



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

# ANNUAL REPORT

## 2016-17



## IMPACT AT A GLANCE

Responded to

**2,420**

requests for help, support or information through CMHA BC and HeretoHelp channels



**5,844**

referrals to Bounce Back this year, helping people overcome symptoms of depression and anxiety



**3,600+**

participants trained in suicide prevention



**140,000+**

products and resources distributed through HeretoHelp



**93,000+**

people helped over 21 years of Beyond the Blues screening and education events



**2,600+**

reached through workplace training this year



## GET INVOLVED!

### TAKE ACTION

We are calling on all British Columbians to get loud for mental health. Join our b4stage4 campaign to improve mental health and addictions care in BC. Get loud and take action at [b4stage4.ca](http://b4stage4.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.

### 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 and Twitter.

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# EXECUTIVE MESSAGE

## ANNUAL REPORT 2016–17

This year marks the 99<sup>th</sup> year of CMHA in Canada. Our federation of CMHA BC Division (CMHA BC) and 14 CMHA community branches provides services to over 100,000 British Columbians in over 100 BC communities each year.

We have been leaders in communities and province-wide in raising our voice to advocate for services and supports well before crisis—b4stage4. Too often people receive their care from emergency departments and police. We need to provide services and supports when children, youth and adults first begin to struggle with their mental health and well-being.

Together, we have been calling for a significant investment in prevention, early intervention and the development of a compassionate evidence-based community addictions treatment system. This new coordinated system would respond to the call for *ask once get help fast* services.

Our **b4stage4** campaign launched in 2016 focused on the engagement of the public in raising their voice to demand a focus on prevention and early intervention. Through activities both online and on-the-ground, we reached thousands of British Columbians who helped us get loud about mental health by signing the b4stage4 declaration, sending letters to their local news editors, sharing messages through social media and contacting their local candidates by phone, email or Twitter.

We held our inaugural b4stage4 Conference in Victoria. We had the benefit of many elected members attending the conference from city councillors, to mayors to members of BC Legislative Assembly. We joined together with representatives from justice, education and health alongside people with lived experience of mental illness and/or addiction and their family

members. This conference would not have been possible without the generous sponsorship of Shoppers Drug Mart, Great-West Life, Noodlebox and the Health Sciences Association.

Today the b4stage4 campaign continues to grow as more and more British Columbians join us from remote communities in northern BC to large urban communities.

This year British Columbians have benefited significantly from the generous support of the British Columbia Association of Broadcasters (BCAB). CMHA BC won the 2016 BCAB Humanitarian Award which provided \$1 million of free TV and radio advertising airtime. Our campaign, **Bounce Back Today**, was developed with the generous support of Rethink Canada.

Over 12,000 British Columbians have checked in on their mental health using the Bounce Back Today quiz and many have sought additional support. In addition, this year Bounce Back continued to evolve, providing services to youth aged 15 years and over, as well as broadening access through an online version of the program. Again we are thankful for our funders the Provincial Health Services Authority and the Ministry of Health.

Our **Ride Don't Hide** annual community bike ride continued to grow, with 29 events hosted by CMHA branches across 5 provinces. The impact can be felt across the nation, with over \$1.4 million raised to support local CMHA programs. CMHA BC continues to provide centralized support and resources to local Ride Don't Hide event coordinators across Canada.

Through Ride Don't Hide, we have helped 30% of all CMHA branches and divisions raise funds and awareness, and provide a safe community for people

with mental illness or addiction to share their stories. It is an honour to work with so many dedicated staff and volunteers from across Canada.

We remain inspired by Ride Don't Hide Founder Michael Schratte who in 2010 cycled 40,000 km and spent 18 months away from his work and family to help people to understand the value of riding—not hiding—and battling mental illness stigma one pedal at a time.

It's that spirit of community and change that drives our talented team of board members, staff and volunteers as we work toward our vision of *mentally healthy people in a healthy society*. Thank you for your hard work and dedication.

It is with a heavy heart that we said farewell to long-time volunteer Lyle Richardson, who passed away in January. Lyle helped bring to light the complexities of mental illness by sharing his experiences with police recruits, high school students and the public. As a CMHA BC public outreach volunteer he helped provide information and navigation support to many. We will miss his kind, compassionate voice, creativity and keen sense of humour.

Finally, our work is made possible through the support of our many sponsors, donors, community partners and champions. Thank you for your trust and partnership as we work together to make mental health for all in BC possible.

As you will see in this report, the impact of your work and support is felt across BC and beyond.



A handwritten signature in black ink that reads "B Keith".

**Barb Keith**

CMHA BC  
Board Chair



A handwritten signature in black ink that reads "B Gutray".

**Bev Gutray**

CMHA BC  
Chief Executive Officer



## ABOUT US

Founded in 1918, 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 that love and support them.

Through our family of over 87 local, provincial and national locations across Canada, CMHA provides a wide range of innovative services and supports tailored to and in partnership with our communities. Mental health begins where you live, learn, work and play. Together, we are making a difference.

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 with mental illnesses. We are unique not only in our approach but also in 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 national 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 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

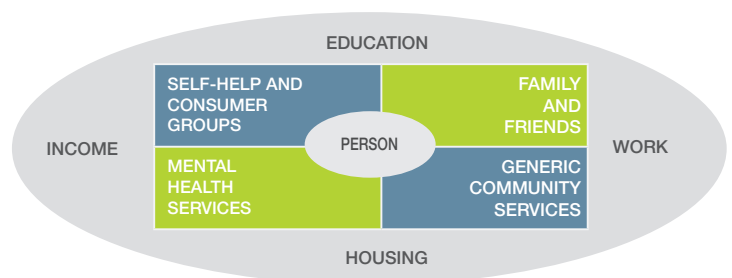
The Framework for Support is the central philosophy guiding the activities of CMHA. This philosophy holds that the person experiencing mental illness is at the centre of any supportive mental health system.

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 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



## BC Partners

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

The BC Partners for Mental Health and Addictions Information (BC Partners) first came together in 2003 and recognize that by working together, we have a greater reach and 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:

- AnxietyBC
- BC Schizophrenia Society
- Centre for Addictions Research of BC
- FamilySmart
- Jessie's Legacy, a program of Family Services of the North Shore
- Mood Disorders Association of BC

### Projects led by CMHA BC on behalf of the BC Partners in 2016–17:

- **Here to Help Website** (p.14)
- **BC Partners Public Outreach** (p.15)
- **Visions Journal** (p.16)
- **Beyond the Blues: Education and Screening Days** (p.17)
- **Healthy Minds | Healthy Campuses** (p.28)



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



# GETTING LOUD FOR MENTAL HEALTH

## B4Stage4 Campaign

Often police, courts and emergency departments are the first point of contact for someone who is struggling with their mental health. We want to change that. We want to ensure that people in BC get the help they need well before emergency care is needed.

The objective of the b4stage4 campaign is to change the way we think about mental health and addiction in BC. We advocate for prevention and early intervention, an accessible addictions system of care, mental health services in community, effective crisis response and leadership across all sectors.

We believe action in these five areas will move the needle for better mental health and we have been gathering supporters in BC and beyond who agree. Our goal is to reach just 1% of the population of BC through community engagement activities both online and on-the-ground.

Online tools leading up to the May 2017 BC election include b4stage4 declaration signing, a form to send a letter to the editor of your local newspaper, social media sharing tools, story sharing, and tips and tools for contacting your local candidate by phone, email or Twitter.

The b4stage4 philosophy and concept is adapted from the work of Mental Health America, which has granted permission for its use.

### IMPACT


# 14,924

signed up for our e-communications



- 2,591 British Columbians engaged through our online tools
- 2,858 signed the b4stage4 declaration
- 26 organizations endorsed the declaration
- Mental health and addiction were mentioned over 100 times across the three major party election platforms, compared to only 23 times just four years ago



 *Hon Judith Guichon, Lieutenant Governor of BC and Tara Ney, City Councillor for Oak Bay attend the Mayors for Mental Health event*



Visit [b4stage4.ca](http://b4stage4.ca) to sign the b4stage4 declaration and more

 *Participants, speakers and panelists engaged in lively discussions at the b4stage4 Conference*





## B4Stage4 Conference

On November 28–30, 2016 we held our first ever policy conference at the Victoria Conference Centre. The b4stage4 Conference helped launch the b4stage4 campaign and inspired the coming together of British Columbians in support of early intervention and dedicated investment in mental health and addiction.

The conference brought together international leaders, policy makers, researchers, expert voices and advocates, who bravely called for change and shared how their lives are affected by mental illness or addiction. Over 240 delegates attended, representing a cross-section of the public sector that included healthcare, law enforcement, education, government and non-profit, and people with lived experience.

Conference speakers included the Rt. Hon. Norman Lamb from the UK, Paul Gionfriddo from Mental Health America, BC’s Provincial Health Officer, elected representatives from provincial and municipal governments, senior government staff, academic experts, representatives of professional associations, people with lived experience, CMHA staff and board members, and others.

Across the many plenary speakers, facilitated panels, breakout sessions and lively discussions we reached a bold and profound consensus: *we can no longer wait for care*. The systems we have in place are inadequate. We must invest in early intervention and strive towards our shared vision of an integrated network of services and supports that begins in community and ends



## INSPIRING CHANGE

*One of the most inspired and inspiring conferences that I have ever attended. The personal stories were so powerful. I left with a strong sense of hope and hopefulness that not only is change possible, change will happen. Appreciation to the incredible courage of all who shared their story. Thank you!*  
— conference delegate

*I am leaving this three-day conference feeling much more enlightened, empowered and driven to help make a change in the delivery of mental health care.* ”  
— conference delegate

📷 Rt. Hon Norman Lamb, Jane Thorthwaite, MLA for North Vancouver-Seymour, with CMHA BC CEO Bev Gutray at the b4stage4 Conference



in a system of care that prioritizes person-first, compassionate treatment.

Together we glimpsed what better mental health can and will look like. Over 95% of the delegates expressed a deeper understanding of the b4stage4 message and left inspired to activate the campaign within their communities. The delegates at this conference are the change makers who will bring this distant vision into focus.

In addition to the conference, a Mayors for Mental Health event was also held at Government House on November 28, 2016. Between the b4stage4 conference and the Mayors for Mental Health event, CMHA engaged with 14 elected officials to change the way we think about mental health and addiction.

The b4stage4 conference would not have been possible without the generous support from our sponsors. Our lead sponsor and changemaker, Shoppers Drug Mart, supported us in a profound way, not only by providing a generous financial contribution, but also by exhibiting bold leadership that exemplifies the b4stage4 philosophy. Great-West Life, Noodlebox and the Health Sciences Association also made meaningful contributions to the conference that have left us feeling incredibly supported in the work we do.

## Dr. Nancy Hall Public Policy Leadership Award

This distinguished award recognizes an individual or group in BC that has influenced mental health policy and contributed to positive mental health. A \$500 gift is designated for the recipients' charity of choice.

The award is named in honour of the late Dr. Nancy Hall, who for more than 15 years acted as a key advisor, consultant and friend to CMHA BC. She was also the BC government's Mental Health Advocate from 1998 to 2001.

The 2016 award was presented to **Gary Thandi**, founder of Moving Forward Services Society. Gary is acknowledged for having improved the lives of people living with mental health or substance use problems, as well as the lives of family members who have been impacted by their loved one's difficulties, through his work with Moving Forward Services Society.

The society provides counselling and social work services to Metro Vancouver residents on a 'pay what you can' basis—often for free. Through a collective of over 100 counsellors and social workers, services offered include language and culturally responsive services in English, Punjabi, Cantonese, Mandarin, Farsi, Japanese, Korean, Russian, Spanish, Hindi, Vietnamese and Urdu. Each week, the agency sees about 400 clients and receives around 20 new referrals.

 Sue Hammell, MLA for Surrey-Green Timbers, Opposition Spokesperson, Mental Health and Addictions, presents the Dr. Nancy Hall Public Policy Leadership Award to Gary Thandi at the b4stage4 Conference



## BOUNCE BACK TODAY CAMPAIGN

Launched in July 2016, the Bounce Back® Today campaign seeks to promote positive mental health and champion help-seeking behaviour among British Columbians. Supported by province-wide TV and radio commercials, the campaign encourages people to check in on their mental health and take steps to address any early signs of low mood or anxiety they may be experiencing.

The lighthearted commercials aim to spark reflection about when symptoms become a problem. Many mental health problems can actually look like ordinary behaviour taken too far. For example, spending a day in your pajamas is not unusual. However, spending many days in your pajamas may be an indicator of depression or an anxiety disorder.

The campaign invites people to check in on their mental health by visiting the Bounce Back Today website and taking a short, anonymous quiz which will give an insight into their current mental health. Depending on the answers selected, individuals are given tips and suggestions as to next steps they can take to support them to learn more about low mood and anxiety and get help. Suggested next steps can include:

- Review tip sheets and recommendations for maintaining good mental health
- Access community supports through CMHA programs like Bounce Back or Living Life to the Full

### IMPACT

**10,000+**  
Bounce Back Today  
quizzes taken



- 72% were referred to their doctor for support
- 26% were referred to community supports
- \$1 million in donated TV and radio ad airtime



Check in on your mental health  
at [BounceBackToday.ca](https://www.bouncebacktoday.ca)

- Consult a doctor to discuss further supports and resources including an enhanced Bounce Back program which includes coaching support.

The Bounce Back Today TV and radio advertising campaign is made possible by the BC Broadcaster's Association. CMHA BC won the prestigious 2016 BC Broadcasters Humanitarian Award. This annual award provides free radio and TV advertising airtime across BC for a one-year period at a value of \$1M. Vancouver-based advertising agency Rethink Communications generously donated the creative development of the TV and radio commercials.

 A still from Bounce Back Today TV ads. Watch the ads at [youtube.com/cmhabc](https://www.youtube.com/cmhabc)



## 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. This year, the website was updated to align more closely with CMHA websites across Canada, streamline content and enhance usability.

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.

Social media channels such as Facebook and Twitter were another popular way to stay in touch with CMHA

#### IMPACT



**7,600+** followers reached  
on Twitter and Facebook

- CMHA BC website received 214,600 visits and 695,000 page views last year
- Mind Matters monthly e-news reached over 2,400 subscribers



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

BC. This year the number of people following us on Facebook and Twitter grew by 43%.



Our CMHA BC public education and outreach work is funded solely through your donations. Donate today at [www.cmha.bc.ca](http://www.cmha.bc.ca).

mentally healthy people in a healthy society

## 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.

### IMPACT

Responded to

**1,180** requests for help, support or information

- Showcased CMHA BC with displays at 12 strategic events



Each year, CMHA BC receives hundreds of direct requests for information, support and referrals whether by phone, email, social media or walk-in. The most common questions are around accessing affordable counselling; accessing a psychiatrist; help for depression, anxiety or suicidal thinking; and how to get help for and support a loved one who is struggling.

Our help desk software helped us respond to an increasing number of requests directed to CMHA BC. We responded to nearly 1,200 requests for help, information or support—a 61% increase from the previous fiscal year. Of these requests, 636 were via email/web and 544 via other methods, primarily phone calls. These contacts are over and above the nearly 1,240 requests received through HeretoHelp channels (see p.15).

*When I wrote this email, I didn't expect to get this response; thank you not only for the information but also for your human encouragement. I couldn't be happier that I came to you for advice and guidance. —CMHA BC info requester*

*Thank you so much for your kind and thorough email. You have honestly been the most helpful person I have come across since this whole ordeal started a few months ago. —CMHA BC info requester*





## HeretoHelp.bc.ca

For 13 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 1,500 plain-language resources including personal stories, *Visions* articles, info sheets, workbooks, screening self-tests, and content in 11 languages. CMHA BC manages this service on behalf of the BC Partners.

### IMPACT

**1.97million**

**HeretoHelp website visits and  
3.44 million page views last year**



- 30% increase in visits, page views and Twitter followers over previous year
- 85% rated HeretoHelp as excellent or good at providing high-quality, useful information that is easy to read and understand

This past year, we added 180 new resources to the HeretoHelp website. Among them was a range of new content developed by CMHA BC including:

- Ten articles for our Ask Us section
- Two brochures for Aboriginal people
- Eight brochures for youth and young adults
- Seven new rack cards covering cannabis, mental wellness skills, and nutrition
- Seven e-newsletters
- One screencast video

We also completed a project to develop a design and branding best-practices guide for all the partner agencies to use in improving the appeal, readability and consistency of our graphically-designed resources.

To get more of our content to those who could benefit, we distributed thousands of custom bookmarks through libraries across the North and Island. We even created, by request, photocopy-friendly versions of a number of our tools to help devastated residents of Fort McMurray struggling with their mental well-being.

*We found the information on your page very useful and easy to understand which we appreciated when trying to explain to our children. We wanted to thank you for providing us with such a great place to educate ourselves on mental illness. — 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 a substantial number of British Columbians find local, trustworthy mental health and substance use resources and services for themselves and their loved ones.

Our help-desk software continues to help us monitor, delegate, standardize and evaluate the increasing volume of requests from the public. We also recruited and trained three new volunteers to help us provide information, support and referrals.

In addition to managing the help desk, CMHA BC helps share resources and distribute information and promotional products through the HeretoHelp online store and at community events and displays.

### 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 Centre for Addictions Research of BC, we continued a process to learn more about the needs of those who face cultural and linguistic barriers when seeking

### IMPACT

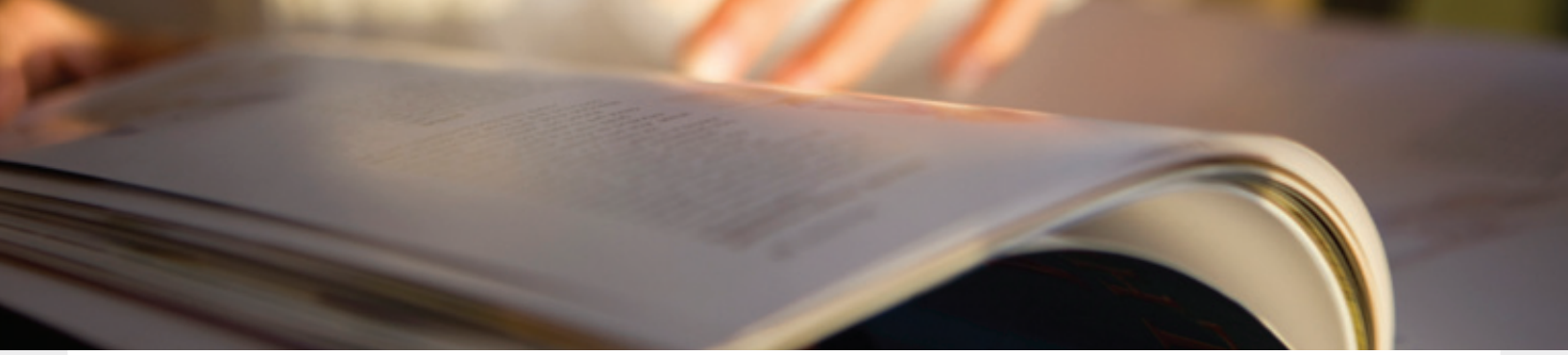
**140,000+**

products and resources distributed through HeretoHelp



- Responded to 1,240 information requests via HeretoHelp channels
- Showcased BC Partners with a display at 9 provincial events

mental health and substance use resources. We finalized a report based on key informant interviews with experts from BC's leading multicultural and settlement agencies, plus an environmental scan. We then facilitated two consultation webinars to examine and interpret the findings and begin to identify priorities. One thing we have learned is that language classes for newcomers are ideal places to start conversations about mental health and substance use. Supporting the instructors with new curriculum resources will be the focus of our efforts in 2017/18. Special thanks to all our partners and especially AMSSA (Affiliation of Multicultural Societies and Service Agencies of BC) for their enthusiasm and support.



# VISIONS JOURNAL

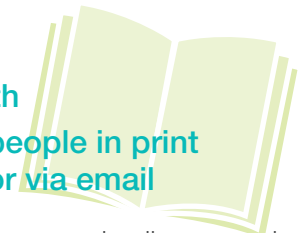
*Visions: BC's Mental Health and Addictions Journal* celebrates 21 years in BC. The theme-based quarterly magazine is written by and for people with lived experience, their families, service providers, policy-makers and others who care about mental health and substance use. Readers vote on the subthemes they would like to see. Anyone in BC can receive *Visions* free of charge.

*This information is EXCELLENT and TIMELY! In my humble opinion, Visions is the most important mental health journal! It includes an informative blend of articles from people living with mental health issues, writers, researchers, and professionals. Thank you for your GREAT work!*  
—Visions reader



## IMPACT

*Visions* is shared with **24,000+** people in print or via email



- *Visions* articles were accessed online around 715,000 times last year
- In a survey, 60–70% 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

Our **Body Image** issue was developed in collaboration with our partners at Jessie's Legacy eating disorder prevention and awareness. It featured unique and striking contributions from, among others, lesser-heard voices including: a trans woman, two males, and a mental health clinician sharing a personal story.

The **Mindfulness** issue in the fall helped unpack a buzzword many people have been talking about; it was so well-received we had to immediately reprint it.

The **Families and Crisis** issue looked farther down the spectrum at what we can do before, during and after (and to prevent) emergencies and the roles families can and already do play.

The **Supported Housing** issue described the major routes—and barriers—to finding supportive/supported housing. It made a compelling case in human and economic terms for improving not just housing supply but also choice and access to the human supports some people need to keep their housing.





## BEYOND THE BLUES EDUCATION AND SCREENING DAYS

Beyond the Blues: Education and Screening Days is an annual mental health awareness campaign featuring a series of free community events across BC. Beyond the Blues is intended to help people start conversations about mental well-being, mood, anxiety 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.

CMHA BC supported 45 local agencies to run 70 events. Overall attendance at the events themselves was the highest ever in 21 years of Beyond the Blues, even with the same number of events as last year. The biggest gain came from the increase in high school events. We saw other firsts in 2016: the mental well-being screen was the most popular screen taken, the reach across BC's five health regions was almost balanced, and the gender question on the screens was reworked to be more inclusive to people identifying with other gender identities.

As well, this year we concluded our external evaluation. Across the two years of the evaluation a total of 580 evaluation surveys across 53 events were completed. Researchers followed up with participants at or after their experience at an event to find what difference, if any, Beyond the Blues events had for them. The evaluation confirmed the success of the model and

### IMPACT

**93,000+**

people helped over 21 years  
of Beyond the Blues events



- 8,106 people attended 70 community events
- Around 102,000 promotional or informational materials distributed
- Around 88% of survey respondents had used or planned to use the information learned

mirrored findings from last year. Survey respondents valued most the event activities, especially screenings, personal experiences, friendly staff, the fun and safe environment, the information/content provided plus what they were able to take away from the events including practical strategies, knowledge of community and electronic resources, learning they were okay, and feeling better able to help a friend or family member.

Many thanks to the additional funding support from the Ministry of Children and Family Development, as well as the in-kind support of provincial media sponsor Black Press, and 18 endorsing agencies.

 Youth share self-care tips at a Beyond the Blues youth event in 100 Mile House

# BOUNCE BACK RECLAIM YOUR HEALTH

Bounce Back® 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. Bounce Back is available across BC in English, French, Mandarin, Cantonese and Punjabi.

Previously offered only to adults, Bounce Back was expanded and adapted to serve youth aged 15 to 18. After extensive training, Bounce Back coaches began accepting youth referrals in January 2017.

In August 2016, an online option—Bounce Back Online—was launched across the province. Bounce Back Online is a self-guided program that can be accessed without a physician referral. The program is comprised of learning modules, e-books, worksheets and videos that participants can work through at their own pace to address problems such as feeling depressed, stressed or anxious.

In 2016–17, Bounce Back received a record number of 5,844 referrals from physicians across the

province. The success of the Bounce Back Today ad campaign contributed to increasing awareness of and engagement with the program across the province (see p.11).

Bounce Back is delivered in partnership with the following CMHA branches: Cowichan Valley, Kamloops, Kootenays, North and West Vancouver, Prince George, Vancouver Fraser and Vernon.

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

## IMPACT



# 5,844

**Bounce Back referrals received this year**

- 93% of participants rated their satisfaction with coaching as good or very good
- Participants report around a 50% decrease in depression and anxiety symptoms
- 294 registered for Bounce Back Online

## HELPING YOU BOUNCE BACK

*I can't thank you enough. I've just started a new job and Bounce Back has been integral to my transition, I am now able to put things in perspective and have lowered my anxiety. It has also allowed me to see family issues in another light so I can respond accordingly.*

—Bounce Back participant

*Thank you for being my coach. I really found the CBT program interesting. It is something that I really needed. It helped me to calm down and look at things a different way instead of*

*getting angry or upset. I enjoyed it very much and I recommended the program to someone else.*

—Bounce Back participant

*Patients are pleased that they can try something other than medication, surprised that is accessible from the confines of their own home, and free. Many of them have found it very helpful and I have been able to reduce my prescribing as a result and have seen positive changes in my patients' mental and physical health.*

—physician





## CONFIDENT PARENTS THRIVING KIDS

Confident Parents: Thriving Kids 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.

To serve the ever-growing list of referrals from across the province, seven new coaches were trained by our in-house PMTO Specialist trainers. Our team also provided training to three external practitioners to deliver PMTO in their communities. These community-based practitioners were two members of the Osoyoos Indian Band’s Health Department and one clinician from the Ministry of Children and Family Development’s Surrey-Guildford Child and Youth Mental Health team.

Confident Parents: Thriving Kids is unique in its tele-health delivery method of PMTO. To further measure


the efficacy of our program, CMHA BC has partnered with researchers at the University of British Columbia to evaluate outcomes. All families who complete an intake interview are invited to participate in the research study. Results are anticipated by Spring of 2018.

In July 2016, BC’s Ministry of Children and Family Development announced a \$1.5M investment in the program. In February 2017 a further investment of \$2.49M for 2017/18 was made to address the growing demand from BC families. CMHA BC would like to recognize the Ministry of Children and Family Development for the funding they provide to support the program.

### IMPACT

**81 %** said their child showed significant improvements or problem behaviours had been resolved 

- 1263 referrals were received this year
- 509 physicians made referrals to the program

 CMHA BC welcomed Hon. Stephanie Cadieux (left), Minister of Children and Family Development to announce the ministry’s \$1.5 million investment in the Confident Parents: Thriving Kids program. Paula Littlejohn (centre), shared her family’s story of success using the skills and strategies located in our program.



## EMPOWERING PARENTS

*The structure of the program was so wonderful... I think that it has just been wonderful that so much of it has been on the positive side of parenting. That we can make changes in behaviour in such a positive way through encouragement and just by making time for each other.*

*And that the parenting doesn't necessarily have to come from the time-outs all the time or taking privileges away or that kind of thing—that so much can be done before the behaviour even gets there. I found that nugget for me was so, it was really life changing in terms of how I related to [my child].*

*Just knowing that I have these tools in my back pocket so that I know I can be in situations where [I think] "Oh, I can solve this problem." I am feeling that level of confidence and know that I have the tools that can handle it in a constructive and respectful way.*

*...One thing I really loved about the program is that I had the same coach for all the weeks and I know it was someone I didn't have to go over the history again...It's nice to know here is someone there to celebrate the little successes and that kind of thing too!"—Confident Parents: Thriving Kids participant*

”

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

Living Life to the Full courses are delivered by 65 CMHA affiliates and partners in 80 locations across Canada. Over the past year, 140 courses were delivered, reaching around 1,350 individuals.

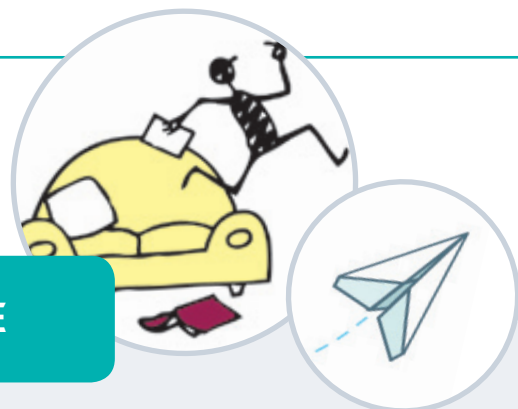
The program continues to expand across the country. In the past year, we delivered seven Living Life to the Full facilitator training workshops in six locations across five provinces—Nanaimo, Vancouver, Edmonton, Winnipeg, Toronto, and Moncton. In total, we trained 48 new facilitators.

In the coming year, courses will be delivered on seven military bases across the country as part of a pilot project funded by the Veteran Family Program of the Canadian Forces Morale and Welfare Services. Working with CMHA Ontario Division and Toronto Branch, we are also supporting the translation and cultural adaptation of Living Life to the Full in both Cantonese and Mandarin.

### IMPACT

**1,350** participated in the course in the past year

- Over 140 courses delivered in the past year
- 30,697 Living Life to the Full booklets sold in 2016–17
- Available in 80 locations—urban, rural and remote—across 9 provinces and 1 territory



## BUILDING HOPE AND RESILIENCE

*“It has given me new hope! There is so much I can work on. I will re-read these booklets over and over again to change my life.”*

—Living Life to the Full participant

*“This course provided me with the opportunity to connect with others, work through problems and introduced me to skills for managing what life throws at me and having fun while doing it.”*

—Living Life to the Full participant

*“Everything in the course material was excellent. Made me feel more empowered to push ahead. I have fallen off the track a few times but got right back in. In the past I would throw in the towel but not anymore!!!”*—Living Life to the Full participant

*“I have control over my own life and tools to deal with issues. I think this (course) should be mandatory in high schools, my 40 years could have been different.”*

—Living Life to the Full participant





## WORKPLACE TRAINING AND WORKSHOPS

CMHA BC offers a number of education and training events and workplaces aimed at helping workplaces protect the psychological health and safety of their employees, and build mentally healthier workplaces.

CMHA BC joined forces with British Columbia Municipal Safety Association (BCMSA) to offer a suite of workplace mental health awareness and training courses to BCMSA members across the province. There has been great interest from BCMSA members across the province and we are booking workshops well into 2017.

### IMPACT



**2,600+** reached through workplace training this year

- Over 60 workplace training workshops, presentations or webinars delivered this year
- 100% of Teck Trail Op's For My Health event respondents said they would recommend this event to a co-worker.



Learn more about workplace training at [cmha.bc.ca/workplace](http://cmha.bc.ca/workplace)

### For My Health!

This year, for the fifth time, the Teck Trail Ops Inspiring Wellness and Learning team hosted a For My Health event, with 189 employees participating. The annual screening event invites workers to check in on their mental and physical health and provides guidance on steps they can take to improve their health. Evaluations indicate a growing appreciation for the mental health component of the screenings and a desire for more mental health-related screens.

### Resilient Minds

This comprehensive mental health training program is 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.

The Resilient Minds curriculum development, train-the-trainer-program, and workshop materials were funded by Vancouver Fire and Rescue Services and researched, co-developed and piloted with CMHA Vancouver-Fraser. By March 2017, twelve Vancouver Fire and Rescue representatives had been trained to deliver the course. A full evaluation of the program is underway, funded by WorkSafe BC.

In addition to piloting Resilient Minds in Vancouver CMHA BC, in partnership with the BC Professional Fire Fighters Association and CMHA Vancouver-Fraser, is offering the training to firefighters across the province.

*Teck Trail Ops employees participate in a For My Health! mental and physical health screening event*




## BOTTOM LINE CONFERENCE

For 14 years, the Bottom Line Conference has been bringing together a rich community of business leaders, workers, union representatives, policy makers and researchers to share their expertise and ideas, and discuss ways to improve mental health in Canadian workplaces.

On February 21–22, 2017, we held our 14<sup>th</sup> annual Bottom Line Conference in Vancouver. The sold out conference hosted over 370 delegates from across Canada. Delegates enjoyed two days of plenary speakers and workshop sessions that provided new perspectives, skills and the opportunity to celebrate individuals and organizations building fairer, more productive and satisfying working environments.


The theme of this year's Bottom Line Conference was Transforming Workplace Culture: Agents and Allies. On day one, the Agents of Change panel of workplace leaders shared stories and spoke from the heart about their commitment to improving workplace mental health. Day two explored addiction in more depth and from multiple perspectives including Dr. Perry Kendall, BC's Chief Health Officer and former BC Lions football player Angus Reid, who gave a very personal and insightful look into the impact of a gambling addiction. Brigid Schulte shared research on preventing burnout by examining policy changes and incorporating a gender lens.

### IMPACT

**99%** would recommend   
the conference to a friend or colleague

- 370+ conference attendees
- 90% said they increased their understanding of how to move forward their organizational mental health strategy

*Fabulous conference. Not only informative but powerful!—conference delegate*

*“Relevant, informative, engaging and very well presented.”  
—conference delegate* 

Our sponsors have always played an important role in making this conference a reality, and this year it would not have been possible without the generous support of Great-West Life Assurance Company, WorkSafeBC and BCGEU. We would also like to recognize the support of our many labour partners who promote the conference with their members.

 *Bottom Line Conference participants discuss how workplaces can support recovery from addiction*

# UNDERSTANDING ADDICTION

Understanding Addiction is an online learning program that seeks to equip non-specialist workers and volunteers with the knowledge, skills, and attitudes to confidently help people who face challenges with substance use and addiction. The goal of the course is to ensure that anyone in a “helping role” will be able to promote healthy relationships and build supportive environments.

Participants engage in eight interactive lessons that include downloadable resources, a facilitated forum, and time for personal reflection. 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 they learn so they feel confident and comfortable in having conversations that promote inclusion, respect, safety, and healthy communities.

Over 200 learners from various backgrounds and fields have participated since the launch in January 2016.

Understanding Addiction was developed by CMHA BC in partnership with the BC Non-Profit Housing

## IMPACT

**200+**  
participants have  
taken the online course



- 92% said their knowledge about addiction had increased
- 83% said they had increased their skills and confidence
- 83% said they increased their awareness of attitudes that contribute to stigma and discrimination towards people who struggle with addiction

Association, BC Government and Service Employees' Union, Centre for Addictions Research BC (University of Victoria), 7th Floor Media (Simon Fraser University), and Walden Media Group, with funding provided by Community Action Initiative.

## HELPING OUR HELPERS

*As someone who hasn't experienced many issues with addictive behaviour this course had a huge impact on the way I view it. Each lesson was really superb in introducing me to different aspects of it as a helper. — Understanding Addiction participant*

*I became more aware of prejudices and misunderstanding that I had developed over the years and feel that now I have a more open approach to addiction—appreciating that it's more individualized than the general term of “drug (ab) use.” — Understanding Addiction participant*

*This course has really opened my eyes to a new perspective on working with people with addictions. Having been through addiction in several capacities in my life I tend to be judgmental against ‘addicts.’ This course has given me some new tools and perspectives to curb those judgements and actually look at the human being beyond the addiction and the factors that play into their life, whether it be their past, their environment, etc. I had some really profound learning in this course. — Understanding Addiction participant*







## COMMUNITY GATEKEEPER SUICIDE PREVENTION TRAINING

The Community Gatekeeper training program aims 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 are available:

**safeTALK** basic half-day workshop for anyone to help recognize a person who might be at risk and help connect them to life-saving community support and resources.

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

This year, we have continued to focus on developing and fostering community partnerships to reach more people, while supporting these key partners in building suicide safer communities:

- First Nations Health Authority
- Child and Youth Mental Health and Substance Use Local Action Teams
- Crisis Intervention and Suicide Prevention Centre of BC, Vancouver
- NEED2 Suicide Prevention Education & Support, Victoria
- Vancouver Island Crisis Society, Nanaimo
- Crisis Prevention, Intervention and Information Centre for Northern BC, Prince George

In total, through our community partnerships and CMHA branches in South Cariboo, Cowichan Valley, Kelowna, Kootenays, Mid-Island, Prince

 *At the World Suicide Prevention Day Lantern Walk in Salmon Arm, lanterns with a word or phrase of hope and encouragement made by 150 people of all ages were placed all around the walking path at McGuire Lake*



### IMPACT



**3,600+**  
participants trained in  
suicide prevention

- 94% of safeTALK participants said they feel mostly or well prepared to talk directly with someone about their risk of suicide
- Almost 80% of ASIST participants said they strongly agree they would do a suicide intervention, compared to just over 20% before taking the workshop

George, Shuswap-Revelstoke, South Okanagan Similkameen, Vancouver Fraser and Vernon, we have delivered 56 safeTALK and 35 ASIST workshops to 3,613 participants across 103 communities. More than half of these communities are Indigenous and/or rural and remote.

The Community Gatekeeper program is funded by the BC Ministry of Health.



## TRAINING THAT COULD SAVE A LIFE

*Following the ASIST training I received in 2016 I was able to see firsthand the positive impact that knowing what to say to someone in crisis can have. I have found the training so valuable in the fact that I now feel confident in talking to someone about suicide and teaching others how to talk to others about suicide.*

*I received a call from my sister one night—she was upset and stated she needed some advice. My sister explained that our friend had made some concerning comments while on the phone, along the lines of “I just don’t see any reason to get out of bed” and “I cannot deal with this life anymore.” My sister was terrified that our friend may be thinking about suicide but she didn’t know how to ask about it or if she even should ask about it. I immediately knew what to do due to my ASIST training.*

*I gave my sister the steps I had learned in ASIST so that she could make sure our friend was safe. My sister was able to go over to our friend’s house and talk to her about the comments she had made. My sister called me and we helped our friend develop a safety plan.*

*Two months later our friend came to town for a visit. When she saw me she came and gave me a huge long hug and said thank you.*

*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.*

—ASIST participant





# CMHA IN VICTORIA

## At Work | Au Travail

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

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 can also help connect clients to a network of employers, volunteer and training opportunities, and mental health and addiction services.

Since January 2016, we have served 43 clients through the program, and have helped 21 clients secure jobs. Other clients continue to job search, while some are engaged in volunteer work or enrolled in short-term training.

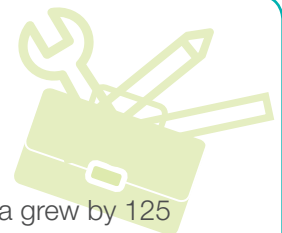
As we near the end the second year of this 3-year pilot program, we have delivered wage subsidy funding to seven employers and assisted one client with housing rental subsidy. Client referrals continue from a strong network of non-profit and service agencies resulting in access for clients who may not be formally connected to the mental health system.

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

### IMPACT

**21** people helped to secure jobs

- Ride Don't Hide in Victoria grew by 125 riders and raised over \$67,000, almost doubling the impact of the 2015 event (see p. 36 for more)



## Living Life to the Full

Living Life to the Full is a fun course shown to improve mood and well-being and reduce stress and anxiety (see p.21 for more on this program).

This past year CMHA BC's Victoria office has been pleased to offer two Living Life to the Full courses for older adults at retirement communities in the city. Both groups had an attendance between 12 and 15 people, with participants reporting their enjoyment in learning some new skills as well as renewing old strategies.

In addition, Living Life to the Full for Youth was introduced to three schools in North Saanich as well as four in Greater Victoria. Students continue to find value in the skills they are learning and 100% report they would recommend the program to a friend.

We are very grateful to the Margaret Roche Heywood Foundation, the Victoria Foundation, as well as four Victoria Noodlebox locations for their financial support in making living Life to the Full possible in Victoria.

# HEALTHY MINDS | HEALTHY CAMPUSES

Healthy Minds | Healthy Campuses (HM|HC) is a vibrant, province-wide community of practice (CoP) that facilitates creative and collaborative learning opportunities to build capacity in campus mental wellness and healthier relationships with substances. For over a decade we have worked with students, campus professionals, faculty, administrators, and community partners to bring research and theory into practice toward systemic, sustainable change, with the ultimate goal of fostering conditions that enhance student well-being and learning.

Over the past year we hosted or supported a dozen interactive events on campuses and/or with community organizations across BC, including consultation and facilitation for campuses ready to build a strategic mental health framework or plan.

Our virtual learning events included the third national campus mental health CoP webinar with the Canadian Association of College and University Student Services (CACUSS), a show of appreciation for long-time community member Robin Higgins, suicide prevention, student mental health in higher education, and a two-part series on campus mental health strategy with partner Healthy Campus Alberta.

## Changing the Culture of Substance Use

The Changing the Culture of Substance Use (CCSU) project was launched in 2012 in partnership with the Centre for Addictions Research of BC (CARBC) to build local capacity among stakeholders at BC's post-secondary institutions, and collaboratively develop new mechanisms of change to promote healthier relationships with substances.

Based on a socio-ecological model, the CCSU project considers the collective impact of individual behaviours, social cultures, and environmental cultures in its tools and resources: Do2GetThru, a promising practice with Camosun College; Most Significant Change Stories with Selkirk College; the first guide in a series of discussion papers on campus substance use policy; and a video designed to help understand the influences involved

### IMPACT

1,376

E-newsletter subscribers  
{doubled over past year}



- 24,500 website views
- 500+ community members have joined our online social learning platform to connect, discover, inspire, and co-create together

Through our regular e-newsletter, we have also sought to encourage sharing and collaboration between CoP members on subjects as diverse as mental health literacy, accommodations for students with disabilities, Pride Week, the opioid crisis, Provincial Eating Disorder Awareness Week, and information around our annual Summit.

HM|HC is coordinated by CMHA BC and the Centre for Addictions Research on behalf of the BC Partners.

in shifting culture. These projects were showcased at the 2017 Healthy Minds | Healthy Campuses Summit Pop-up Market for Systemic Change, with special consideration given to the opioid overdose crisis.

Although this marked the fifth and final year of funding from the BC Ministry of Health, the CCSU team will continue to work with campuses to address the culture of substance use. Members can look forward to a collection of community member profiles, three more discussion papers on campus substance use policy, the development of a harm reduction guide within a health promotion lens, an invitation for interested campuses to implement the Food & Substance Use project, and an opportunity to be involved in community dialogues on cannabis.



## BC CAMPUS SUMMIT HEALTHY MINDS | HEALTHY CAMPUSES

On April 3 and 4, 2017, the eighth annual Healthy Minds | Healthy Campuses Summit engaged 194 members of the BC post-secondary community and beyond in: *Ideas to Action: Strategies for Systemic Change and Measuring Impact*. For the first time this included members of the K–12 community, who were invited to help bridge the gaps in mental health and substance use services and support—the theme of the pre-Summit.

This dynamic event also explored emerging areas of policy in sexualized violence, Indigenous perspectives, and healthy relationships with food and substance use, as well as topics of interest on campus mental health strategy, how teaching practices impact student well-being, and harnessing qualitative and quantitative data in stories of change.

Participants heard opening remarks from Jane Thornthwaite, MLA for North Vancouver-Seymour and Parliamentary Secretary for Child Mental Health and Anti-Bullying, and Hon. Andrew Wilkinson, Minister of Advanced Education. Keynote speakers included UBC President Santa J. Ono; Carol Todd, founder of the Amanda Todd Legacy Society; and Meredith Graham and MJ Ziemann, two inspiring young leaders.

Thank you to the multi-stakeholder planning committee for your vision and guidance. The 2017 Summit was funded by BC Mental Health and Substance Use Services, the BC Government, the BC Post-Secondary Counsellors' Association, and The Rossy Family Foundation.

 *Participants connect at the 2017 Healthy Minds | Healthy Campuses Summit*

### IMPACT

**98%** of participants   
would recommend the Summit

- Combined 15% increase in student and administrator attendance from the 2016 Summit
- This was the first Summit for 66% of participants

*I gained a lot of anecdotal knowledge about other campuses' challenges and successes, and feel like my eyes are open wider to both the necessity of policy/strategies that have mental health in mind and the importance of on-the-ground learning and listening to students.*

—Summit 2017 participant 



Learn more and join the community at [healthycampuses.ca](http://healthycampuses.ca)



# SCHOLARSHIPS AND BURSARIES


## 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.

**IMPACT**

**190+** people helped to pursue post-secondary education



Lorne Fraser started the fund in 1982 using his own money, plus donations collected from his neighbours. Lorne helps present the scholarships and bursaries each year.

The Lorne Fraser Educational Fund has helped nearly 200 British Columbians since its inception in 1982.

### Lorne Fraser Scholarship for Mental Health Promotion

**Meredith**, New Westminster (\$2,000)

- Career goal: To pursue a doctorate in counselling psychology and open a theatre therapy studio
- School of choice: Douglas College
- Program: BA in Child and Youth Care Counselling

**Laura**, Trail (\$1,000)

- Career goal: To become a General Practitioner who is trained to do in-practice counselling with clients
- School of choice: Selkirk College
- Program: Associate of Science Diploma

### Lorne Fraser Educational Bursary

**Christine**, Campbell River

- Career goal: Actuary
- School of choice: North Island College
- Program: University Transfer Program

**Ciara**, Burnaby

- Career goal: Academic researcher
- School of choice: Simon Fraser University
- Program: PhD in Curriculum Theory & Implementation

**Ruzelle**, Vancouver

- Career goal: Speech Pathologist/Behavioural Analyst
- School of choice: University of British Columbia
- Program: BA in Speech Sciences

**Amy**, Victoria

- Career goal: Athletics Coach
- School of choice: Camosun College
- Program: BA in Sport and Fitness Leadership

**Katerina**, Coquitlam

- Career goal: Psychiatrist
- School of choice: University of Victoria
- Program: BSc in Psychology

**Sharona**, Vancouver

- Career goal: Art-focused youth outreach
- School of choice: Emily Carr University
- Program: Bachelor of Fine Arts



## FOSTERING CHANGE-MAKERS

*I am a spoken-word artist, a proud young person from government care, a youth worker, and an advocate for systems change especially inside our child welfare system. I journey with five mental illnesses and weave those stories into mental health and spoken-word facilitating, presenting and consulting.*

*Receiving the Lorne Fraser Scholarship for Mental Health Promotion has relieved a huge financial burden and allowed me space and time to concentrate on my mental health and wellness through school. I have also chosen to view the gift of this scholarship as encouragement and recognition that I am on a path that is wholly worthy of my engagement and contributions. It has reminded me that I have much to learn and that being in a place, literally and figuratively, of learning is a gift.*

*I graduated, with honours, in June with a Bachelor of Arts Degree in Child and Youth Care Counselling from Douglas College. I have decided to continue studying and am taking a few prerequisites for my Master's program. I look forward to pursuing my Master's and Doctorate in Counselling Psychology and opening a theatre therapy studio.*

*I truly believe in the power and responsibility of community in becoming instruments in a person's symphony of resiliency. I am honoured to be an advisor with the Vancouver Foundation's Fostering Change Initiative—created to engage the public and change the world for young people in and from government care. I am also a youth advisor on the Ministry of Children and Family Development's Youth Outreach and Empowerment Team, which means I get to build bridges between social workers and young people, advocate with and for the young people, use art as a therapeutic tool, and improve the process of turning 19 and “aging out of care” for young people. As an elected representative for Students' with Disabilities through my Douglas College Students' Union, I am involved, overall, in improving mental health supports on campus.*

*I look forward to being continuously engaged, as an advocate, in the change and improvement of our systems to best serve our young people, and hope to do more keynote presenting and publish some of my spoken word poetry.*

*—Meredith, Lorne Fraser Scholarship for Mental Health Promotion recipient*

”

📷 Meredith at the 2017 Healthy Minds | Healthy Campuses Summit



## BLUE WAVE YOUTH MENTAL HEALTH PROGRAM

We know the teen years are when mental health and substance use problems often show up for the first time. That's why Blue Wave is working to provide youth with skills and support to face challenges in their lives.

Blue Wave offers two main programs: **Living Life to the Full for Youth** course and the **Janice Lee Blue Wave Bursary**. The programs focus on building skills, resilience and opportunities to help youth reach their full potential.

Blue Wave was represented at the Summer Institute 2016: Promoting Mental Wellness in BC School Communities. Over 100 school teachers and counselors from across BC visited the CMHA Blue Wave booth to learn more about Living Life to the Full for Youth and the Janice Lee Blue Wave bursary. We also presented on Living Life to the Full for Youth at the BC School Counselors Association in the fall.

The Blue Wave Foundation was generously gifted to CMHA BC in 2013 by the Lee family, who remain

### IMPACT

**200+** Living Life to the Full for Youth course participants

- The Janice Lee Blue Wave Bursary has helped 14 youth pursue post-secondary education since 2013



Support youth mental health with your donation at [bluewavebc.ca](http://bluewavebc.ca)

annual supporters of our work through the Lee Clan Charity. We are also grateful for the support of the Ismaili Walk 2016 and other donations from individuals, including from Giving Tuesday. Blue Wave is funded exclusively through donations and grants.



## Living Life to the Full for Youth

Our fun and interactive course has been shown to improve mood and well-being and reduce stress and anxiety. It offers tools for building problem solving skills, anger and anxiety management skills, social support, self-esteem and healthy thinking.

Thanks to a Coast Capital Savings grant we worked on a lower literacy version of Living Life to the Full for Youth to increase our reach and impact. The course delivery and materials were reviewed by an enthusiastic youth panel and a professional panel. We will be using their recommendations to pilot the new format with

under-served youth in BC, such as Indigenous youth, those at risk of homelessness, or those facing learning difficulties. Because making the course more engaging and accessible helps all youth, the new delivery will likely become the new version of the youth course

In the past year, funding from the Vancouver Foundation and proceeds from the Ismaili Walk 2016 made it possible to deliver ten Living Life to the Full for Youth courses in five different CMHA branches in the Interior. So far, Living Life to the Full for Youth has been delivered to over 200 youth in BC.

## A HEALTHY START FOR YOUTH

*It was an amazing class. I really enjoyed it because I learned a lot from this class. It helped me realize that life isn't that bad and there is always a way to help yourself and others feel good about themselves.*

—Living Life to the Full for Youth participant

*I taught my mom some of the skills and she used it along with me. I loved learning about the unhelpful behaviour changing system.*

—Living Life to the Full for Youth participant

*“It's made me feel like I can be more positive, stand taller, and look at things differently.*

—Living Life to the Full for Youth participant

*This course just did everything to help with anger and to boost confidence.*

—Living Life to the Full for Youth participant

*Although I struggle with mental problems, I feel like this class was something I could look forward to every week.* —Living Life to the Full for Youth participant

”

## Janice Lee Blue Wave Bursary

This post-secondary bursary program is open to BC youth under the age of 20 who have experienced a significant mental health or substance use problem.

In spring 2016, three youth recipients were chosen, each receiving \$750:

- **Madison** will be attending Vancouver Island University to begin the Exploratory University Studies program.
- **Carson** will enter a Nursing Track program at the University of the Fraser Valley.
- **Julia** is passionate about 2D animation and will be pursuing a program in it at SchoolCreative Institute of the Arts.

Letters of hope and encouragement—asked from each applicant—are posted on the Blue Wave website anonymously to support youth who are still struggling. (Read one of these letters on the next page, p.34).

We are thankful for the wonderful Bursary Review Panel volunteers who give their time and their thoughtful and compassionate comments as they mark the applications. Many of our volunteers have been enthusiastically coming back each year.

In the past year, the Janice Lee Blue Wave bursary was financially supported by the Face the World Foundation in honour of Glenn McPherson and the Lee Clan Charity.

A close-up photograph of a person's hands writing in a spiral-bound notebook. The person is wearing blue denim jeans with a tear at the knee. The notebook is open, and the person is holding a pen over the pages. The background is blurred, suggesting an outdoor setting.

## LETTER OF HOPE TO YOUTH

*Dear You,*

*I heard that you are struggling. No one understands how you feel, you find yourself being constantly on the verge of tears, you have no motivation for anything, and you can't find the words to even describe how alone you feel. Is that it? I felt the exact same way, so you are not alone.*

*I know how you feel. You're scared to reach out. I was too, but I guarantee it is the best decision that you can possibly make. It's a jump and it will take work, but you don't have any idea how strong you really are. I definitely didn't think I had the strength to reach out, but I did. People are there to help and you are not being "self-centred" or "annoying" for talking about how you really feel. You may be afraid of your family not understanding. They will and if they don't they will try harder than you think to grasp what you are going through. What you're going through is not your fault and nothing to be ashamed of.*

*Getting the help you need may take time but once you find a therapist or counsellor you 'click' with, it becomes easier to explain what's going on in your head. The first one you talk to might not be the one but try your best not to get discouraged. Once you take a screening test or get a diagnosis you will surprisingly feel at ease because you will be reassured that what is going on for you is real and not just your imagination. Having a confirmed diagnosis will also help immensely in next steps towards getting better.*

*Talking to a stranger about what is going on for you may feel uncomfortable and you may be worried that they will judge you. They won't. They are there to help and if you try not to 'sugar-coat' how you feel, you will find that you will get the help you need.*

*Keep your chin up and realize that life is just getting started! Things will turn around!*

*Sincerely,  
Me*

*—Janice Lee Blue Wave Bursary recipient*

”



## TALK TODAY

CMHA teamed up with local sports leagues to raise awareness about the importance of mental health with the Talk Today program. Talk Today provides mental health support to players and raises awareness about mental health and suicide throughout BC Hockey League and Western Hockey League communities.

This was our second year where CMHA BC and 11 CMHA branches partnered with the **BC Hockey League** in 16 communities across BC. Uptake in the Talk Today program was maintained with 75% of teams engaging with their local CMHA branch on either a safeTALK suicide prevention training, a mental health and addictions 101 workshop or a game-day awareness event.

This was the first year partnering with the **Western Hockey League** (WHL) in 22 communities. Talk Today game-night awareness events were hosted by CMHA branches in the WHL's six BC home arenas in Victoria, Vancouver, Prince George, Kamloops, Kelowna and Cranbrook. The events are an opportunity to break the stigma related to mental health and suicide prevention.

### IMPACT

**153** BC Hockey League (BCHL) community members trained in suicide prevention

- 7 safeTALK workshops delivered to 134 BCHL players, 19 coaches, billet parents, team staff
- 3 mental health and addictions 101 workshops offered to 70 BCHL players
- Over 2,600 fans in nine arenas attended BCHL game-day awareness events

close to **20,000** attended Western Hockey League (WHL) game-night awareness events

- 449,505 Twitter followers reached with Talk Today messaging across the 22-team WHL
- 383,542 WHL team Facebook followers reached with Talk Today messaging

📷 CMHA resources on display at a game-night awareness event with the Chilliwack Chiefs



## RIDE DON'T HIDE

On June 25, 2016, CMHA hosted 29 Ride Don't Hide events across Canada, bringing together 6,178 cyclists together in celebration and support of mental health.

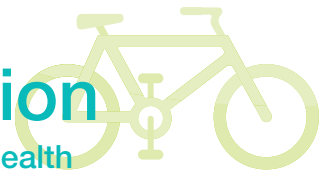
The goal of the annual community bike ride is to raise awareness of mental health, reduce the discrimination and stigma around mental illness and raise funds to benefit CMHA's many community programs and services.

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 program for CMHA across Canada. CMHA BC provides centralized support and resources to local Ride Don't Hide event coordinators across Canada.

### IMPACT

over  
**\$1.4 million**  
raised for mental health



- 29 events across 5 provinces
- Over 165 media stories across Canada
- 175,418 website visits—doubled over last year

We would like to thank our five national sponsors Cliff Bar, FrontStream, Rocky Mountain Bicycles, Impact Magazine and Scimitar Sports Canada for supporting our movement to keep mental health top of mind for all Canadians.

A special thank you to Shoppers Drug Mart, whose four-year Title Sponsorship in BC helped to grow and strengthen rides across the province, raising \$500,000 for mental health programs for women and their families.



## 29 RIDES WERE HELD ACROSS CANADA:

### Alberta

- Calgary

### British Columbia

- Greater Vancouver
- Kamloops
- Nanaimo
- Penticton
- Port Alberni
- Prince George
- Salmon Arm
- Vernon
- Victoria

### Manitoba

- Winnipeg

### Saskatchewan

- Regina

### Ontario

- Greater Toronto
- Brant Haldimand-Norfolk
- Cochrane-Timiskaming
- Grey Bruce
- Halton
- Hamilton
- Kenora
- Lambton Kent
- Middlesex
- Niagara
- Oxford County
- Peel Region-Caledon Hills
- Peterborough
- Sault Ste. Marie
- Sudbury/Manitoulin
- Waterloo/Wellington
- Windsor



Join the movement! Register your team at [RideDontHide.com](http://RideDontHide.com)

## BREAKING DOWN STIGMA

*Ride Don't Hide has helped to make the public more open to listening to what I and others have to say. Most significantly, it has helped people experiencing mental health problems be validated and less stigmatized.*

— Ride Don't Hide participant

*I feel very proud and empowered for sure. You feel that there are people who care and no one is alone, there is help if you need it.*

— Ride Don't Hide participant

*It opens up a conversation about mental health that people may not have had otherwise. It also promotes mental health in a positive and uplifting way.* — Ride Don't Hide participant

*Was a tool to talk about mental health with my children, spread word to friends that it is a good event to support, an enjoyable event to do with your family/children.*

— Ride Don't Hide participant



# STRENGTHENING CMHA NATION-WIDE

CMHA BC provides a variety of supports to help strengthen the CMHA movement across the country. We are proud to contribute to building CMHA's capacity nationally to provide evidence-based programs and initiatives that enhance our organizational health.

## Ride Don't Hide

Across Canada, the sixth annual Ride Don't Hide was a huge success this year. Over 6,000 riders in 29 communities across five provinces took to the streets to battle stigma one pedal at a time. CMHA BC provides national coordination of the event by supporting CMHA branches and divisions to host events in their community including media support, maintaining a common online registration portal, centralized purchasing to allow for consistent elements and sponsorship coordination.

## Bounce Back

Bounce Back, a CMHA flagship program, is an evidence-based self-management program for adults experiencing low mood or stress with or without anxiety. CMHA BC has been offering Bounce Back to British Columbians since 2008. This year we continued to support implementations of the Bounce Back program in CMHA Winnipeg and Manitoba and CMHA York and South Simcoe Branch in Ontario. In Manitoba, service was available in two health regions, receiving 355 referrals this year. In Ontario, service in Central Local Health Integration Network received a total of 950 referrals.

## Living Life to the Full / Vivre sa vie, pleinement

Living Life to the Full is a 12-hour, eight-week mental health promotion course giving participants skills to deal with life's challenges. Now recognized as a national CMHA flagship program, it was designed by

### IMPACT

over

**\$1.4 million**

raised for CMHA across Canada through Ride Don't Hide events



- 65 CMHA branches and divisions have trained facilitators delivering Living Life to the Full Courses across Canada

Dr. Chris Williams, a UK psychiatrist and international expert in cognitive-behavioural therapy. Across the country, 65 CMHA affiliates and partners, in nine provinces and one territory, are delivering Living Life to the Full in at least 80 locations. In the past year, 48 new Living Life to the Full facilitators were trained across the country in six locations: Nanaimo, Edmonton, Winnipeg, Toronto and Moncton. CMHA BC provides training for facilitators, an online store for material purchases as well as a well-attended facilitator community of practice.

## Campus Mental Health

Healthy Minds | Healthy Campuses supports BC campuses in developing networks, activities and policies to promote post-secondary student mental health and healthier relationships with substances. In addition to our provincial initiatives, Healthy Minds | Healthy Campuses partnered with the Canadian Association of College and University Student Services on the third and final installment of its national webinar series, as well as with Healthy Campus Alberta on a two-part webinar series that explored campus mental health strategy development and implementation.

# STRENGTHENING CMHA IN BC

CMHA BC is proud to work together with and alongside a network of 14 CMHA branches in BC. Collectively, we are working toward our shared vision and mission, guided by our values and strategic goals.

## Strengthening Our Voice

### Strategic Planning Support

As in years past, CMHA BC continues to facilitate the strategic planning process for individual CMHA branches upon request. This year, CMHA Prince George leveraged CMHA BC's experience in developing strategies to amplify the organization's national goals at the local level.

### b4stage4

The b4stage4 campaign amplified CMHA's voice throughout BC as an organization that views parity for mental health and addictions services alongside physical health issues as both a moral and financial imperative. CMHA branches supported the development of the b4stage4 campaign and conference through representation on the b4stage4 Advisory Committee as well as by championing the movement in communities across BC.

## Ensuring Quality Services

### Performance Measurement

The Common Performance Measurement Working Group, a collection of CMHA branch executives and volunteer governors, is developing a common set of indicators to be able to measure and communicate on the impact of service and supports delivered by CMHA across the province. These indicators will represent quantitative measures of performance that can complement and strengthen qualitative data, together conveying our collective impact. The working group will begin by studying the full spectrum of housing given its importance as a key determinant of health and a common component of service delivery across all CMHA branches in BC.

## Enhancing Our Organizational Health

### Common Bylaws and Constitution

Building on last year's work to update the Branch-Division Agreement that governs the relationship between individual CMHA branches in BC and CMHA BC, the CMHA collectively began to prepare for transitioning to the new Societies Act. A working group comprised of both staff and volunteer governors worked on creating a common constitution and bylaws for CMHA. The process resulted in a customizable template for both CMHA branches in BC and CMHA BC to take to their membership to ensure compliance with the new Societies Act.

### Imagine Canada Accreditation

CMHA BC and many CMHA branches are earning accreditation under Imagine Canada's national Standards Program. The program is a rigorous, peer-reviewed process based on a nation-wide set of shared standards for charities and non-profits. To date, CMHA Cariboo-Chilcotin, CMHA South Cariboo, CMHA Kelowna, CMHA Mid-Island, CMHA North and West Vancouver, CMHA Prince George, CMHA Shuswap/Revelstoke, CMHA South Okanagan Similkameen, CMHA Vernon and District and CMHA BC have all achieved accreditation under Imagine Canada. In addition, CMHA Vancouver-Fraser and CMHA Kootenays are both accredited by the Commission on Accreditation of Rehabilitation Facilities. All CMHA branches in BC will be accredited by 2017.

### Fundraising Committee

Over a decade ago, seven CMHA branches and CMHA BC came together to collectively raise funds to support much needed services in their communities. While the committee ceased new activities in 2007, revenue from monthly donors continues to be shared amongst these partners on annual basis. In 2016-17, \$21,796 was shared between these original partners.

## Board and Staff Leadership Development Conference

On September 24 and 25, the 2016 CMHA Board and Staff Leadership Development Conference was held in Richmond, BC. This opportunity to build our collective movement was the third of its kind for CMHA in BC. Alongside board directors, this year's conference engaged branch executive and resource development leaders with a focus on strengthening the CMHA's collective capacity in fundraising. We were fortunate to have Paul Nazareth, VP Community Engagement, from CanadaHelps as our conference speaker. Conference

attendees benefitted from Paul's expertise in charity fundraising, education and online giving, alongside a deep understanding of federated organizations.

The conference resulted in a four-point action plan endorsed by attendees that balanced knowledge acquisition, the importance of planning, and a commitment to developing a joint year-end fundraising campaign. Overall, the two days was an invaluable opportunity for staff leaders and governors to learn from a leading expert in the fundraising field, and to begin to chart a collective path forward.

## Telus donates youth-focused mental health app to CMHA

On April 4, 2017 at the Healthy Minds Healthy Campuses Summit, TELUS announced the donation of its new iOS mindfulness app, thinkFull, to CMHABC. thinkFull is a stress management app aimed at improving the mental health of young adults by helping them monitor and develop coping strategies to manage stress levels.

The app provides personalized mental wellness coaching, allowing people to track their stress levels over time and tap into a rich library of tips for relieving stress, solving problems and living well. Information is customized to meet a user's specific needs based on usage patterns and the app acts

as both a resource and a repository—users rate their anxiety levels from one to seven and write accompanying journal entries that can be kept private or reviewed and discussed with a mental health professional.

Developed in partnership with CMHA and Mind Your Mind, thinkFull was the result of TELUS' first Social Enterprise Competition—a unique initiative to harness the entrepreneurial spirit of the company's team members challenging them to develop a product or service to help improve the health and wellness of Canadians.



 Download the thinkFull app for free in the iOS App Store





# COMMUNITY PARTNERS

Our funders, sponsors, donors and other community partners are heroes in our community. They care, they collaborate, and most importantly, their investment in CMHA BC and its events and programs show their community leadership. Together we are making mental health possible for all British Columbians.

## 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 CMHA's Bottom Line Conference. Over the past twelve years, they've contributed over \$1 million in sponsorship and countless volunteer hours to CMHA's Bottom Line Conference.

## Shoppers Drug Mart

2016 marked a milestone achievement for Shopper's Drug Mart's support of Ride Don't Hide as they raised close to half a million dollars for mental health services for women and their families over the last four years. Shoppers Drug Mart are truly heroes for making mental health their cause in BC and we are so very grateful. Be it Shoppers Associates hosting fundraisers across BC, selling Ride Don't Hide bracelets in stores, or encouraging staff teams to ride in local Ride Don't Hide events, we felt your presence and support with every pedal turn.

## 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 Bounce Back 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.

## Vancouver Airport Authority (YVR)

We are proud to be working with YVR this year on a new awareness campaign related to lessening airport stress. This new partnership has seen YVR become a sponsor of the 2017 Greater Vancouver Ride Don't Hide as well as commit to supporting CMHA through volunteer opportunities for YVR staff. We are looking forward to supporting YVR in providing the best airport experience in the world.

## Ismaili Walk

For 25 years the Ismaili Muslim Community of BC has held a community walk as a fundraising event for partner organizations. CMHA BC is honoured to have been chosen as a partner for the 2016 event. On September 18, 2016 this fun, family event raised over \$320,000 for the VGH/UBC Hospital Foundation and CMHA BC's Living Life to the Full youth program. We are thankful to partner with the Ismaili Walk to raise mental health awareness and support.

## SHINE

On September 10, 2016, Vancouver came together in style to show their support for mental health. The inaugural SHINE event was an epic night of high fashion and moving entertainment. Vancouver impresario Dean Thullner gathered over 200 designers, dancers, models and make-up artists to create art on the runway, raising over \$30,000 for the Lions Gate Hospital HOpe Centre, CMHA BC, CMHA Vancouver-Fraser and CMHA North and West Vancouver.

 An all-star cast of over 200 volunteer models, dancers, actors and musicians lit up the runway at SHINE

# ENDOWMENT FUNDS

CMHA BC has established a number of endowment funds to help support mental health for generations to come. The conditions of the funds 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. Donors can designate contributions to any of the funds to help build the sustainability of programs they care most about.

## CMHA BC Endowment Fund

CMHA BC has established an endowment fund with the Vancouver Foundation, the largest community fund in Canada. During the year, CMHA BC contributed \$20,471 to the fund, with its value coming to \$500,182.



### 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 nearly 200 British Columbians pursue their educational dreams. The value of the fund as of March 2017 was \$224,692.



Invest in mental health across BC at [cmha.bc.ca/donate](http://cmha.bc.ca/donate)



### 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. With a further \$10,000 contribution by CMHA BC in 2015 along with other contributions, the value of the fund as of March 2017 was \$95,098.

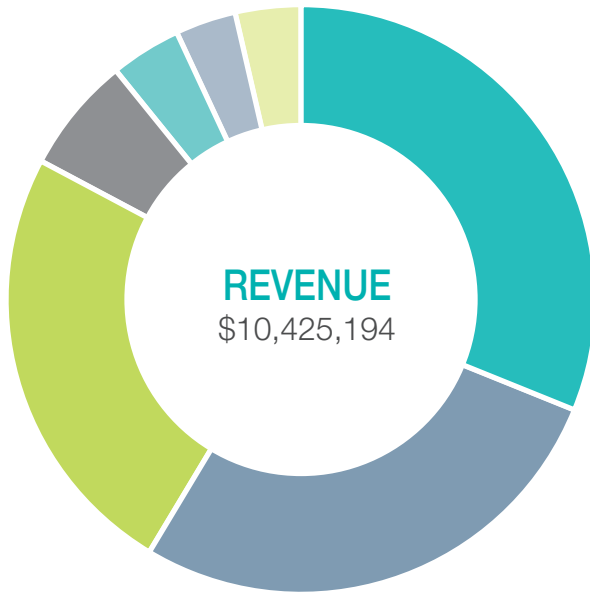


### Dr. Nancy Hall Speaking Up Speaking Out Endowment Fund

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 2017 was \$198,746.

# FINANCIALS



- **31%** Grants—Provincial Health Services Authority  
\$3,249,000
- **28%** Grants—Other  
\$2,870,000
- **24%** Grants—Ministry of Health,  
Ministry of Children and Family Development  
\$2,527,000
- **6%** Donations, bequests and sponsorships  
\$658,000
- **4%** Registration fees  
\$406,000
- **4%** Fee for service  
\$362,000
- **3%** Other income  
\$353,000

- **25%** Child and Youth Mental Health Collaborative  
\$2,632,000
- **23%** Bounce Back  
\$2,448,000
- **15%** Confident Parents: Thriving Kids  
\$1,546,000
- **13%** Core programs (education, policy,  
communications, Living Life to the Full,  
sustainability, administration)  
\$1,342,000
- **8%** Community Gatekeeper  
\$850,000
- **7%** BC Partners communications & projects  
\$709,000
- **5%** Projects and administered programs  
\$512,000
- **4%** Workplace services  
\$442,000

# BOARD OF DIRECTORS

## **BARB KEITH (CHAIR)**

Barb has a Masters degree in social work and stepped down as President of the BC Association of Social Workers in 2014. She is also registered with the BC College of Social Workers. She has over 25 years of experience in the addiction field, having worked in residential treatment, outpatient and support recovery in Prince George and Vancouver.

## **JOAN HILL (VICE-CHAIR)**

Joan is a CPA, CA who for the past 14 years worked in the not-for-profit sector. She was most recently the Director of Finance, Facilities and IT for Canuck Place Children's Hospice where she was responsible for strategic financial issues, construction and development of a second hospice and all matters related to IT. While there she won the 2015 BC CFO Award in the not-for-profit category. She also has experience in quality improvement initiatives. She is currently on the board of The Centre for Collaboration, Motivation and Innovation.

## **TOM MORTON (TREASURER)**

Tom joined the CMHA BC board in 2011. He is a Tax Partner at Smythe CPA 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.

## **LIZ WHITE (SECRETARY)**

Liz was the Director, Group Underwriting at Pacific Blue Cross responsible for risk evaluation and pricing, strategic planning and execution, and has significant experience with change management activities. She has completed the Institute of Corporate Directors Not-for-Profit Governance Essentials program, and the Canadian Board Diversity Council's Get on Board Education Program (Introductory Series). She was a member of Pacific Blue Cross Community Connection Health Foundation board, the board for Derby Reach Brae Island Parks Association, and previously served on the board for the Canadian Association for Relief of Pain and Disability.

## **PETER A. CSISZAR**

### **(REPRESENTATIVE TO THE NATIONAL BOARD)**

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.

## **JUDITH MOORE (PAST 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.

## **DAVID DELONG**

David is the Director, Human Resources, Zinc Business Unit at Teck. Experienced in board governance, policy and strategic planning, he is currently on the Selkirk College Board of Governors as Chair of the Advocacy Committee and member of the HR Committee. David has a Master of Science – Safety Management, BA, BPE, and diploma in Strategic Human Resources Management. With over 20 years of experience in managing employee assistance and health and wellness programs, David has a strong understanding of aboriginal affairs, corporate relationships, and mental health in the workplace.

## ALEXA GEDDES

Alexa Geddes has a Bachelor's of Science in Biology and is completing her Doctor of Medicine at the University of British Columbia. She currently volunteers at the REACH Community Health Centre, and acts as a Research Assistant at the Centre for Applied Research in Mental Health and Addictions. Alexa's past community involvement has included founding UBC Okanagan's Peer Support Network as well as roles in research, fundraising, and leadership. She spent one year as an elected Senator with the UBC Okanagan Senate, and has previously served as Secretary and Director-at-Large for CMHA Kelowna.

## 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.

## JACKI MCPHERSON

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.

## FRED SMITH

Fred is the Regional Director at Great-West Life and has been an active Steering Committee member of CMHA's Bottom Line Conference providing valuable input and helped sign on several organizations as sponsors to our yearly Bottom Line Conference. As Regional Director for Great-West Life in BC, Fred is directly responsible for Group Benefit Revenue and Marketing. 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.

## Committees of the Board

### Finance and Audit

- Tom Morton (chair)
- Alexa Geddes
- Joan Hill
- Liz White
- Barb Keith (ex-officio)
- Judy Miller (staff resource)
- Bev Gutray (staff resource)

### Governance and Bylaws

- Peter Csiszar (chair)
- Jesse McDonald
- Judy Moore
- Barb Keith (ex-officio)
- Bev Gutray (staff resource)

### Nominating

- Judy Moore (chair)
- Willy Berger
- Alex Berland
- Annie McCullough
- Barb Keith (ex-officio)
- Bev Gutray (staff resource)

### Personnel

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

### Strategic Planning

- Dave DeLong (chair)
- Jesse McDonald
- Jacki McPherson
- Fred Smith
- Barb Keith (ex-officio)
- Bev Gutray/Jonny Morris (staff resource)

### Fundraising / Sponsorship

- Joan Hill (chair)
- Omar Alasaly
- Fred Smith
- Barb Keith (ex-officio)
- Bev Gutray (staff resource)

## 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  
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

## 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
- CMHA BC Endowment 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](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.portalberni.cmha.bc.ca](http://www.portalberni.cmha.bc.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.vernon.cmha.bc.ca](http://www.vernon.cmha.bc.ca)

## VICTORIA OFFICE (CMHA BC)

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





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