators from the Social Planning and Research Council of BC (SPARC BC) to help us understand factors impacting referral, enrollment, and completion of the BounceBack youth program. The evaluation included conversations with past youth participants, BounceBack staff, and referring physicians and school counsellors. The insights gained from this evaluation will help to shape ongoing program processes and improvements in the upcoming year.



Visit our redesigned website at [www.bouncebackbc.ca](http://www.bouncebackbc.ca)

The BounceBack Youth Advisory Committee is a group of young people who help provide feedback on the youth program and the ways in which we connect with BC youth. One of their recommendations was to explore alternative referral pathways, including through their school counsellors. In October 2018, we formed an advisory committee with 13 school counsellors from across BC to determine the feasibility of creating a new referral pathway, where school counsellors could directly refer students to the BounceBack coaching program. Based on their feedback, the school counsellor referral pilot launched in January 2019, with 104 secondary school counsellors from across BC currently referring students to the program. Throughout the summer, we will assess the pilot as we prepare to scale up for province-wide adoption of this new referral pathway in September 2019.

BounceBack is funded by the Ministry of Health and Provincial Health Services Authority.



**5,042**

**BounceBack referrals received this year**

- ▶ 1,932 people accessed BounceBack Online
- ▶ Participants report around a 50% decrease in depression and anxiety symptoms
- ▶ 95% of participants rated their satisfaction with coaching as good or very good



## Bounce Back Today Campaign

This year we launched the second phase of our Bounce Back Today campaign, focused on helping connect young people to a youth-friendly mental health quiz and more at [bouncebacktoday.ca](http://bouncebacktoday.ca). First launched in 2017, this campaign included paid social advertising using shareable online content on Facebook, Instagram and YouTube.

The aim of the campaign was to promote and raise awareness of the BounceBack program among British Columbians between 15 to 24 years of age, along with physicians, school counsellors and other professionals working with young people.



Watch our CloudCopter ads at  
[youtube.com/CMHABC](https://youtube.com/CMHABC)

The campaign featured an online video, which showed two youth trying unsuccessfully to escape the “CloudCopter” — a drone disguised as a cloud. The looming dark cloud was meant to represent the isolating feelings that can come with depression.

Launched in May 2018, immediately after Mental Health Week, the Facebook and Instagram ads made over 5.7 million impressions and reached over one million people. Over 8,500 quizzes were taken and the [bouncebacktoday.ca](http://bouncebacktoday.ca) website received 101,000 views.



**8,500+**  
Bounce Back Today  
quizzes taken

- ▶ Over 5.7 million impressions through Facebook and Instagram
- ▶ Over 1.13 million impressions through YouTube advertising

*A still from our “CloudCopter” YouTube ads*







# CONFIDENT PARENTS THRIVING KIDS

***This program completely changed our lives. I feel like I got my kid back and got my family back.***

—Confident Parents participant

”

## Behaviour Program

Confident Parents: Thriving Kids - Behaviour program is a free, family focused phone-based coaching service effective in reducing mild to moderate behavioural problems and promoting healthy child development in children ages 3–12. Through a series of 6, 10 or 14 weekly coaching sessions, along with exercises and workbooks, trained coaches empower parents and caregivers to learn effective skills and techniques that support social skills and cooperation in their child.

The program is grounded in the Parent Management Training–Oregon Model (PMTO), shown to be effective in preventing, reducing and reversing the development of mild to moderate behaviour problems.

In order to reduce wait times for families referred to program, an electronic version of the intake interview was introduced. Parents can now choose whether to complete the interview by phone or online. 80% of families are now choosing the online option. This initiative resulted in a significant reduction in wait time for intake assessment.

In March, the coaching team was privileged to spend time building their skill set with PMTO senior trainers and mentors. They spent time exploring troubleshooting as a vital tool, taking a closer look at resistance and discussing ways to effectively use PMTO with older children.

CMHA BC has partnered with researchers at the University of British Columbia to evaluate the effectiveness of the program in reducing disruptive behaviours among children aged 3–12. Preliminary findings support that participants’ parenting improves along with their views of their children’s behaviour. While these findings need to be interpreted cautiously given the small sample size, research suggests that the program is achieving the hoped for results.

- ▶ 96% reported the overall quality of the program as very good or excellent
- ▶ 1,496 referrals were received this year
- ▶ 40% of referring physicians referred multiple families to the program

**84%** said their child’s problem behaviours showed significant improvement or had been resolved



*“Things have improved so dramatically that I have other people around me commenting to me on how much my son’s behavior has changed. It makes me feel so proud of what we did here with the program and proud of my son for the work he did without knowing it. “*

—Confident Parents - Behaviour participant

## Anxiety Program

The newly launched Confident Parents: Thriving Kids - Anxiety program supports families whose children have anxiety impacting their development and day-to-day happiness at home, school and in the community.

The program includes online educational videos and weekly telephone coaching sessions to help parents learn effective skills and techniques and manage anxious behaviours. The program incorporates principles from cognitive-behavioural therapy (CBT), and is based on the latest evidence on effective treatment for anxiety.

Confident Parents - Anxiety was officially launched on March 28, 2019 at a celebration hosted in our new, expanded office in Victoria. Over 100 people attended

the launch event and by the next business day there were more than 170 inquiries for the program. Within the first three weeks of the program, we had received 140 referrals.

A total of 14 coaches have been hired and completed an extensive orientation and training.

To meet the unique needs of Indigenous families, CMHA BC is working with Indigenous peoples and organizations to develop a culturally sensitive and appropriate model for this program, which is expected to launch early next year.

Confident Parents: Thriving Kids is funded by the Ministry of Children and Family Development

**140** referrals received within first three weeks of the program



*"I also really like how this program helps to frame anxiety differently so that my son and I are able to team up together and beat 'the worry guy,' as my son named him, as opposed to my son and I against each other when dealing with anxiety."*

—Confident Parents - Anxiety participant

Hon. Judy Darcy and Hon. Katrine Conroy helped launch the program on March 28

“

**For parents, knowing how to manage their child's anxious behavior can become a challenge. With today's investment, parents now have somewhere to turn for the support they need.**

—Hon. Judy Darcy,  
BC Minister of Mental  
Health and Addictions



**Improving Services  
for Families**







*I'm now more optimistic about the future. My happiness has always been put aside to look after the children, build a career, be the perfect spouse but now I'm aware that I also have the right to be happy.*

—spouse of a military member,  
Valcartier, QC



## LIVING LIFE TO THE FULL

## VIVRE SA VIE, PLEINEMENT

Living Life to the Full is a fun, interactive community-based course that provides simple, practical skills for coping with stress, problem solving, boosting your mood, and busting bad thoughts. Living Life to the Full facilitators bring the skills to life through booklets, worksheets, group activities and discussions. The courses are currently available in nine provinces and one territory. All materials and in-person training can be found in French, Cantonese, Mandarin and—new this year—Punjabi.

The course is based on principles of cognitive-behavioural therapy (CBT), and has been shown to be effective at improving resilience, well-being, mood, social support and reducing anxiety. The CMHA flagship program for youth, adults and older adults has been adapted for diverse settings such as schools, prisons, Indigenous reserves and addiction recovery programs.

Living Life to the Full has been offered as a national transition program funded by the Veteran Family Program and has been delivered in 14 Military Family Resource Centres across the country. The courses were offered to medically releasing Canadian Armed Forces members, medically released Veterans and their families to help them successfully transition from military to civilian life. In total, we reached 150 individuals and observed statistically significant increases in well-being at the end of the course.

This year, we revised one of our booklets in the series developed by Dr. Chris Williams. *Enjoy Your Baby* is for

**1,200** took the course in the past year



- ▶ Over 130 courses delivered in the past year
- ▶ Over 70,000 booklets sold in 2018–19
- ▶ 222 active course facilitators across 10 provinces and 1 territory

new mothers and provides support and training in skills to maintain wellness and cope with symptoms of low mood, stress and anxiety in the year after the birth of a child. The revised booklet includes more diversity a fresh colour palette and more modern illustration style.

Led nationally by CMHA BC with the support of local community partners in Ontario, 80 Living Life to the Full courses were offered to 960 caregivers to adults 55+, between 2015 and 2018. The course became a gateway for caregivers to address their feelings of stress, guilt, sadness and isolation. A program evaluation found significant improvements in overall well-being, social connectedness, depression and anxiety symptoms were sustained after 9 months. The initiative was funded in part by the Government of Canada's New Horizons for Seniors Program.

In the past year, we trained a total of 69 new Living Life to the Full facilitators through 9 facilitator training workshops across BC, Alberta, Ontario, New Brunswick, PEI, Quebec and Yukon.

## For Youth

We have developed a new training format to train experienced Living Life to the Full facilitators willing to offer the course to youth aged 13 to 18. This live webinar has been offered three times to 37 facilitators who are now able to reach youth in their community.

In BC, 5 new facilitators were trained thanks to a Morris Foundation multi-year grant. They will reach a mix of

mainstream and vulnerable youth across the province in Victoria, Williams Lake, Vernon, Kelowna, and Osoyoos.

We are grateful for all the individual donations we received this year, helping us reach more youth.

## CHANGING LIVES Empowering Prison Inmates

**Ed is a Living Life to the Full facilitator at CMHA Prince George, partnering with BC Regional Correctional Centre to deliver the course to prison inmates**

We have been offering the Living Life to the Full course in the jail for the last 18 months. We empower inmates to practice cognitive-behavioural therapy (CBT) in one-on-one sessions before they participate in the larger group. That way we can focus on the three main aspects of change and identify the key barriers and fears the individual has before they go into the course.

During their time in prison, people are constantly having to wear a mask and perform to meet the hierarchy of the prison. The course offers an opportunity for people to be real, where people can identify things that they can't talk about within the system. Living Life to the Full gives the clients a little piece of hope, a different type of hope to other courses.

I am excited to be working with an inmate here, David, who participated in the course with me. He is 37 and has spent most of his life in and out of prison. This opens up conversations about what things would work better and what language we could use to be relevant to inmates.



David wrote me a letter:

*"I have gained huge self-confidence and self-worth in working with Ed. With Living Life to the Full I am working with Ed to change some of the examples to relate more to life on the inside, allowing inmates to truly open up. I feel we need to work with one another and help develop programming that is from the inside out as well as from the outside in. Working with one another to be able to break down the barriers we as inmates have in place will only benefit recidivism and society as a whole..."*

David now wants to be certified to run the program to be the example to other inmates.

We like that the program is evidence based. We provide strategic supervision, so having a structured program like this also fits with the approach staff take within the prison. Lots of clients that I have worked with have only great things to say about the program.



*The course challenged  
my views and led to  
new understanding.*

— Understanding Addiction  
participant

”

## WORKPLACE

## TRAINING AND WORKSHOPS

Organizations across BC continue to reach out to CMHA for our expertise in workplace mental health. This year, our workplace mental health training sessions reached 3,898 employees through 142 sessions. We continued to deliver a strong suite of training to municipalities through the BC Municipal Safety Association. Our intensive Psychological Health and Safety Advisor training sessions equipped 20 new leaders in workplace wellness. We continued to respond to need from industry and employers, by customizing and tailoring workshops for specific sectors.

**3,800+** reached  
through workplace training this year



- Over 142 workplace training workshops, presentations or webinars delivered this year

### Resilient Minds

Resilient Minds is a comprehensive mental health training program designed to support first responders in the areas of psychological trauma and workplace stress. The course is co-delivered by a CMHA trainer and a firefighter. This trauma-informed program for professional firefighters was taken out across BC this year. With funding from Worksafe BC and the BC Professional Firefighters Association, train-the-trainer sessions were held in the Interior, Lower Mainland and Vancouver Island. The initial evaluation of this project has shown very strong results, with participating

firefighters reporting that the program has helped them manage stress and reach out to others in the workplace. CMHA Vancouver–Fraser continues to manage this program.

### Understanding Addiction

Understanding Addiction is an online course that equips workers and volunteers in a “helping role” with the knowledge, skills, and attitudes to help people who face challenges with substance use and addiction with confidence and respect.

Through eight interactive lessons, participants learn about topics such as the factors behind addiction and control, the dynamics involved in helping people change their behaviour, and what to do in difficult situations. Participants are also given opportunities to practice skills so they feel confident and comfortable having conversations that promote inclusion, respect, safety, and healthy communities.

The course was developed by CMHA BC in partnership with the BC Non-Profit Housing Association, BC Government and Service Employees’ Union, Canadian Institute for Substance Use Research, 7th Floor Media (Simon Fraser University), and Walden Media Group, with funding provided by Community Action Initiative.

**500+** participants have  
taken Understanding Addiction

- 148 participants registered in 2018–19





“

***Absolutely loved this conference. Will request to attend next year!!***

—conference delegate

Bottom Line Conference

## BOTTOM LINE CONFERENCE


*Victoria Maxwell's energetic presentation*

Another sold-out conference, another two fascinating days of important conversations about the big changes in the workplace. The 16<sup>th</sup> annual Bottom Line Conference on March 11–12, 2019 centered around the theme *Big Challenges, Big Changes*.

This year's conference brought real life examples of organizations who have faced big challenges. We worked to include more content on substance use and addiction, with help from the BC Centre on Substance Use, including a workshop demonstrating the use of Naloxone.

Our keynote speakers received rave reviews:

- Victoria Maxwell, theatrical lived experience speaker
- Jorgen Gullestrup of Australia's Mates in Construction
- Megan McPhee, class action lawyer on RCMP bullying and harassment
- Hon. Judy Darcy, Minister of Mental Health and Addictions

**97%** would recommend  **the conference to a friend or colleague**

- ▶ 350+ conference attendees
- ▶ 94% said they increased their understanding of how to move their organizational mental health strategy forward

Thank you to major conference sponsors Great-West Life, WorkSafeBC, Mental Health Commission of Canada, BCGEU and Teck, as well as BC Teachers Federation, Coast Capital Savings, First West Credit Union, Health Sciences Association, Smythe CPA, Public Service Alliance of Canada - BC Region, BC Federation of Labour, Best Service Pros, Employers' Advisers Office, MoveUP and Unifor.

*"I want more of my colleagues to attend next year, particularly if you offer the introduction to the national standard again—it should be offered every year. Plus the resilience session."*  
—conference delegate



*I think ASIST training is not only a necessity for people working in the human services field but for all people. ASIST is an essential learning tool that can save lives.*

— ASIST participant



## COMMUNITY GATEKEEPER SUICIDE PREVENTION TRAINING

The Community Gatekeeper training project aimed to help make BC communities safer by preparing key members of every community with skills to help people who are at risk of suicide. Two levels of training were available:

**safeTALK** is a basic half-day workshop, where anyone can learn how to recognize a person who might be at risk and help connect them to life-saving community support and resources.

**ASIST** is a two-day practice-focused workshop in suicide intervention and personal safety planning.

The 3-year project ended on December 31, 2018. Over the duration of the project, 9,466 people across BC were trained in suicide prevention. Trainers at ten CMHA Branches, four Crisis Centres, and the First Nations Health Authority delivered a total of 600 workshops or 44,00 hours of training.

Of the 140 communities in which we have delivered workshops, 74% have been rural and remote with 31% being Indigenous. Many of these communities are small and more difficult to reach: Dease Lake, Bella Coola, Fraser Lake, Cape Mudge, Burns Lake, Alert Bay, Fort St. John, and Elkford. We have delivered two or more workshops in each of these locations, as well as in many others.



**9,400+**  
participants trained in  
suicide prevention

- ▶ 416 safeTALK and 184 ASIST workshops delivered through the 3-year project
- ▶ 94% of safeTALK participants said they feel mostly or well prepared to talk directly with someone about their risk of suicide
- ▶ 96% agree or strongly agree that they feel confident they could help someone at risk of suicide after taking an ASIST Workshop

### Building capacity and community

The project added 18+ trainers to overall provincial capacity, many of whom are now certified as Master Trainers. In total, \$218,000 was generated through the workshops for a sustainability fund, which will be used to build on the project and increase future capacity for suicide prevention. In June 2019, 15 more will be trained in ASIST through the sustainability fund.

In addition to the direct impacts of training, the project increased awareness and interest in communities throughout the province around various aspects of

suicide prevention, intervention, postvention and wellness creation. Several communities, including Salmon Arm, Langley, Prince George and Cranbrook, have developed local committees focused on factors related to building suicide safer communities. In Prince George, community organizations have taken on becoming officially designated as a suicide safer community by LivingWorks. Several CMHA branches have also begun delivery of suicide bereavement support groups.

With support from the Community Gatekeeper project, Jorgen Gullestrup delivered a presentation on the Mates in Construction Suicide Prevention initiative in Australia at 2019 Bottom Line Conference on workplace mental health. CMHA BC also hosted a webcast with Jorgen, to help bring his insights to a wider audience—particularly those in the construction industry. The presentation generated much interest in his worker-centered approach to suicide prevention.



For a look at the project from a research perspective, listen to the podcast at [cmha.bc.ca/gatekeeper-podcast](https://cmha.bc.ca/gatekeeper-podcast)

CMHA BC offers sincere thanks to the Ministry of Health for project funding, and to the community partners who contributed to the success of the project including CMHA branches across BC, First Nations Health Authority, NEED2 Crisis Line, Vancouver Island Crisis Society, Crisis Centre BC and Northern BC Crisis Centre.

Finally, thank you to the 9,466 British Columbians who chose to step over stigma and fear, and learn to respond to someone in their community who might be at risk of suicide.

## SAVING LIVES

### Putting Skills into Action

**When an ASIST training participant received a call from a friend seeking help, she was able to use the tools she learned to help build an action plan**

My friend is a nursing student in the Okanagan. She called me to talk about a friend of hers that she was concerned about. My friend stated that her friend had been talking about killing herself. The tricky part to this situation is that because they are both nursing students there was a fear of reaching out to resources and being judged.

I was able to help my friend come up with a plan to talk to her friend about. This plan contained the steps I learned in ASIST training. My friend later told me that she was able to help her friend find some help in the

community. They were able to find resources that suited the friend's confidentiality needs. My friend informed me that her friend is doing better and can now name future plans and goals that she is working towards.

I would like to thank the trainers in the ASIST program for providing me the opportunity to learn these life saving techniques.

I think ASIST training is not only a necessity for people working in the human services field but for all people. ASIST is an essential learning tool that can save lives.





*Stress*

*Anxiety*

*Fear*

*and*

*Depression*

*are  
normal responses  
to last year's wildfires.*

## TALK IN TOUGH TIMES

CMHA BC and branches in South Cariboo, Cariboo-Chilcotin, Kamloops and Prince George were pleased to pitch in and help communities affected by the unprecedented 2017 wildfire season.

Beginning in May 2018, we hosted a community awareness and marketing campaign through local newspapers, radio stations and on social media. Our aim was to spread the message that it's normal to experience distress after a natural disaster, and that help is available.

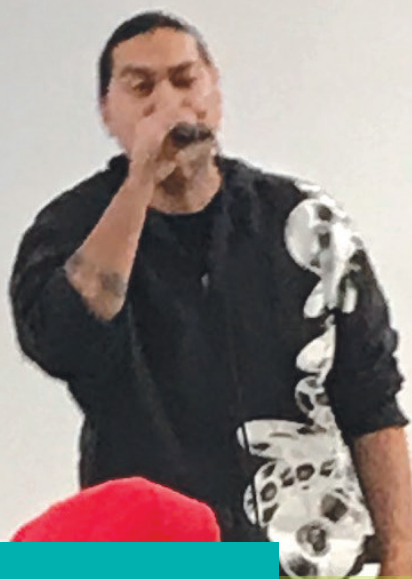
The campaign Facebook page was used to promote key community events and supporting resources, while providing a public forum for people affected by the 2017 wildfires to connect with one another.

We also ran a test program providing BounceBack coaching through self-referral under the umbrella of Talk in Tough Times. The tele-health program was promoted through social media as well as posters and postcards distributed to wildfire-affected communities.

**449,000** reached through  
the Talk in Tough Times Facebook Page

After campaign completion, we ran focus groups with residents to explore how to talk about wildfires, mental health and services.

Talk in Tough Times was funded by the Province of BC, and developed in collaboration with the First Nations Health Authority, Interior Health Authority, United Way, Cariboo Family Enrichment Centre, and the Canadian Red Cross.



# CMHA IN VICTORIA

*A presenter at the Indigenous Youth Anti-Stigma Summit*

## At Work | Au Travail

The At Work | Au Travail program works with those living with mental illness or addiction as well as employers to remove barriers to meaningful employment. CMHA BC's Victoria office is one of 13 national sites selected to implement the pilot program.

### PARTICIPANT OUTCOMES

- Employed (78%)
- Education (20%)
- Unemployed (2%)



At Work offers individualized services to adults recovering from mental illness or addiction including help with career counselling, resume building, job interviews and work placements, training and transitioning into the workplace. We also help connect clients to a network of employers, volunteer and training opportunities, and mental health and addiction services. Through the project, we have helped 67 adults find meaningful work.

At Work | Au Travail is funded by Service Canada and CMHA Toronto.

helped  
**67** adults secure  
meaningful work



## Headstrong

In partnership with the Mental Health Commission of Canada, we held four Youth Anti-Stigma Summits. The events brought together 180 youth from ten schools for a day of learning. Youth heard stories of hope from those with lived experience, took part in thought provoking activities and then designed action plans to take back to their schools and communities to help break down stigma. Victoria is the first city in British Columbia to have held an Indigenous Youth Summit.

## Ride Don't Hide

Victoria's Ride Don't Hide 2018 raised over \$120,000 with 443 riders and walkers. In celebration of CMHA's 100<sup>th</sup> birthday, Neil Paterson, one of Victoria's most significant Ride Don't Hide advocates, organized the largest team on record. Neil's team, Shaggy and the Rat Traps secured a total of 107 registered riders. Victoria was fortunate this year to have two former Olympians as our ride ambassadors. Gillian Carleton returned for her fifth year of support, joined by first-time rider Silken Laumann. For more on Ride Don't Hide across BC, see p. 31.

**443** Ride Don't Hide Victoria  
cyclists and walkers raised  
over \$120,000







# SCHOLARSHIPS AND BURSARIES

*I have dealt with both anxiety and depression since my youth and I have chosen the mental health and addictions program in order to better understand the big and often stigmatized world of mental health. Thank you so much for your generous bursary.*

—Laryssa, 2018 Lorne Fraser Educational Bursary Recipient

”

## Lorne Fraser Scholarships and Bursaries

The Lorne Fraser Educational Fund provides financial assistance to post-secondary students living with mental illness or addiction to help further their pursuit of higher education. Scholarships in the amount of \$2,000 and \$1,000 are awarded to two post-secondary students whose educational and career goals are related to mental health promotion, and several \$700 bursaries are available to individuals aged 18 or over who are currently enrolled in or have applied to post-secondary education or job training.

Lorne Fraser started the fund in 1982 using his own money, plus donations collected from his neighbours. The Lorne Fraser Educational Fund has helped more than 200 British Columbians since its inception in 1982.

### Lorne Fraser Scholarship for Mental Health Promotion

**Laura**, Vancouver

- Career goal: Inclusive Design
- School of choice: British Columbia Institute of Technology
- Program: Technical Web Design

**Shalpinder**, Vancouver

- Career goal: Counsellor
- School of choice: Adler University
- Program: Counselling Psychology

### Lorne Fraser Educational Bursary

**Christina**, Quesnel

- Career goal: Work with youth
- School of choice: University of Northern BC
- Program: Social Work

**Jathinder**, Delta

- Career goal: Author
- School of choice: Kwantlen Polytechnic University
- Program: Creative Writing

**Laryssa**, Victoria

- Career goal: Therapy
- School of choice: Camosun College
- Program: Mental Health and Addictions

**Steven**, Surrey

- Career goal: Registered Nurse
- School of choice: BC Institute of Technology
- Program: Bachelor of Science in Nursing

**Sarah**, Victoria

- Career goal: School Counsellor
- School of choice: University of British Columbia
- Program: Bachelor of Education

**Ruzzelle**, Vancouver

- Career goal: Speech Language Pathologist
- School of choice: University of British Columbia
- Program: Speech-Language Pathology

**Nicolette**, Victoria

- Career goal: Designing therapeutic spaces
- School of choice: Pacific Design Academy
- Program: Landscape Design and Planning

**200+** people with lived experience of mental illness or addiction helped to pursue post-secondary education



## Mental Health Fine Arts Bursary (FAB) Award

Thanks to a generous annual donation from a private family donor, the Mental Health Fine Arts Bursary (FAB) Award was created in 2017 to assist individuals aged 18 and over who may not be able to obtain the funds needed to support their studies due to challenges related to mental illness. The FAB Award also recognizes the efforts of individuals who can use their skills in the fine arts to support those experiencing mental illness. Two \$1,000 awards were given to students in 2018.

**Ahmad**, Vancouver

- Career goal: Author and Professor in Creative Writing
- School of choice: University of British Columbia
- Program: Creative Writing

**Sylvie**, Kelowna

- Career goal: Art Therapy
- School of choice: University of British Columbia-Okanagan
- Program: Fine Arts

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## LGM Continuous Learning Bursary

The LGM Continuous Learning Bursary is designed as a springboard for new possibilities. It will help someone with experiences of mental illness or substance use issues pursue post-secondary education via distance learning. This \$1,000 bursary can be applied to course or program tuition at an accredited BC post-secondary institution that offers distance or open learning.

**Stephanie**, Kelowna

- Career goal: Counsellor
- School of choice: Yorkville
- Program: Counselling Psychology

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## Janice Lee Blue Wave Youth Bursary

The Janice Lee Blue Wave Youth Bursary honours the legacy of Janice Lee, an 18-year-old who struggled with depression and anxiety and died by suicide in 2006. The vision of the bursary program is to invest in the resilience, wisdom, and potential of young people, and to reduce some of the barriers during the major transition from high school to higher education by offering \$700 bursaries to youth under the age of 20.

**Areesha**, Richmond

- Career goal: Art Therapist
- School of choice: University of British Columbia
- Program: Bachelor of Science

**Sarah**, Victoria

- Career goal: Kinesiologist
- School of choice: University of Victoria
- Program: Bachelor of Science

**Sofia**, North Vancouver

- Career goal: Mental Health Specialist
- School of choice: Capilano University
- Program: Associate of Arts, Psychology



Donate to scholarships and bursaries at [cmha.bc.ca/donate](https://cmha.bc.ca/donate)



## RIDE DON'T HIDE

On June 24, 2018, CMHA hosted Ride Don't Hide events across Canada, bringing cyclists together in celebration and support of mental health.

The goal of the annual community bike ride is to raise awareness of mental health, reduce the discrimination and stigma around mental illness and raise funds to benefit CMHA's many community programs and services.

The Ride Don't Hide movement began in 2010 as Michael Schratter embarked on a global journey to cycle 40,000 km, crossing six continents and 33 countries and to raise funds for CMHA. Michael's mission was to bring awareness to the stigma surrounding mental illness by sharing stories around the world.

CMHA began hosting Ride Don't Hide community bike rides in 2012, with two events in BC. The annual event has since grown to become a national flagship



Being mental health in the open!  
Register at [RideDontHide.com](https://RideDontHide.com)

program for CMHA across Canada. CMHA BC provided centralized support and resources to local Ride Don't Hide event coordinators across Canada from its inception up to the 2017 event. Coordination of the 2018 event was led by CMHA National.

Across BC, over  
**\$637,000**  
raised for mental health



- ▶ 2,834 riders across BC
- ▶ BC contributed 35% of dollars raised across Canada



# PARTNERSHIPS

## THAT MAKE A DIFFERENCE

Thank you to our community partners for your commitment and leadership in bringing awareness and funding to our mental health and addictions services and programs. Together, we are working towards better mental health for all British Columbians.

### BCGEU

We were thrilled to welcome back our Gold Sponsor BCGEU who made an outstanding impact with 32 members attending our Bottom Line Conference.

### Great-West Life

As workplace mental health leaders, Great-West Life develops best practice policies at their Great-West Life Centre for Mental Health in the Workplace, and they continue to demonstrate this kind of leadership with their support and volunteer engagement at our Bottom Line Conference. Over the past 14 years, they've contributed countless volunteer hours and over \$1 million to the conference as a Diamond Sponsor.

### London Drugs

We are proud to be working closely in partnership with London Drugs for a second year. This year the made-in-BC pharmacy retailer supported Mental Health Week with a point of sale campaign all across western Canada. The Take Time For Tea campaign ran during Mental Health Week, May 7 to 13, at 80 London Drugs stores from BC to Manitoba. Along with a stress-busting tea bag, the cards contained tips for wellness and self-care, with proceeds benefitting local CMHA branches.

### Province of BC

Our provincial government continues to invest in CMHA. Their support helps us deliver evidence-based services and programs and work to help strengthen public policies. With additional investments in Confident Parents: Thriving Kids, we are grateful for the government's support in ensuring that timely access to evidence based treatments is available to BC families.

### Provincial Health Services Authority

As funder of the BounceBack program for the last two years as well as a long time funder of CMHA's work with the BC Partners for Mental Health and Addictions Information, the Provincial Health Services Authority is a critical ally of our organization.

### Sun Life

A longtime supporter, Sun Life has provided us with a grant to deliver a total of 50 Living Live to the Full | Vivre sa vie, pleinement courses over two years. The goal of the project is to reach 750 participants, particularly French and English-speaking young adults in rural and urban areas, who are in the workforce.

### Vancouver Airport Authority (YVR)

We are thrilled to be working with YVR in creating the FlyCalm initiative to support travelers and help reduce airport stress. On October 10, World Mental Health Day, we launched a host of new resources, including an interactive website with a number of videos as well as an on-the-go colouring book to help travellers de-stress before a flight. The colouring books and pencil crayons are available at YVR information counters or to download at [www.flycalm.ca](http://www.flycalm.ca).

CMHA's  
Maya Russell  
and Bev Gutray with  
Kim Halowski and  
Jake Sobrepena of YVR



### WorkSafeBC

For 13 years, Emerald Sponsor WorkSafeBC has played an integral role in the success of our Bottom Line Conference.



# DIY FUNDRAISERS

## AND DONORS

*Maximizer hosted Walk the Talk in May 2019*

### DIY Mental Health Heroes

Thank you to our DIY Mental Health Heroes for rising to the challenge with your creative fundraising initiatives. From fashion shows and CD releases to marathons and hikes—we are honoured by your hard work and dedication to mental health:

- Bradley Braich and Abbotsford Basketball Association
- BC Post-Secondary Counsellors Association
- Bear Mountain Golf Resort
- Hayley Gregg/Silver Icing Inc.
- Meighan Klippenstein
- Maximizer
- Trevor Neuman, Driftwood Pens
- Noodlebox Canada
- One Yoga Victoria
- Positive Spin Cycle
- SHINE 2018
- SleepCircle
- Urban Development Institute and Taylor Ryan Executive Search

### Employee Giving

We also want to recognize these employee groups and unions for their generosity:

- Staff and company of Cruise Connections Canada
- Helping Hands of Worksafe BC
- IATSE Local 891
- Shoppers Drug Mart Life Foundation
- Vancouver Airport Authority – Employee Giving Campaign
- United Way of the Lower Mainland

### Major Gifts

Thank you to these generous individuals and organizations for supporting mental health in BC:

- Gloria Aldrich
- Melina Auerbach
- The Coaching Tools Company
- Chris Dennis
- Jasdeep Dhaliwal
- Peter Fairley
- Jay Fleming
- L. Gilbert
- Jillian Korstrom
- Jesse Laframboise
- Marilyn Leung
- Colin MacAskill
- Cliff McCracken
- Megan McPhee
- Gloria Petrina
- Daniel Roston
- Sanjiv Sachdeva
- David Speirs
- Dean Thullner/Volume Studio Ltd.
- Jason Wood and Kelly Brunt

### In Memoriam: Agnes Hall

We will deeply miss Agnes Hall, who passed away in April at the age of 95. Agnes was a mental health leader with CMHA in Winnipeg, and assisted CMHA BC in presenting the Dr. Nancy Hall Award for Public Policy Leadership, named in memory of her daughter.

# ENDOWMENT FUNDS



Your gift makes a difference!

Donate online at [cmha.bc.ca/donate](https://cmha.bc.ca/donate)

CMHA BC has established a number of endowment funds to help support mental health for generations to come. Donors can designate contributions to any of the funds to help build the sustainability of programs they care most about. By leaving a bequest in your will, making a gift of life insurance or designating CMHA BC as a beneficiary of your RRSP, RRIF or TFSA, your gift can help us save lives and advocate for change now and well into the future. Your gift today will make a difference in the lives of British Columbians tomorrow.

## CMHA BC Endowment Fund

CMHA BC has established an endowment fund with the Vancouver Foundation, the largest community fund in Canada. The conditions of the fund provides 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. As of March 2019, the value of the fund was \$519,957.



### 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 not to 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 stemmed, in part, from his own experiences with bipolar disorder. Since 1982, the Lorne Fraser Educational Fund has helped over 200 British Columbians pursue their educational dreams. The value of the fund as of March 2019 was \$232,692.

## 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. The fund supports CMHA BC activities that enhance, through innovation, the lives of children and youth living

with or at risk of developing 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. With a further \$10,000 contribution by CMHA BC in 2015 along with other contributions, the value of the fund as of March 2019 was \$123,148.

## Dr. Nancy Hall Speaking Up Speaking Out Endowment Fund

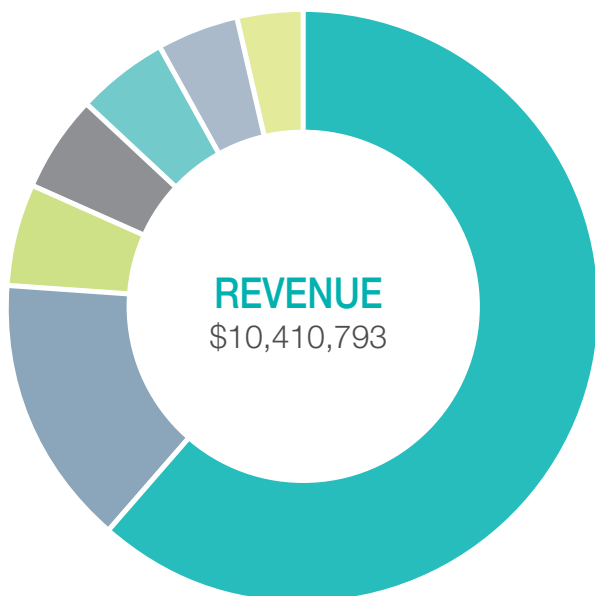


Named in Dr. Nancy Hall's honour for the voice she brought to people with mental illness, this fund supports CMHA's continued work in public policy and systemic advocacy at the provincial level, and provides an informed independent

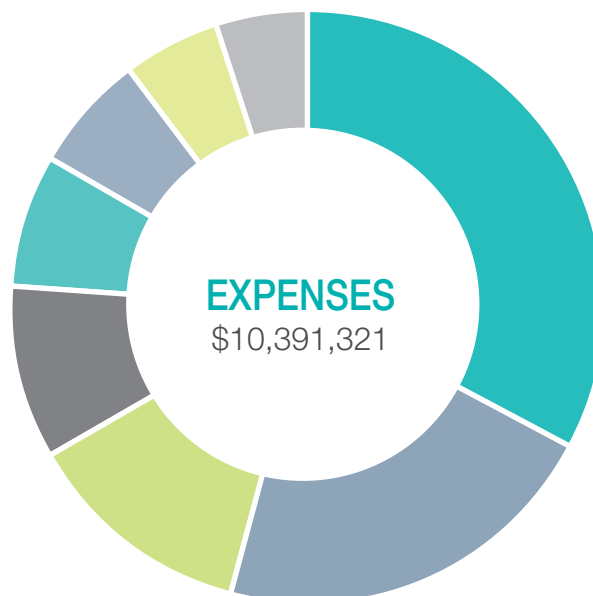
voice on the impact of the public mental health system on the lives of people with mental illness and substance use problems and on their families. In March 2011, CMHA BC made an initial investment of \$50,000 for the establishment of the fund plus a further \$50,000 in 2012, and \$25,000 in 2015. The value of the fund as of March 2019 was \$266,842.



# FINANCIALS



- 62%** Grants—Ministry of Health, Ministry of Children and Family Development \$6,403,000
- 15%** Grants—Provincial Health Services Authority \$1,528,000
- 6%** Other income \$597,000
- 5%** Donations, bequests and sponsorships \$560,000
- 5%** Fee for service \$506,000
- 4%** Registration fees \$454,000
- 3%** Grants—Other \$363,000



- 33%** Bounce Back \$3,411,000
- 21%** Confident Parents: Thriving Kids - Behaviour \$2,228,000
- 13%** Core programs (education, policy, communications, Living Life to the Full, sustainability, administration) \$1,298,000
- 10%** Confident Parents: Thriving Kids - Anxiety \$985,000
- 7%** BC Partners communications and projects \$768,000
- 6%** Community Gatekeeper \$657,000
- 5%** Projects and administered programs \$538,000
- 5%** Workplace services \$506,000

# BOARD OF DIRECTORS

## DAVID DELONG (CHAIR)

David is the Director, Human Resources, Base Metals at Teck Resources. Experienced in board governance, policy and strategic planning, he served on the Selkirk College Board of Governors for 6 years as Chair of the Advocacy Committee and Chair of the HR Committee. David has a Master of Science – Safety Management, BA, BPE, diploma in Strategic Human Resources Management and a certificate in Workplace Mental Health Law. With over 20 years of experience in managing employee assistance and health and wellness programs, David has a strong understanding of aboriginal affairs, addictions, corporate relationships, and mental health in the workplace.

## JACKI MCPHERSON (VICE-CHAIR)

Jacki is from the Okanagan Nation. She has worked in Aboriginal health for approximately 30 years. Jacki currently manages all health programs for the Osoyoos Indian Band, and is part of the Okanagan National Wellness Committee. In her previous role as President of the First Nations Health Directors Association of BC, Jacki was involved with the transfer of health services from Health Canada to the First Nations Health Authority. She has also worked closely with Interior Health Authority in all areas of health.

## TOM MORTON (TREASURER)

Tom joined the CMHA BC board in 2011. Tom is a CPA, CA with over 30 years experience as an accountant in public practice and has been a Tax Partner at Smythe LLP for over 15 years. Tom works with private and family-owned businesses in a variety of industries. His focus is business succession planning as well as trust and estate planning. Tom also provides tax advice to charities, union and not-for-profit clients of Smythe LLP. Tom has been an author of two papers for the Canadian Tax Foundation, has written numerous articles, and is a frequent speaker addressing current tax topics.

## FRED SMITH (SECRETARY)

Fred retired in 2018 from Great-West Life where he was the Vice-President, National Accounts. In this role, Fred was directly responsible for Group Benefit revenue and services for their largest clients, nationally. With 40 years of experience at Great-West Life along with his Master's Degree in Business, Fred is well equipped to bring with him valuable skills and expertise

in finance and governance to the CMHA BC Division Board. Fred has been an active Steering Committee member of CMHA's Bottom Line Conference for seven years, providing valuable input and bringing numerous organizations into the fold.

## PETER A. CSISZAR (NATIONAL 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.

## JANE ATHERTON

Jane has 25 years in marketing and sales for the Vancouver Sun and The Province newspapers. She has also served as Publisher of 24hrs newspaper. Jane has been on the Board of Directors of the Vancouver-Fraser Branch for the past five years, including two years as President. Jane brings to the board her skills in leadership, communication and having lived experience of supporting family members with depression and substance use. Jane has recently moved to Courtenay and is making Vancouver Island her new home.

## OMAR ALASALY

Omar is a Pharmacist-Owner of three Shoppers Drug Mart franchises. He has been recognized by his peers at Shoppers Drug Mart as being a pharmacy and business leader and he was elected as the BC Peers Chair for Shoppers Drug Mart where he serves as Chair of the Board for all elected Pharmacist-Owner Representatives in BC. He also serves as one of seven Pharmacist-Owners on the National Pharmacist-Owner Board representing over 1,100 Shoppers Drug Mart Pharmacist-Owners in Canada. Omar was awarded the prestigious British Columbia Pharmacy Association (BCPhA) Pharmacy Leadership Award and has also been awarded several other national and regional pharmacy awards. As a pharmacy student at UBC, Omar's internship focused on the treatment of mental health patients.

## CANON FUNG

Canon is a business owner and senior finance executive with a CPA, CA and over 25 years of business experience in consulting firms, public and private companies, and non-profits. He is the President of Bella Turf and is currently a Board Director with the Canadian Liver Foundation, BC Division. Canon was formerly on the Board of Canadian Diabetes Association, BC Yukon Division as the VP Finance, a Finance Committee Member at Vancouver Lawn Tennis Club, and a mentor with the Sauder School of Business.

## JESSE MCDONALD

Jesse McDonald is enrolled in the Rural Pre-Medicine Program at Selkirk College. She has spent a time in South Africa as a Project Assistant with the Sinovuyo Teen Project, which aims to develop an evidence-based parenting and teen program for HIV/AIDS-affected youth and their families. Jesse is a current member of the Healthy Minds | Healthy Campuses initiative, and is involved with facilitating campus discussions around mental health and substance use.

## JUDITH MOORE

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.

## SOPHIA NOEL

Sophia is a registered nurse at Vancouver Coastal Health and is currently completing a Master's degree in Health Administration at UBC. Her practice experience includes mental health and addiction programs in hospital departments and outpatient clinics. For the Quebec Association for Psychosocial Rehabilitation (AQRP), she helped create training for health professionals, health workers and managers to understand and eliminate mental health stigma. Sophia's experience also includes supporting a mobile clinic for the homeless, organizing activities and aid for the elderly and coordinating sports events and youth programs.

## NAVI RATTAN

Navi is a physician who works in rural communities, emergency departments and with aboriginal peoples. He is the older brother to a victim of suicide. His younger brother died by suicide 7 years ago. Navi has helped start youth mentorship groups, organized youth gang violence forums and has volunteered at numerous organizations including Big Brothers. Additionally, he has worked within the government. He is experienced in the areas of academic research, clinical research and addiction medicine. Navi's professional and personal goals are to bring awareness to mental health and suicide.

## Committees of the Board

### Finance and Audit

- Tom Morton (chair)
- Canon Fung
- Jane Atherton
- Dave DeLong (ex-officio)
- Judy Miller (staff resource)
- Jonathan Morris (staff resource)
- Irina Sear (community member)

### Governance and Bylaws

- Peter Csiszar (chair)
- Alexa Geddes
- Jesse McDonald
- Judy Moore
- Dave DeLong (ex-officio)
- Jonathan Morris (staff resource)

### Nominating

- Judy Moore (chair)
- Willy Berger
- Alex Berland
- Barb Keith
- Dave DeLong (ex-officio)
- Jonathan Morris (staff resource)

### Human Resources

- Dave DeLong (chair)
- Omar Alasaly
- Judy Moore
- Gail Young (staff resource)
- Jonathan Morris (staff resource)

### Strategic Planning

- Jacki McPherson (chair)
- Jesse McDonald
- Dave DeLong (ex-officio)
- Kendra Milne (staff resource)
- Jonathan Morris (staff resource)

### Fundraising / Sponsorship

- Omar Alasaly (chair)
- Sophia Noel
- Jane Atherton
- Navi Rattan
- Dave DeLong (ex-officio)
- Jonathan Morris (staff resource)



# JOIN US!

**Together we can make a difference.**  
Just fill out this form and send it to our office at the address below:

Canadian Mental Health Association,  
BC Division  
905 - 1130 W Pender Street  
Vancouver, BC V6E 4A4

Tel: 604-688-3234  
or 1-800-555-8222 (toll free in BC)  
Fax: 604-688-3236  
Email: [info@cmha.bc.ca](mailto:info@cmha.bc.ca)

**[www.cmha.bc.ca](http://www.cmha.bc.ca)**

## I WOULD LIKE TO SUPPORT CMHA BY:

- ☐ **Signing up for email updates**
- ☐ **Becoming a member of CMHA**
  - ☐ \$20 Individual\*\*
  - ☐ \$5 Subsidized individual
  - ☐ \$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**

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](mailto: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. 31<sup>st</sup> 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.

\*\* **Memberships expire March 31 of each year.** New, non-subsidized memberships that begin between September 1 and March 31 need only pay half of the regular membership fee.



# CMHA BRANCHES IN BC

## CARIBOO CHILCOTIN (WILLIAMS LAKE)

250-398-8220 | [www.cariboo.cmha.bc.ca](http://www.cariboo.cmha.bc.ca)

## COWICHAN VALLEY (DUNCAN)

250-746-5521 | [www.cowichanvalley.cmha.bc.ca](http://www.cowichanvalley.cmha.bc.ca)

## KAMLOOPS

250-374-0440 | [www.kamloops.cmha.bc.ca](http://www.kamloops.cmha.bc.ca)

## KELOWNA

250-861-3644 | [www.cmhakelowna.com](http://www.cmhakelowna.com)

## KOOTENAYS (CRANBROOK)

250-426-5222 | [www.kootenays.cmha.bc.ca](http://www.kootenays.cmha.bc.ca)

## MID-ISLAND (NANAIMO)

250-244-4042 | [www.mid-island.cmha.bc.ca](http://www.mid-island.cmha.bc.ca)

## NORTH AND WEST VANCOUVER

604-987-6959 | [www.northwestvancouver.cmha.bc.ca](http://www.northwestvancouver.cmha.bc.ca)

## PORT ALBERNI

250-724-7199 | [www.cmhaportalberni.ca](http://www.cmhaportalberni.ca)

## PRINCE GEORGE

250-564-8644 | [www.princegeorge.cmha.bc.ca](http://www.princegeorge.cmha.bc.ca)

## SHUSWAP-REVELSTOKE (SALMON ARM)

250-832-8477 | [www.shuswap-revelstoke.cmha.bc.ca](http://www.shuswap-revelstoke.cmha.bc.ca)

## SOUTH CARIBOO (100 MILE HOUSE)

250-395-4883 | [www.southcariboo.cmha.bc.ca](http://www.southcariboo.cmha.bc.ca)

## SOUTH OKANAGAN SIMILKAMEEN (PENTICTON)

250-493-8999 | [www.sos.cmha.bc.ca](http://www.sos.cmha.bc.ca)

## VANCOUVER-FRASER (VANCOUVER)

604-872-4902 | [www.vf.cmha.bc.ca](http://www.vf.cmha.bc.ca)

## VERNON

250-542-3114 | [www.cmhavernon.ca](http://www.cmhavernon.ca)

## VICTORIA OFFICE (CMHA BC)

250-216-4228 | [www.victoria.cmha.bc.ca](http://www.victoria.cmha.bc.ca)





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

Charitable Registration No. 88844 1995 RR0001

Suite 905 - 1130 W. Pender Street  
Vancouver, BC, V6E 4A4 Canada

Phone: 604-688-3234  
Toll-free phone (BC only): 1-800-555-8222  
Fax: 604-688-3236

[www.cmha.bc.ca](http://www.cmha.bc.ca)

The CMHA BC office is located on the traditional, unceded lands of the xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh (Squamish) and səliłwətaʔt (Tsleil-Waututh) Nations