

**BOUNCE BACK:  
RECLAIM YOUR HEALTH®**

**ANNUAL REPORT 2016-2017**



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



## Annual report 2016–2017

### Contents

Program background	2
Year at a glance	2
9-year overview	3
Service access	3
Program effectiveness	4
Program deliverables	5
Participant testimonials	5
Participant satisfaction	6
Physician testimonials	7
Activity reporting	7

## Program background

Bounce Back® is a free skill-building program for adults experiencing low mood, stress or anxiety. It offers several forms of evidence-based self-help:

- an instructional video with practical tips on recognizing and dealing with depressive symptoms
- a series of educational workbooks freely accessible online for self-guided learning of skills to help overcome difficulties such as inactivity, avoidance, worry, and unhelpful thinking
- the same workbooks with telephone or e-coaching support to reinforce the application of cognitive behavioral strategies, accessible with physician referral.

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

## Year At a Glance



15–18 YEAR-OLDS  
NOW SERVED



5,844  
REFERRALS



16,207 DVDS  
DISTRIBUTED



294 PEOPLE ACCESSED  
MATERIALS ONLINE



\$1 MILLION  
TV AND RADIO  
AD CAMPAIGN



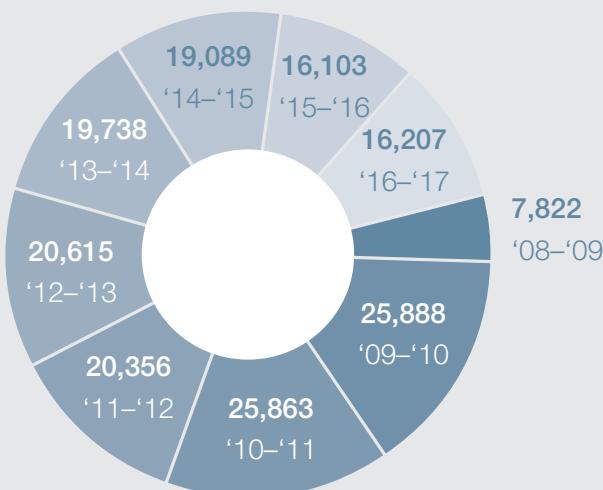
9,623 ONLINE  
MENTAL HEALTH  
QUIZZES TAKEN



891 VIEWED  
NEW VIDEO  
ONLINE

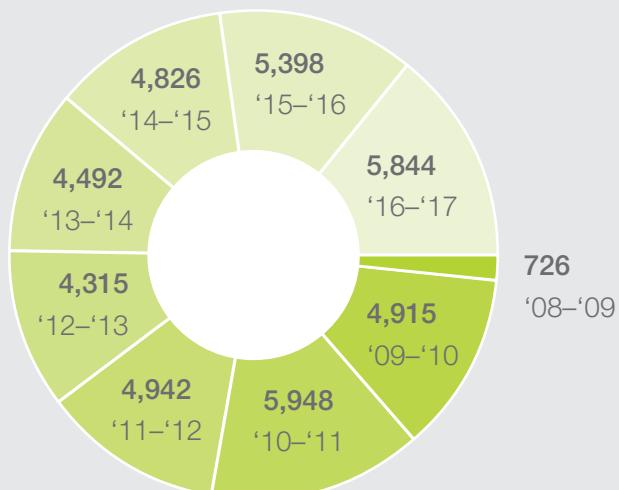
## 9-year overview (since program inception in June 2008)

### OVER 171,000 DVDS



164,185 English  
4,143 Cantonese  
3,353 Mandarin

### OVER 41,400 PATIENT REFERRALS



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

### REFERRAL REGIONS

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

### PARTICIPANT PROFILE

for completers of the program



**Gender ratio** = 3:1 female:male, or 75%:24%; 0.2% another gender identity

**Average age** (mean $\pm$ SD) = 46 $\pm$ 15 years

### AVERAGE UTILIZATION

- **4 to 6 coaching sessions** (4.9 $\pm$ 0.9) for completers of the program
- **5 to 13 of 20 workbooks requested** (9.0 $\pm$ 3.8)

## Service access

Accessibility to the service is seen as an indicator of experience of care. Since inception, Bounce Back® continues to maintain its remit that participants will be contacted and offered access to the service within 5 working days of program referral receipt from a primary care practitioner. The new Bounce Back Online program allows anyone in the province access to the program materials without a physician referral.

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

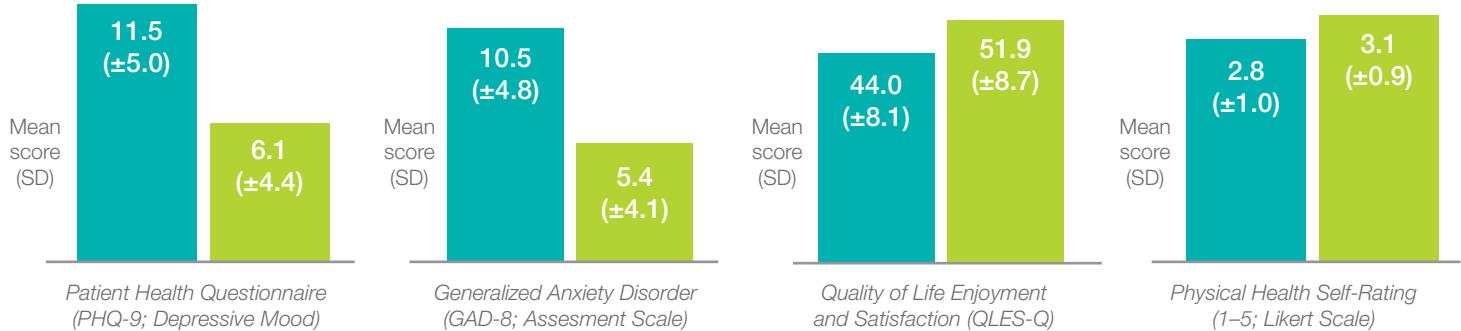
# Program effectiveness

## IMPROVEMENTS IN OVERALL WELL-BEING

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

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

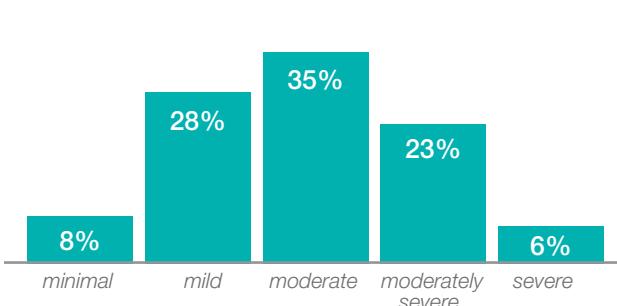
all paired samples t-test  $p < 0.001$ ;  $N=1056$



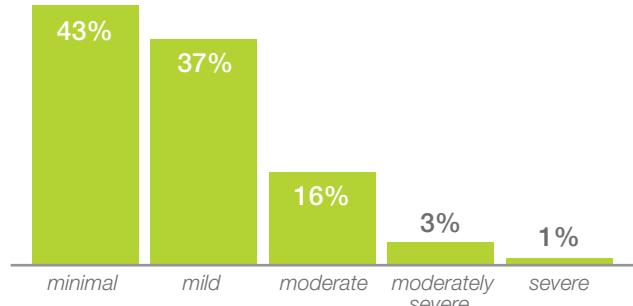
## DECREASES IN SYMPTOMS OF DEPRESSION AND ANXIETY

Depression and anxiety severity was compared pre- and post-Bounce Back® using the participant PHQ-9 and GAD-7 scores. Results show that depression and anxiety severity reduced significantly as a result of completing the program.

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

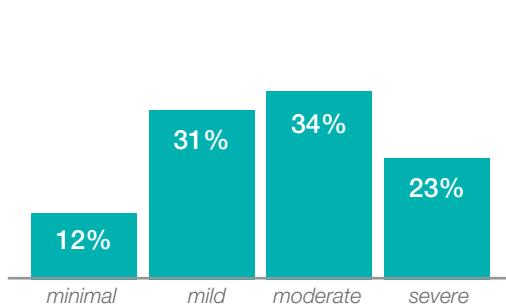


Pre-Bounce Back® (n=1058)

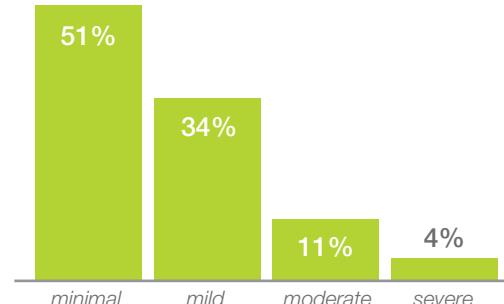


Post-Bounce Back® (n=1058)

Percent of participants by range of GAD-7 anxiety symptom severity



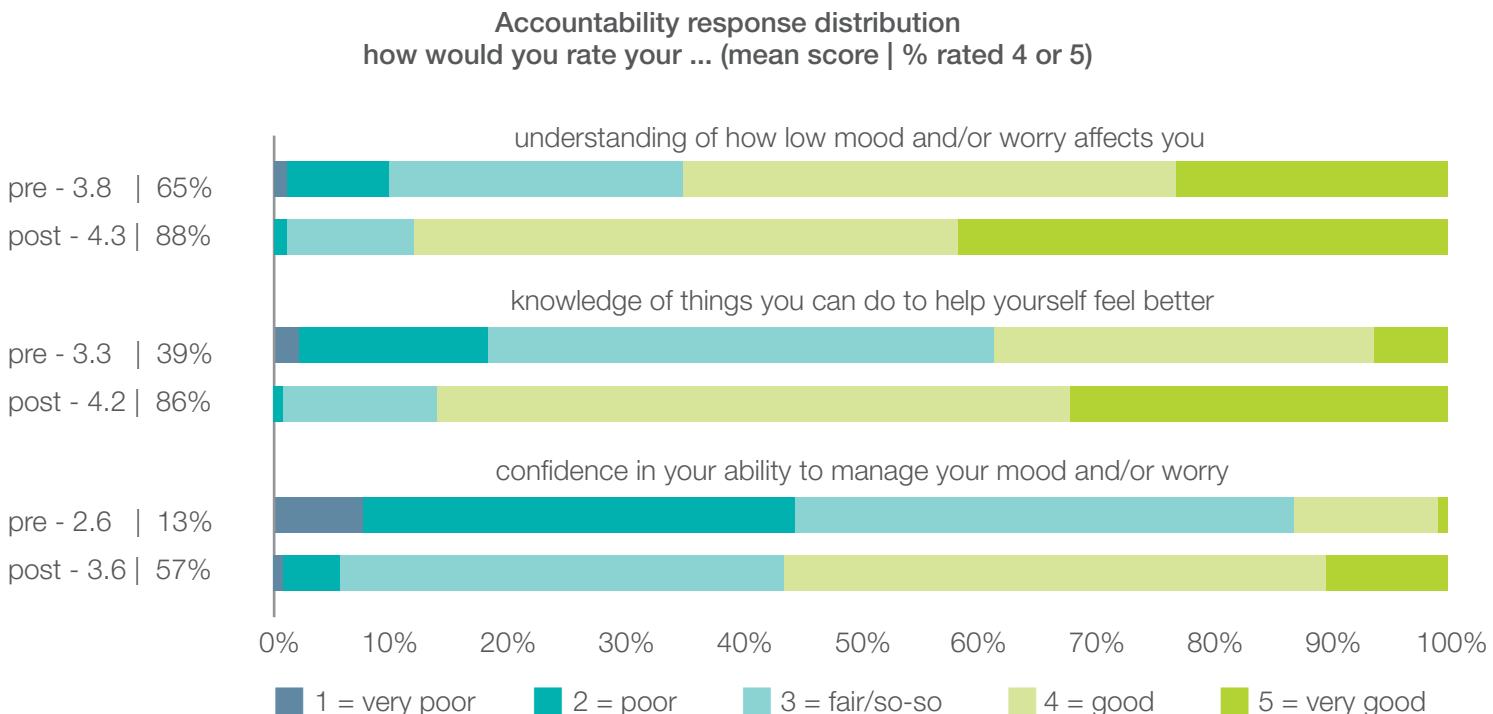
Pre-Bounce Back® (n=1056)



Post-Bounce Back® (n=1056)

# Program deliverables

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



## Participant testimonials

*"The Bounce Back program has given me a better understanding of my anxiety and how it affects my day to day in a way that leaves room for compassion for myself."*

*"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."*

*"I enjoyed it very much and I recommended the program to someone else."*

*"I have gained more confidence and peace within myself. I am not as critical with myself and if I am, I am able to catch it and stop before spiralling down. I am standing up for myself."*

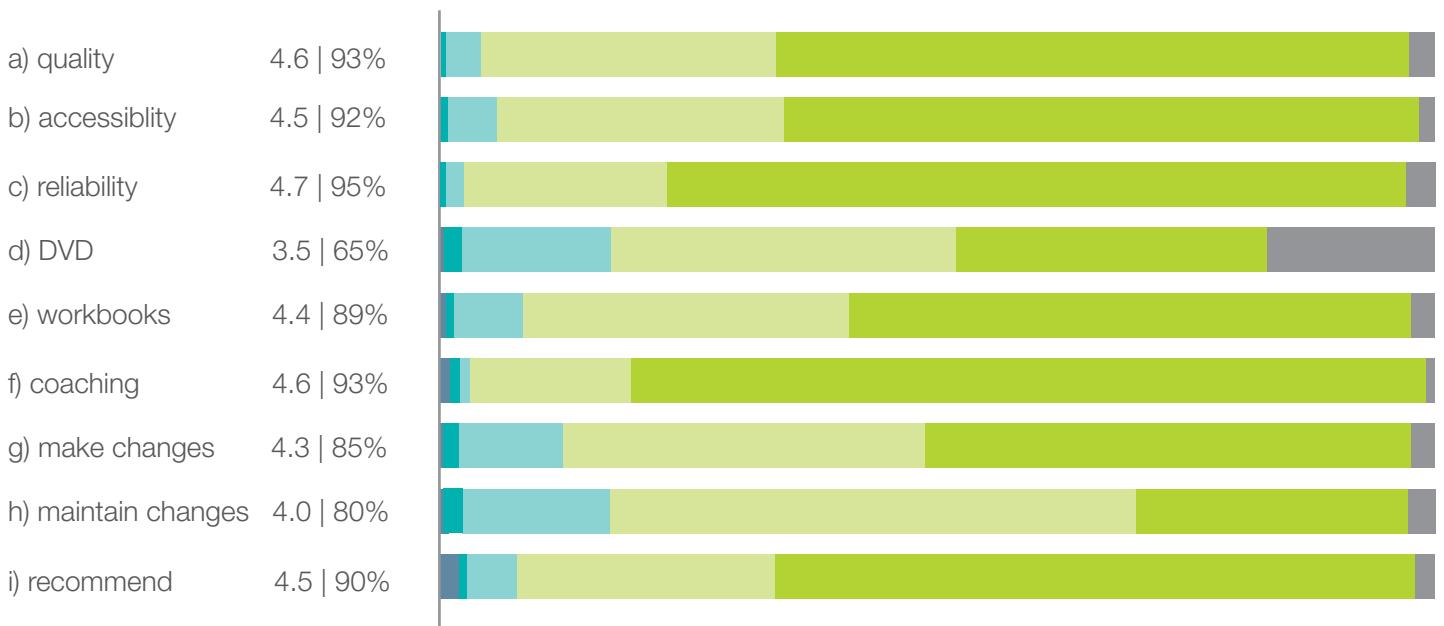
# Participant satisfaction

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

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

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

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





## Physician testimonials

*"You have done such a great job for so many of my patients. It's a delight to hear all the great reviews and appreciation from patients. Thanks!"  
– Kamloops psychiatrist*

*"I'm so pleased to see this is now available for youth. It's been a great resource for my patients so far and I'm excited to be able to offer it to some of my youth patients now." – Pitt Meadows physician*

*"As a GP we frequently see patients who present symptoms of anxiety and depression. It has made a great difference to my practice to be able to refer these patients to Bounce Back for some cognitive training rather than reaching for my prescription pad. 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." – Duncan physician*

## Activity reporting

CMHA BC was the proud recipient of the BC Broadcasters Association's 2016 Humanitarian Award. With this award, CMHA BC received \$1M in free radio and TV advertising, used to help launch a Bounce Back ad campaign in the summer of 2016. The campaign encourages British Columbians to check in on their mental health at **bouncebacktoday.ca**. The online quiz helps visitors check their mood and anxiety levels, learn more about mental health, and seek support for any signs of stress and low mood. This message has helped raise awareness about mental health, encourage early intervention, increase referrals to Bounce Back coaching and boost online program registrations.

In October 2016, we launched the new and updated version of our video, renamed *Bounce Back Today*. To provide easier access for the public, the video is now available not only as a hard copy DVD, but can also be streamed online at **bouncebackvideo.ca**. Promotional cards with the link to the website were developed and are being distributed in a similar manner to the DVDs.



The ad campaign illustrates in a light-hearted way some early signs of depression or anxiety disorder

We continued to work with Vancouver Coastal Health and Providence Health Care to have an online interactive version of Bounce Back available through MindHealthBC. Additionally, we have made Bounce Back Online available provincially through a stand alone website at **bouncebackonline.ca**.

Launched in August 2016, Bounce Back Online allows anyone in the province to access the program materials without a physician referral. The online self-management program contains interactive video-based modules, fillable e-books and worksheets, and access to the Bounce Back Today video segments. Should participants need coaching support to help them work through the materials then a physician referral to the coaching arm of Bounce Back is still required. Participants working with a Bounce Back coach can now access workbooks and fillable worksheets online instead of, or in addition to, receiving paper copies of the workbooks. The coaching component of the program is also available through video conferencing and instant message chat support through a secure, online platform. By the end of March 2017, almost 300 British Columbians had registered to access online materials.

Over the past year we have adapted Bounce Back to serve youth aged 15–18. Program materials and procedures were reviewed by a registered psychologist who specializes in working with children and adolescents, and who continues to provide clinical support to our coaching team. We began accepting youth referrals in January 2017, with plans to extensively promote the newly expanded service across BC.

Bounce Back continues to maintain a participant advisory committee comprised of members throughout BC. The Committee provides input into all aspects of program delivery, provides input and direction into future program planning and roll-out as well as represents the program in public settings. We continue to partner with Mainland BC, Esquimalt and Comox Military Family Resource Centers to increase access for veterans and their families to all program interventions.

## NEW INITIATIVES

With the expanded availability of Bounce Back to youth and through online platforms, we plan to continue to improve the participant's experience and increase engagement and adherence. We are working to make the Bounce Back Today video available in French, Punjabi, Mandarin, and Cantonese. We will also be working on developing an evaluation framework for Bounce Back Online, as well as making youth materials available online in 2017. Much work will be focused on promoting Bounce Back to youth across BC to raise awareness of and increase participation in this simple yet effective program.

## About CMHA BC

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

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

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



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